1984 Editor & Publisher Market Guide

THE FOURTH ESTATE

Exclusive data on every United States and Canadian daily newspaper market

Easy-to-use E&P 4-section format

I. E&P Exclusive 1984 Market Rankings

of leading U.S. cities, counties and Metropolitan Statistical Areas by 1984 estimates of population, disposable personal income, total retail sales, total food sales and disposable income per household.

II. Comprehensive 14-Item Market Surveys

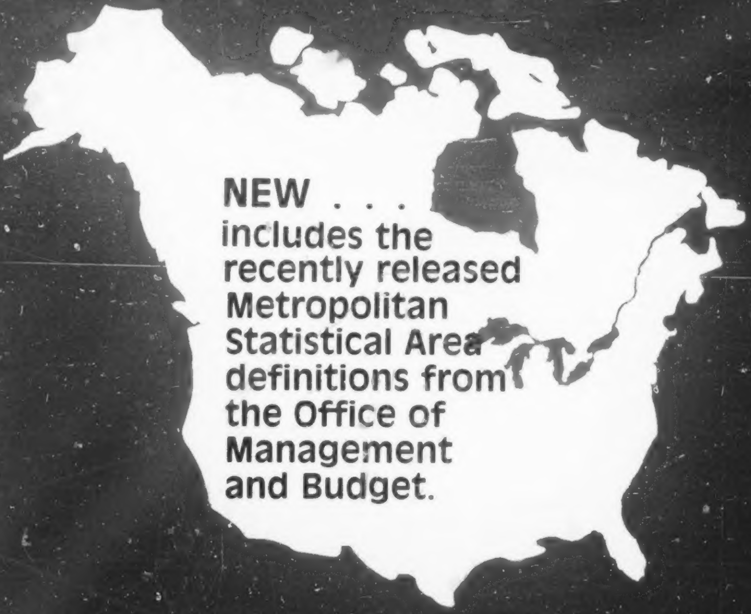
Standardized surveys of over 1500 U.S. daily newspaper markets, with data on location, transportation, climate, population, banking, utilities, auto registrations, industries, retailing information, daily newspapers and circulation.

III. Canadian Newspaper Market Surveys

Standardized 14-item surveys providing profiles of all Canadian daily newspaper markets, including data on transportation, climate, utilities, industries, banking and retailing, with daily newspaper names and circulation.

IV. Population, Income, Retail Sales Tables

1984 estimates of population, income-total, per household and per capita, crop and livestock value. U.S. tables by state, MSA, county and city; Canadian tables by province and city.



NEW . . .
includes the
recently released
Metropolitan
Statistical Area
definitions from
the Office of
Management
and Budget.

Published by Editor & Publisher
in the interest of the newspaper
industry for sixty years

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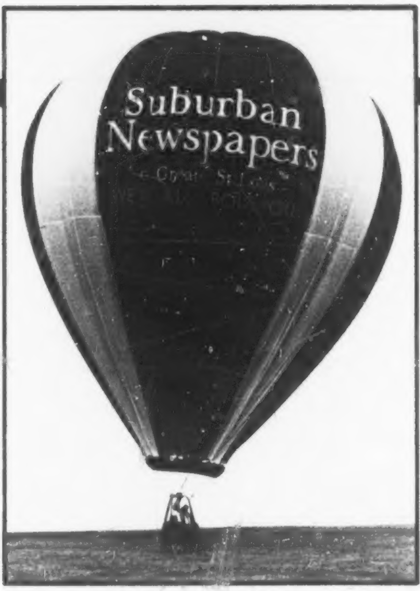

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* Source St. Louis SMSA, Simmons April, 1982

The Market Guide has been published annually by the Editor & Publisher Co., Inc. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

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ISBN 9-9916233-1-0.

Statistical Areas Redesigned

On June 27, 1983, the U.S. Government's Office of Management and Budget released a new list of metropolitan statistical areas designated in accordance with the standards established by the most recent periodic review by the Federal Committee on Standard Metropolitan Statistical Areas. These standards were established for use with the 1980 Census of Population data.

The designations became effective June 30, 1983, thus the data on statistical areas in this edition of the *MARKET GUIDE* cannot be compared with the statistical area data in previous editions.

Gone is the old Standard Metropolitan Statistical Area (SMSA). The new terminology applying to all "free-standing" SMSAs — those not qualifying as part of a larger consolidated area — is Metropolitan Statistical Area (MSA). All qualifying SMSAs located within consolidated areas have been redesignated Primary Metropolitan Statistical Areas (PMSAs). The consolidated areas themselves — metropolitan complexes with over 1,000,000 population within which primary areas have qualified for recognition, formerly known as Standard Consolidated Statistical Areas (SCSAs) — have been renamed Consolidated Metropolitan Statistical Areas (CMSAs).

In addition to changes in terminologies, there have been significant changes in criteria. Size classifications have been introduced, and the old requirement that a designated statistical area have a central city with a population of 50,000 or more has been changed with more emphasis on the urbanization of the area.

The new criteria call for "either a city with a population of at least 50,000, or a Bureau of Census urbanized area of at least 50,000 and a total metropolitan statistical area population of at least 100,000."

A current list of statistical areas is shown on pages 5-10 of this edition of the *MARKET GUIDE* and the new criteria and explanations are on page 5. Those who use standard statistical areas in their planning should be sure to check these pages.

We thank the daily newspapers in the U.S.A. and Canada for their help in getting information about the markets where their newspapers are published. This enables us to provide marketing people with information from people who best know the market.

Ferdinand C. Teubner
Publisher

How to use the 1984 Editor & Publisher Market Guide

Preceded by pages of general information designed to facilitate its use, the data in this MARKET GUIDE is presented in four sections:

1. Market Ranking Tables
These tables show, ranked by size according to E&P estimates for 1984, the population, disposable income, total retail sales, total food sales, and income per household of all MSAs, PMSAs and larger counties and cities of the U.S.A.

2. Individual Market Surveys-United States
Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county seat cities without daily newspapers.

3. Individual Market Surveys-Canada
Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

4. Sales, Population and Income Tables
E&P 1984 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state, followed by tables of estimated 1984 population, personal income—total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - LOCATION: Johnson County (MSA). E&P Map D-7. County Seat. Manufacturing, agriculture and military center. NE portion of the state. 65 mi. E of Fostville; on U.S. Hwy. 17; State Hwy. 95.

2 - TRANSPORTATION: **Railroads**-Southern; Louisville & Nashville.
Motor Freight Carriers-19.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Delta; USAir.

3 - POPULATION:
Corp. City 80 Cen. 71,483; Loc. Est. 72,291
CZ-ABC: (80) 75,900; (83) 80,100
RTZ-ABC: (80) 156,900; (83) 175,800
County 80 Cen. 94,930; Loc. Est. 95,326
MSA 80 Cen. 203,269; Loc. Est. 205,109
City & RTZ-ABC: (80) 232,100; (83) 299,400

4 - HOUSEHOLDS:
City 80 Cen. 27,654; Loc. Est. 28,406
CZ-ABC: (80) 25,564; (83) 35,000
RTZ-ABC: (80) 51,202; (83) 79,100
County 80 Cen. 35,686; Loc. Est. 36,366
MSA 80 Cen. 73,209; Loc. Est. 74,987
City & RTZ-ABC: (80) 76,766; (83) 114,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$190,772,493
Savings & Loan	1	$110,991,777
Commercial	1	$207,905,795

6 - PASSENGER AUTOS: County 53,452

7 - ELECTRIC METERS: Residence 21,457

8 - GAS METERS: Residence 19,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Food 6,750 ($325); Radio Equip. 5,023 ($336); Meat Packing 2,373 ($300); Heavy Machinery 4,927 ($400).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-55. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 blocks on Cedar; 4 blocks on Franklin Ave.
Neighborhood Shopping Centers-Pleasant Ave.; Grove St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branch Mall(15)	6	Kwik-Chek
Excelsior(17)	2	Gray's, A&P

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9; Sears, Hudson's-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hudson's; Dobson's; Sears.
Discount Stores-Gibson's; Fedway; Buymart.
Variety Stores-S.H. Kress; Silver's; Woolworth; Rose's.
Chain Drug Stores-Revco; Gray.
Chain Supermarkets-A&P 8; Kroger 5; National Tea 8; Kwik Chek 3; Tobe; Wiseway; Piggly Wiggly.
Other Chain Stores-Goodrich; Firestone; Dixie Auto Lee; Economy Auto Store; Busch's Jewelry.

14 - NEWSPAPERS: JOURNAL (e) 40,125; (S) 45,900; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: John M. Smith, Adv. Dir., JOURNAL, 175 Field Place, Milford, NY 10467; Tel. (212) 874-5507.
National Representative: Landon Associates.

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Sections II, III and IV appear on dividers preceding those sections.

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IF YOU READ ONLY THE TOP 20 MARKETS, YOU MIGHT OVERLOOK YOUR BEST SELLERS.

The New York Times
The Daily News
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The Washington Post
The Charlotte Observer
Chicago Tribune
Examiner Enterprise
Los Angeles Times
The Hartford Courant
Houston Chronicle
The Fresno Bee

Any businessman worth his Perrier can tell you what marketing conditions are like in, say, Pittsburgh or Baltimore.

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RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972).

The 1977 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1977 Census is the basis for the Retail Sales Estimates included in this 1983 edition. However, strict comparison of the data for the 1972 and 1977 censuses is limited by the following factors:

Geographic boundaries of a number of areas have changed between 1972 and 1977 censuses, because of annexation and redefinition of Standard Metropolitan Statistical Areas and other boundary changes.

In 1977, the Internal Revenue Service assigned a more detailed classification code to business tax returns. As a result, data for certain kinds of business are more detailed than could be shown in 1972.

Omitted from the 1977 sales statistics are sales and other taxes collected from customers as well as carrying charges or other charges for credit. These taxes/charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

In the 1972 census the "legal form of organization" was based on data only for establishments with a total company employment of 250 persons or more. In 1977, this was determined on the basis of the response to the legal form of organization inquiry on the census form.

This Miscellaneous Retail Store category is not included in the Editor & Publisher Tables of Estimated Retail Sales.

For your quick reference, we publish a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales (numbers following names are SIC codes). PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT.)
Corset and lingerie stores (5631 PT.)
Other women's accessory specialty stores (5631 PT.)
Children's and infant's wear stores (5641)
Family clothing stores (5551)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shoe stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory store (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire, battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5511)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
Social caterers (5812 PT.)
Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
Ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5411)
Freezer and locker meat provisioners (5422)
Meat markets (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishings, and Equipment

Furniture stores (5712)
Floor coverings stores (5713)
Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishings stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware
(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT 9
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops 85945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retail stores, n.e.c. (5999 PT.)

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appears in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1983 figures appear in most of the surveys. Where March 1983 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STASTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income", is equal to current income received individuals, unincorporated businesses and non-profit institutions, from all sources. It includes all that is received as wages, salaries, and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or, in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1978.

State Data: State totals of crops and livestock are released annually by the U.S Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration with that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY MARKET AREA—Considered to be that geographical area in which the newspaper provides primary editorial and advertising service. Area consists of contiguous census units (none larger than a county), and ABC rules require that paid circulation and ABC current estimate of households within each county or portion thereof shall be considered.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1977) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales totals and retail sales per household exceed the figures shown for total income per household, this is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boudaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STANDARD METROPOLITAN STATISTICAL AREA (SMSA)—These are listed as described by the Office of Management and Budget. A complete list of these, with a full explanation, appears in the front of this Market Guide.

STANDARD CONSOLIDATED STATISTICAL AREA (SCSA)—A standard statistical area used to facilitate the presentation and analysis of data on large concentrations of metropolitan population. A complete list of these areas, appears in the front of this Market Guide.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1977 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments; dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

METROPOLITAN STATISTICAL AREAS (MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREA definitions, which replaced the familiar Standard Metropolitan Statistical Area (SMSA) on June 30, 1983, were first developed and issued in the late 1940s. Their major purpose was to enable all federal statistical agencies to use consistent geographic definitions in the study of metropolitan characteristics. These definitions made it possible to compare more accurately population, housing, employment, trade and industry statistics. State and local governments, as well as the private sector, soon found these definitions most useful.

Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

In June 1983, the Committee released the results of a comprehensive review; this contained revisions in the criteria for designating MSAs, as well as new concepts in titling and classifying them. The old Standard Metropolitan Statistical Area (SMSA) was shortened to Metropolitan Statistical Area (MSA). If an area has more than 1 million population and meets certain other specified requirements, it is termed a Consolidated Metropolitan Statistical Area (CMSA), which consists of major components classified as Primary Metropolitan Statistical Areas (PMSA).

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities—as many as three—all dependent upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 275 recognized MSAs and 23 CMSAs, consisting of 78 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA**. A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban; and
3. Less than 50 percent of its workers commute to jobs outside the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

The complete criteria used in defining metropolitan statistical areas can be obtained directly from the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, Tex.
(MSA)
Taylor County

Aguadilla, P.R.
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, Ohio
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, Ohio CMSA.

Albany, Ga.
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, N.Y.
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, N.M.
(MSA)
Bernalillo County

Alexandria, La.
(MSA)
Rapides Parish

Allentown-Bethlehem, Pa.-N.J.
(MSA)
Carbon County, Pa.
Lehigh County, Pa.
Northampton, Pa.
Warren County, N.J.

Alton-Granite City, Ill.
(PMSA)
Jersey County
Madison County
see also St. Louis-East St. Louis-Alton, Mo.-Ill. CMSA.

Altoona, Pa.
(MSA)
Blair County

Amarillo, Tex.
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, Calif.
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside, Calif. CMSA.

Anchorage, Alaska
(MSA)
Anchorage Borough

Anderson, Ind.
(MSA)
Madison County

Anderson, S.C.
(MSA)
Anderson County

Ann Arbor, Mich.
(PMSA)
Washtenaw County
see also Detroit-Ann Arbor, Mich. CMSA.

Anniston, Ala.
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, Wisc.
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, P.R.
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, N.C.
(MSA)
Buncombe County

Athens, Ga.
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, Ga.
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, N.J.
(MSA)
Atlantic County
Cape May County

Augusta, Ga.-S.C.
(MSA)
Columbia County, Ga.
McDuffie County, Ga.
Richmond County, Ga.
Aiken County, S.C.

Aurora-Elgin, Ill.
(PMSA)
Kane County
Kendall County
see also Chicago-Gary-Lake County, Ill.-Ind.-Wisc. CMSA.

Austin, Tex.
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, Calif.
(MSA)
Kern County

Baltimore, Md.
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County

Howard County
Queen Anne's County
Baltimore city

Bangor, Me.
(MSA)
Penobscot County: Bangor, Brewer, Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington, Veazie towns; Penobscot Indian Island, Indian Reservation.
Waldo County: Winterport town.

Baton Rouge, La.
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, Mich.
(MSA)
Calhoun County

Beaumont-Port Arthur, Tex.
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, Pa.
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, Pa. CMSA.

Bellingham, Wash.
(MSA)
Whatcom County

Benton Harbor, Mich.
(MSA)
Berrien County

Bergen-Passaic, N.J.
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Billings, Mont.
(MSA)
Yellowstone County

Biloxi-Gulfport, Miss.
(MSA)
Hancock County
Harrison County

Binghamton, N.Y.
(MSA)
Broome County
Tioga County

Birmingham, Ala.
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, N.D.
(MSA)
Burleigh County
Morton County

Bloomington, Ind.
(MSA)
Monroe County

Bloomington-Normal, Ill.
(MSA)
McLean County

Boise City, Idaho
(MSA)
Ada County

Boston, Mass.
(PMSA)
Bristol County: Mansfield, Norton and Raynham towns.
Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
Norfolk County: Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns.
Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Boulder-Longmont, Colo.
(PMSA)
Boulder County
see also Denver-Boulder, Colo. CMSA.

Bradenton, Fla.
(MSA)
Manatee County

Brazoria, Tex.
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, Tex. CMSA

Bremerton, Wash.
(MSA)
Kitsap County

Bridgeport-Milford, Conn.
(PMSA)
Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Bristol, Conn.
(PMSA)
Hartford County: Bristol city; Burlington town.
Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, Conn. CMSA.

Brockton, Mass.
(PMSA)
Bristol County: Easton town.
Norfolk County: Avon Town.
Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston, Lawrence-Salem, Mass.-N.H. CMSA.

Brownsville-Harlingen, Tex.
(MSA)
Cameron County

Bryan-College Station, Tex.
(MSA)
Brazos County

Buffalo, N.Y.
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls CMSA.

Burlington, N.C.
(MSA)
Alamance County

Burlington, Vt.
(MSA)
Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
Franklin County: Georgia town.
Grand Isle County: Grand Isle and South Hero towns.

Caguas, P.R.
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, P.R. CMSA.

Canton, Ohio
(MSA)
Carroll County
Stark County

Casper, Wyo.
(MSA)
Natrona County

Cedar Rapids, Iowa
(MSA)
Linn County

Champaign-Urbana-Rantoul, Ill.
(MSA)
Champaign County

Charleston, S.C.
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, W.Va.
(MSA)
Kanawha County
Putnam County

Charlotte-Gastonia-Rock Hill, N.C.-S.C.
(MSA)
Cabarrus County, N.C.
Gaston County, N.C.
Lincoln County, N.C.
Mecklenburg County, N.C.
Rowan County, N.C.
Union County, N.C.
York County, S.C.

Charlottesville, Va.
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville city

Chattanooga, Tenn.-Ga.
(MSA)
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchi County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Chicago, Ill.
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary-Lake County CMSA.

Chico, Calif.
(MSA)
Butte County

Cincinnati, Ohio-Ky-Ind.
(PMSA)
Clermont County, Ohio
Hamilton County, Ohio
Warren County, Ohio
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, Tenn.-Ky.
(MSA)
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, Ohio
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, Ohio CMSA.

Colorado Springs, Colo.
(MSA)
El Paso County

Columbia, Mo.
(MSA)
Boone County

Columbia, S.C.
(MSA)
Lexington County
Richland County

Columbus, Ga-Ala.
(MSA)
Chattahoochee County, Ga.
Muscogee County, Ga.
Russell County, Ala.

Columbus, Ohio
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, Tex.
(MSA)
Nueces County
San Patricio County

Cumberland, Md.-W.Va.
(MSA)
Allegany County, Md.
Mineral County, W.Va.

Dallas, Tex.
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, Conn.
(PMSA)
Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns.
Litchfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey Long Island CMSA.

Danville, Va.
(MSA)
Pittsylvania County
Danville city.

Davenport-Rock Island-Moline, Iowa-Ill.
(MSA)
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton-Springfield, Ohio
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, Ohio CMSA.

Daytona Beach, Fla.
(MSA)
Volusia County

Decatur, Ill.
(MSA)
Macon County

Denver, Colo.
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines, Iowa
(MSA)
Dallas County
Polk County
Warren County

Detroit, Mich.
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, Mich. CMSA.

Dothan, Ala.
(MSA)
Dale County
Houston County

Dubuque, Iowa
(MSA)
Dubuque County

Duluth, Minn.-Wis.
(MSA)
St. Louis County, Minn.
Douglas County, Wis.

East St. Louis-Belleville, Ill.
(PMSA)
Clinton County
St. Clair County
see also St. Louis-East St. Louis-Alton CMSA.

Eau Claire, Wis.
(MSA)
Chippewa County
Eau Claire County

El Paso, Tex.
(MSA)
El Paso County

Elkhart-Goshen, Ind.
(MSA)
Elkhart County

Elmira, N.Y.
(MSA)
Chemung County

Enid, Okla.
(MSA)
Garfield County

Erie, Pa.
(MSA)
Erie County

Eugene-Springfield, Ore.
(MSA)
Lane County

Evansville, Ind.-Ky.
(MSA)
Posey County, Ind.
Vanderburgh County, Inc.
Warrick County, Inc.
Henderson County, Ky.

Fall River, Mass.-R.I.
(PMSA)
Bristol County, Mass.: Fall River city; Somerset, Swansea and Westport towns.
Newport County, R.I.: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, N.D.-Minn.
(MSA)
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
(MSA)
Cumberland County

Fayetteville-Springdale, Ark.
(MSA)
Washington County

Fitchburg-Leominster, Mass.
(MSA)
Middlesex County: Ashby town.
Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, Mich.
(MSA)
Genesee County

Florence, Ala.
(MSA)
Colbert County
Lauderdale County

Florence, S.C.
(MSA)
Florence County

Fort Collins-Loveland, Colo.
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, Fla.
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers, Fla.
(MSA)
Lee County

Fort Pierce, Fla.
(MSA)
Martin County
St. Lucie County

Fort Smith, Ark.-Okla.
(MSA)
Crawford County, Ark.
Sebastian County, Ark.
Sequoyah County, Okla.

Fort Walton Beach, Fla.
(MSA)
Okaloosa County

Fort Wayne, Ind.
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, Tex.
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA.

Fresno, Calif.
(MSA)
Fresno County

Gadsden, Ala.
(MSA)
Etowah County

Gainesville, Fla.
(MSA)
Alachua County
Bradford County

Galveston-Texas City, Tex.
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA.

Gary-Hammond, Ind.
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA.

Glens Falls, N.Y.
(MSA)
Warren County
Washington County

Grand Forks, N.D.
(MSA)
Grand Forks County

Grand Rapids, Mich.
(MSA)
Kent County
Ottawa County

Great Falls, Mont.
(MSA)
Cascade County

Greeley, Colo.
(MSA)
Weld County

Green Bay, Wis.
(MSA)
Brown County

Greensboro-Winston-Salem-High Point, N.C.
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, S.C.
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, [illegible]
(MSA)
Washington County

Hamilton-Middleton, O.
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA.

Harrisburg-Lebanon-Carlisle, Pa.
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, Conn.
(PMSA)
Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
Litchfield County: Barkhamsted and New Hartford towns.
Middlesex County: East Haddam town.
New London County: Colchester town.
Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA.

Hickory, N.C.
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, Hawaii
(MSA)
Honolulu County

Houma-Thibodaux, La.
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, Tex.
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, Tex. CMSA.

Huntington-Ashland, W.Va.-Ky.-Ohio
(MSA)
Cabell County, W.Va.
Wayne County, W.Va.
Boyd County, Ky.
Carter County, Ky.
Greenup County, Ky.
Lawrence County, O.

Huntsville, Ala.
(MSA)
Madison County

Indianapolis, Ind.
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, Iowa
(MSA)
Johnson County

Jackson, Mich.
(MSA)
Jackson County

Jackson, Miss.
(MSA)
Hinds County
Madison County
Rankin County

Jacksonville, Fla.
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, N.C.
(MSA)
Onslow County

Janesville-Beloit, Wis.
(MSA)
Rock County

Jersey City, N.J.
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, Tenn.-Va.
(MSA)
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Scott County, Va.
Washington County, Va.
Bristol city.

Johnstown, Pa.
(MSA)
Cambria County
Somerset County

Joliet, Ill.
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, Mo.
(MSA)
Jasper County
Newton County

Kalamazoo, Mich.
(MSA)
Kalamazoo County

Kankakee, Ill.
(MSA)
Kankakee County

Kansas City, Kans.
(PMSA)
Johnson County
Leavenworth County
Miami County
Wyandotte County
see also Kansas City, Mo.-Kansas City, Kans. CMSA.

Kansas City, Mo.
(PMSA)
Cass County
Clay County
Jackson County
Lafayette County
Platte County
Ray County
see also Kansas City, Mo.-Kansas City, Kans. CMSA.

Kenosha, Wis.
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA.

Killeen-Temple, Tex.
(MSA)
Bell County
Coryell County

Knoxville, Tenn.
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, Ind.
(MSA)
Howard County
Tipton County

La Crosse, Wis.
(MSA)
La Crosse County

Lafayette, La.
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette, Ind.
(MSA)
Tippecanoe County

Lake Charles, La.
(MSA)
Calcasieu Parish

Lake County, Ill.
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, Fla.
(MSA)
Polk County

Lancaster, Pa.
(MSA)
Lancaster County

Lansing-East Lansing, Mich.
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, Tex.
(MSA)
Webb County

Las Cruces, N.M.
(MSA)
Dona Ana County

Las Vegas, Nev.
(MSA)
Clark County

Lawrence, Kans.
(MSA)
Douglas County

Lawrence-Haverhill, Mass.-N.H.
(PMSA)
Essex County, Mass.: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
Rockingham County, N.H.: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Lawton, Okla.
(MSA)
Comanche County

Lewiston-Auburn, Me.
(MSA)
Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, Ky.
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, Ohio
(MSA)
Allen County
Auglaize County

Lincoln, Neb.
(MSA)
Lancaster County

Little Rock-North Little Rock, Ark.
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
(see Monmouth-Ocean, N.J. PMSA)
see also New York, Northern New Jersey-Long Island CMSA.

Longview-Marshall, Tex.
(MSA)
Gregg County
Harrison County

Lorain-Elyria, Ohio
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, Calif.
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, Calif. CMSA.

Louisville, Ky.-Ind.
(MSA)
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Shelby County, Ky.
Clark County, Ind.
Floyd County, Ind.
Harrison County, Ind.

Lowell, Mass.-N.H.
(PMSA)
Middlesex County, Mass.: Lowell city; Billerica, Chelmsford, Cracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
Hillsborough County, N.H.: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, Tex.
(MSA)
Lubbock County.

Lynchburg, Va.
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, Ga.
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, Wis.
(MSA)
Dane County

Manchester, N.H.
(MSA)
Hillsborough County: Manchester city; Bedford and Goffstown towns.
Merrimack County: Allenstown and Hooksett towns.
Rockingham County: Auburn and Candia towns.

Mansfield, Ohio
(MSA)
Richland County

Mayaguez, P.R.
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburg-Mission, Tex.
(MSA)
Hidalgo County

Medford, Ore.
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, Fla.
(MSA)
Brevard County

Memphis, Tenn.-Ark.-Miss.
(MSA)
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
(see New Haven-Meriden, Conn.)

Miami-Hialeah, Fla.
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, N.J.
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York, Northern New Jersey-Long Island CMSA.

Middletown, Conn.
(PMSA)
Middlesex County: Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA.

Midland, Tex.
(MSA)
Midland County

Milwaukee, Wis.
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, Minn.-Wis.
(MSA)
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Isanti County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile, Ala.
(MSA)
Baldwin County
Mobile County

Modesto, Calif.
(MSA)
Stanislaus County

Monmouth-Ocean, N.J.
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, La.
(MSA)
Ouachita Parish

Montgomery, Ala.
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
(MSA)
Delaware County

Muskegon, Mich.
(MSA)
Muskegon County

Nashua, N.H.
(PMSA)
Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns.
Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA.

Nashville, Tenn.
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA

New Bedford, Mass.
(MSA)
Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, Conn.
(PMSA)
Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayreville, N.J.
(See Middlesex-Somerset-Hunterdon, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, Conn.
(MSA)
Middlesex County: Clinton and Killingworth towns.
New Haven County: Meriden, New Haven and West Haven cities; Bethan, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, Conn.
(MSA)
New London County, Conn.: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
Windham County, Conn.: Canterbury town.
Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, La.
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, N.Y.
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, N.J.
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, Ohio
(See Columbus Ohio)

Newburgh-Middletown, N.Y.
(See Orange County, N.Y. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Newport News-Hampton, Va.
(See Norfolk-Virginia Beach-Newport News, Va.)

Niagara Falls, N.Y.
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, Va.
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(See Scranton-Wilkes-Barre, Pa.)

Norwalk, Conn.
(PMSA)
Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, Calif.
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, Fla.
(MSA)
Marion County

Odessa, Tex.
(MSA)
Ector County

Oklahoma City, Okla.
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattamie County, Iowa

Olympia, Wash.
(MSA)
Thurston County

Omaha, Neb.-Iowa
(MSA)
Douglas County, Neb.
Sarpy County, Neb.
Washington County, Neb.
Pottawattomie County, Iowa

Orange County, N.Y.
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, Fla.
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, Ky.
(MSA)
Daviess County

Oxnard-Ventura, Calif.
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, Fla.
(MSA)
Bay County

Parkersburg-Marietta, W.Va.-Ohio
(MSA)
Wood County, W. Va.
Washington County, Ohio

Pascagoula, Miss.
(MSA)
Jackson County

Paterson-Clifton-Passaic, N.J.
(See Bergen-Passaic, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Pawtucket-Woonsocket-Attleboro, R.I.-Mass.
(PMSA)
Bristol County, Mass.: Attleboro city; North Attleborough, Rehoboth and Seekonk towns.
Norfolk County, Mass.: Plainville town.
Worcester County, Mass.: Blackstone and Millville towns.
Providence County, R.I.: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, Fla.
(MSA)
Escambia County
Santa Rosa County

Peoria, Ill.
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
(See Richmond-Petersburg, Va.)

Philadelphia, Pa.-N.J.
(PMSA)
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, Ariz.
(MSA)
Maricopa County

Pine Bluff, Ark.
(MSA)
Jefferson County

Pittsburgh, Pa.
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, Mass.
(MSA)
Berkshire County: Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

Ponce, P.R.
(MSA)
Juana Diaz Municipio
Ponce Municipio

Portland, Maine
(MSA)
Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, Ore.
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, N.H.-Maine
(MSA)
Rockingham County, N.H.: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
Strafford County, N.H.: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
York County, Maine: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, N.Y.
(MSA)
Dutchess County

Providence, R.I.
(PMSA)
Bristol County: Barrington, Bristol and Warren towns.
Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
Newport County: Jamestown town.
Providence County: Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns.
Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, Utah
(MSA)
Utah County

Pueblo, Colo.
(MSA)
Pueblo County

Racine, Wisc.
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, N.C.
(MSA)
Durham County
Franklin County
Orange County
Wake County

Reading, Pa.
(MSA)
Berks County

Redding, Calif.
(MSA)
Shasta County

Reno, Nev.
(MSA)
Washoe County

Richland-Kennewick-Pasco, Wash.
(MSA)
Benton County
Franklin County

Richmond-Petersburg, Va.
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, Calif.
(PMSA)
Riverside County
San Bernardino County
see also Los Angeles-Anaheim-Riverside CMSA.

Roanoke, Va.
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, Minn.
(MSA)
Olmsted County

Rochester, N.Y.
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, Ill.
(MSA)
Boone County
Winnebago County

Rock Hill, S.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Sacramento, Calif.
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, Mich.
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, Minn.
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
(MSA)
Buchanan County

St. Louis, Mo.-Ill.
(PMSA)
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
St. Louis city, Mo.
Monroe County, Ill.
see also St. Louis-East St. Louis-Alton CMSA.

Salem, Ore.
(MSA)
Marion County
Polk County

Salem-Gloucester, Mass.
(PMSA)
Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, Calif.
(MSA)
Monterey County

Salisbury-Concord, N.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Salt Lake City-Ogden, Utah
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, Tex.
(MSA)
Tom Green County

San Antonio, Tex.
(MSA)
Bexar County
Comal County
Guadalupe County

San Diego, Calif.
(MSA)
San Diego County

San Francisco, Calif.
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, Calif.
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, P.R.
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Muncipio
San Juan Municipio
Toa Alta Muncipio
Toa Baja Municipio
Trujillo Alto Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, Calif.
(MSA)
Santa Barbara County

Santa Cruz, Calif.
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Rosa-Petaluma, Calif.
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, Fla.
(MSA)
Sarasota County

Savannah, Ga.
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, Pa.
(MSA)
Columbia County
Lackawanna County

Luzerne County
Monroe County
Wyoming County

Seattle, Wash.
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, Pa.
(MSA)
Mercer County

Sheboygan, Wisc.
(MSA)
Sheboygan County

Sherman-Denison, Tex.
(MSA)
Grayson County

Shreveport, La.
(MSA)
Bossier Parish
Caddo Parish

Sioux City, Iowa-Neb.
(MSA)
Woodbury County, Iowa
Dakota County, Neb.

Sioux Falls, S.D.
(MSA)
Minnehaha County

South Bend-Mishawaka, Ind.
(MSA)
St. Joseph County

Spokane, Wash.
(MSA)
Spokane County

Springfield, Ill.
(MSA)
Menard County
Sangamon County

Springfield, Mass.
(MSA)
Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell Southwick, West Springfield and Wilbraham towns.
Hampshire County: Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Springfield, Mo.
(MSA)
Christian County
Greene County

Springfield, Ohio
(See Dayton-Springfield, Ohio)

Stamford, Conn.
(PMSA)
Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA.

State College, Pa.
(MSA)
Centre County

Steubenville-Weirton, Ohio-W. Va.
(MSA)
Jefferson County, Ohio
Brooke County, W. Va.
Hancock County, W. Va.

Stockton, Calif.
(MSA)
San Joaquin County

Syracuse, N.Y.
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA.

Tallahassee, Fla.
(MSA)
Gadsden County
Leon County

Tampa-St. Petersburg-Clearwater, Fla.
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
(MSA)
Clay County
Vigo County

Texarkana, Tex.-Texarkana, Ark.
(MSA)
Bowie County, Tex.
Miller County, Ark.

Toledo, Ohio
(MSA)
Fulton County
Lucas County
Wood County

Topeka, Kans.
(MSA)
Shawnee County

Trenton, N.J.
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA.

Tucson, Ariz.
(MSA)
Pima County

Tulsa, Okla.
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
(MSA)
Tuscaloosa County

Tyler, Tex.
(MSA)
Smith County

Utica-Rome, N.Y.
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA.

Vancouver, Wash.
(MSA)
Clark County, Wash.
see Portland-Vancouver CMSA.

Victoria, Tex.
(MSA)
Victoria County

Vineland-Millville-Bridgeton, N.J.
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA.

Visalia-Tulare-Porterville, Calif.
(MSA)
Tulare County

Waco, Tex.
(MSA)
McLennan County

Washington, D.C.-Md.-Va.
(MSA)
District of Columbia
Calvert County, Md.
Charles County, Md.
Frederick County, Md.
Montgomery County, Md.
Prince George's County, Md.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.
Stafford County, Va.
Alexandria city, Va.
Fairfax city, Va.
Fall Church city, Va.
Manassas city, Va.
Manassas Park city, Va.

Waterbury, Conn.
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, Iowa
(MSA)
Black Hawk County
Bremer County

Wausau, Wisc.
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, Fla.
(MSA)
Palm Beach County

Wheeling, W. Va.-Ohio
(MSA)
Marshall County, W. Va.
Ohio County, W. Va.
Belmont County, Ohio

Wichita, Kans.
(MSA)
Butler County
Sedgwick County

Wichita Falls, Tex.
(MSA)
Wichita County

Williamsport, Pa.
(MSA)
Lycoming County

Wilmington, Del.-N.J.-Md.
(PMSA)
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.
see also Philadelphia-Wilmington-Trenton CMSA.

Wilmington, N.C.
(MSA)
New Hanover County

Worcester, Mass.
(MSA)
Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, Wash.
(MSA)
Yakima County

York, Pa.
(MSA)
Adams County
York County

Youngstown-Warren, Ohio
(MSA)
Mahoning County
Trumbull County

Yuba City, Calif.
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Boston-Lawrence-Salem, Mass.-N.H. CMSA: Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

Buffalo-Niagara Falls, N.Y. CMSA: Includes Buffalo, N.Y. PMSA; Niagra Falls, N.Y. PMSA.

Chicago-Gary-Lake County, Ill.-Ind.-Wisc. CMSA: Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.

Cincinnati-Hamilton, Ohio-Ky.-Ind. CMSA: Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

Cleveland-Akron-Lorain, Ohio CMSA: Includes Akron, Ohio PMSA; Cleveland, Ohio PMSA; and Lorain-Elyria, Ohio PMSA.

Dallas-Fort Worth, Tex. CMSA: Includes Dallas, Tex. PMSA; Fort Worth-Arlington, Tex. PMSA.

Denver-Boulder, Colo. CMSA: Includes Boulder-Longmont, Colo. PMSA; Denver, Colo. PMSA.

Detroit-Ann Arbor, Mich. CMSA: Includes Ann Arbor, Mich. PMSA; Detroit, Mich. PMSA.

Hartford-New Britain-Middletown, Conn. CMSA: Includes Bristol, Conn. PMSA; Hartford, Conn. PMSA; Middletown, Conn. PMSA; New Britain, Conn. PMSA.

Houston-Galveston-Brazoria, Tex. CMSA: Includes Brazoria, Tex. PMSA; Galveston-Texas City, Tex. PMSA; and Houston, Tex. PMSA.

Kansas City, Mo.-Kansas City, Kans. CMSA: Includes Kansas City, Kans. PMSA; Kansas City, Mo. PMSA.

Los Angeles-Anaheim-Riverside, Calif. CMSA: Includes Anaheim-Santa Ana, Calif. PMSA; Los Angeles-Long Beach, Calif. PMSA; Oxnard-Ventura, Calif. PMSA; and Riverside-San Bernardino, Calif. PMSA.

Miami-Fort Lauderdale, Fla. CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, Fla. PMSA; Miami-Hialeah, Fla. PMSA.

Milwaukee-Racine, Wisc. CMSA: Includes Milwaukee, Wisc. PMSA; Racine, Wisc. PMSA.

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA: Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md. CMSA: Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md. PMSA.

Pittsburgh-Beaver Valley, Pa. CMSA: Includes Beaver County, Pa. PMSA; Pittsburgh, Pa. PMSA.

Portland-Vancouver, Ore.-Wash. CMSA: Includes Portland, Ore. PMSA; Vancouver, Wash. PMSA.

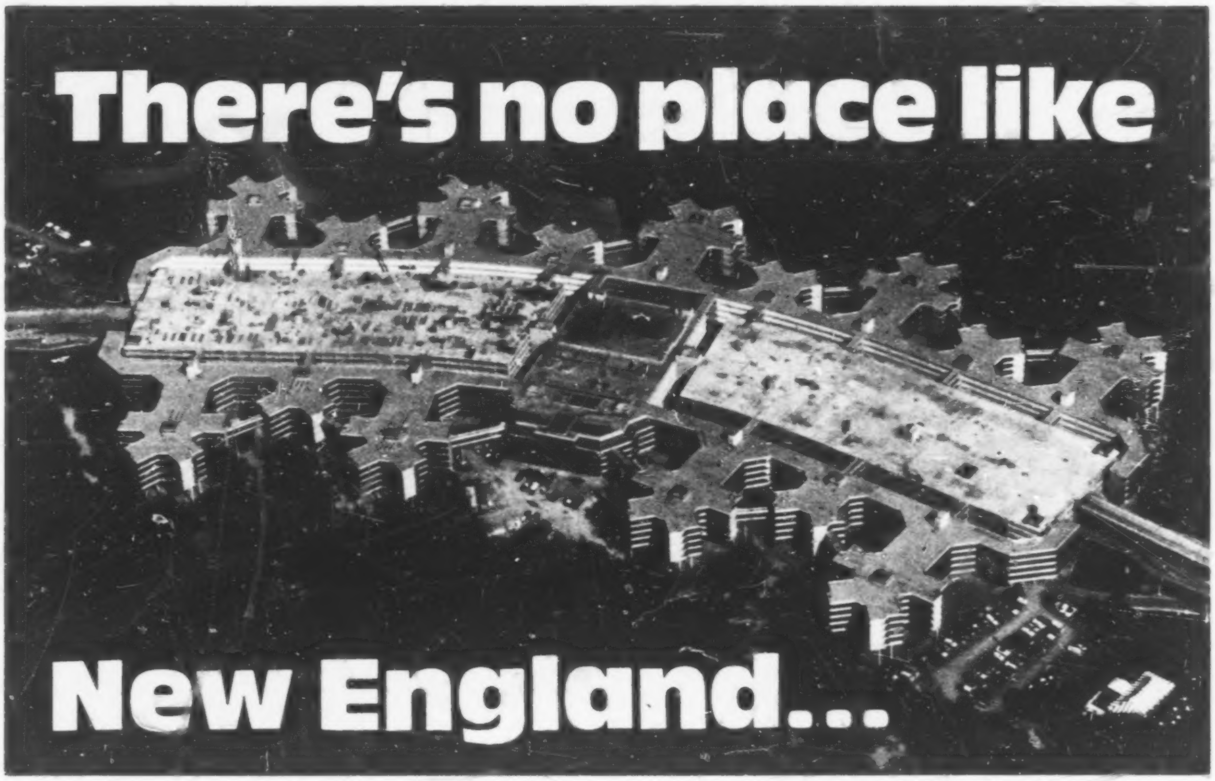
Providence-Pawtucket-Fall River, R.I.-Mass. CMSA: Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; Providence, R.I. PMSA.

St. Louis-East St. Louis-Alton, Mo.-Ill. CMSA: Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

San Francisco-Oakland-San Jose, Calif. CMSA: Includes Oakland, Calif. PMSA; San Francisco, Calif. PMSA; San Jose, Calif. PMSA; Santa Cruz, Calif. PMSA; Santa Rosa-Petaluma, Calif. PMSA; and Vallejo-Fairfield-Napa, Calif. PMSA.

San Juan-Caguas, P.R. CMSA: Includes Caguas, P.R. PMSA; San Juan, P.R. PMSA.

Seattle-Tacoma, Wash. CMSA: Includes Seattle, Wash. PMSA; Tacoma, Wash. PMSA.



Union Carbide world headquarters, Danbury, CT

FOR REACHING EXECUTIVES WHERE THEY LIVE!

If a rare East Coast earthquake should tumble Fairfield County, Connecticut into adjacent Long Island Sound, twenty-one of the nation's largest industrial companies would lose not only their handsome headquarters buildings and hundreds of home office employees, but their top executives, together with luxurious homes, golf clubs, company jets, yachts and harbors, and some of the highest salaries paid anywhere. In fact, exactly 10% of 1982 Fortune 500 companies have their head offices in New England, with the percentage of the second 500 even higher. What's more, many are in booming high tech manufacture, and among the region's largest employers, with plants scattered around our six states — one of the main reasons why New England unemployment is lower, and incomes higher than the rest of the country.

New England's sophisticated industry, with its highly educated management and personnel, has greatly spurred the growith of the finance and service industries and, consequently, retail sales. New England daily newspapers, with home coverage exceeding that of most other regions, can claim to be among the nation's most effective advertising media.

Smart marketing starts with New England daily newspapers

MAINE

Bangor Daily News (M)
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Union Leader (M)
Nashua Telegraph (E)
New Hampshire Sunday News (S)

VERMONT

Burlington Free Press (M&S)
Rutland Herald (M&S)

MASSACHUSETTS

Boston Globe (AD&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (E&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Gazette (Haverhill) (E)
Lynn Item (E)
The Middlesex News (E&S)
The Patriot Ledger (Quincy) (E)
Pittsfield Berkshire Eagle (M)
Salem Evening News (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Bristol Press (E)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E&S)
Torrington Register (E)
Waterbury American (E)
Waterbury Republican (M&S)

RHODE ISLAND

The Newport Daily News (E
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)
Woonsocket Call (E)

SELL NEW ENGLAND • WITH NEWSPAPERS •

EDITOR & PUBLISHER'S MARKET RANKINGS

This year EDITOR & PUBLISHER has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the E&P Market Guide since they first appeared in the 1964 edition. The rankings, based on E&P estimates for 1984, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis for all counties whether daily newspapers are published in them or not, and for all standard metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1977 Census of Business, and 1984 research estimates by the Marketing Economics Institute Ltd.

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1984

POPULATION

Metropolitan Statistical Areas	
1 New York, N.Y	8,456,245
2 Los Angeles-Long Beach, Ca	7,963,441
3 Chicago, Il	6,174,715
4 Philadelphia, Pa-N.J	4,828,794
5 Detroit, Mi	4,434,379
6 Washington, D.C-Md-Va	3,402,865
7 Boston, Ma	3,129,762
8 Houston, Tx	3,078,286
9 Nassau-Suffolk, N.Y	2,671,861
10 Atlanta, Ga	2,288,436
11 Baltimore, Md	2,260,465
12 Pittsburgh, Pa	2,238,925
13 Minneapolis-St. Paul, Mn-Wi	2,204,811
14 Dallas, Tx	2,162,023
15 Anaheim-Santa Ana, Ca	2,115,841
16 San Diego, Ca	2,028,506
17 Cleveland, Oh	1,922,363
18 Newark, N.J	1,919,850
19 Oakland, Ca	1,871,088
20 St. Louis, Mo-Il	1,842,394
21 Miami-Hialeah, Fl	1,802,022
22 Tampa-St. Petersburg-Clearwater, Fl	1,798,416
23 Riverside-San Bernardino, Ca	1,724,634
24 Seattle, Wa	1,707,119
25 Phoenix, Az	1,651,601
26 San Francisco, Ca	1,570,892
27 Denver, Co	1,545,034
28 Cincinnati, Oh-Ky-In	1,433,733
29 Milwaukee, Wi	1,432,585
30 San Jose, Ca	1,383,225
31 New Orleans, La	1,330,074
32 Bergen-Passaic, N.J	1,328,529
33 Columbus, Oh	1,276,192
34 Norfolk-Virginia Beach-Newport News, Va	1,223,903
35 Sacramento, Ca	1,206,733
36 Indianapolis, In	1,186,466
37 San Antonio, Tx	1,169,989
38 Portland, Or	1,137,427
39 Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,124,407
40 Fort Worth-Arlington, Tx	1,092,309
41 Buffalo, N.Y	1,036,404
42 Charlotte-Gastonia-Rock Hill, N.C-S.C	1,025,103
43 Rochester, N.Y	1,004,052
44 Salt Lake City-Ogden, Ut	990,148
45 Louisville, Ky-In	969,095
46 Dayton-Springfield, Oh	958,261
47 Memphis, Tn-Ar-Ms	947,160
48 Kansas City, Mo	939,279
49 Oklahoma City, Ok	937,786
50 Middlesex-Somerset-Hunterdon, N.J	919,664
51 Birmingham, Al	904,850
52 Greensboro-Winston-Salem-High Point, N.C	894,496
53 Nashville, Tn	885,835
54 Monmouth-Ocean, N.J	854,399
55 Albany-Schenectady-Troy, N.Y	855,782
56 Richmond-Petersburg, Va	808,851
57 Honolulu, Hi	795,228
58 Jacksonville, Fl	781,389
59 Orlando, Fl	780,350
60 Hartford, Ct	778,198
61 Scranton-Wilkes Barre, Pa	738,706
62 Tulsa, Ok	711,474
63 Providence, R.I	691,870
64 Akron, Oh	668,966
65 West Palm Beach-Boca Raton-Delray, Fl	668,198
66 Syracuse, N.Y	659,050
67 Allentown-Bethlehem, Pa-N.J	654,092
68 Gary-Hammond, In	646,770
69 Toledo, Oh	621,134
70 Grand Rapids, Mi	613,899
71 Greenville-Spartanburg, S.C	603,411
72 Austin, Tx	599,532
73 Springfield, Ma	598,352
74 Omaha, Ne-Ia	597,854
75 Raleigh-Durham, N.C	597,173
76 Knoxville, Tn	589,542
77 Tucson, Az	578,519
78 Oxnard-Ventura, Ca	569,825
79 Harrisburg-Lebanon-Carlisle, Pa	567,697
80 Jersey City, N.J	562,518
81 Fresno, Ca	557,412
82 Kansas City, Ks	542,108
83 Wilmington, De-N.J-Md	540,475
84 Youngstown-Warren, Oh	536,948
85 Baton Rouge, La	531,990
86 Bridgeport-Milford, Ct	529,849
87 El Paso, Tx	527,561
88 Las Vegas, Nv	524,339
89 Tacoma, Wa	513,043
90 Little Rock-North Little Rock, Ar	487,942
91 Mobile, Al	464,940
92 Charleston, S.C	455,548
93 Lake County, Il	453,470
94 Johnson City-Kingsport-Bristol, Tn-Va	449,007
95 Flint, Mi	446,980
96 Albuquerque, N.M	442,685
97 Bakersfield, Ca	442,393
98 Chattanooga, Tn-Ga	439,607
99 Columbia, S.C	433,720
100 Wichita, Ks	433,579
101 Lansing-East Lansing, Mi	418,703
102 Saginaw-Bay City-Midland, Mi	417,773
103 Canton, Oh	410,757
104 Worcester, Ma	407,390
105 Beaumont-Port Arthur, Tx	406,088
106 New Haven-Meriden, Ct	402,719
107 York, Pa	392,358
108 Davenport-Rock Island-Moline, Ia-Il	390,820
109 Stockton, Ca	389,672
110 Des Moines, Ia	373,777
111 Lancaster, Pa	373,675
112 Jackson, Ms	373,137
113 Augusta, Ga-S.C	370,315
114 Peoria, Il	364,508
115 Joliet, Il	361,678
116 Vallejo-Fairfield-Napa, Ca	359,691
117 Lakeland-Winter Haven, Fl	358,661
118 Fort Wayne, In	356,516
119 Corpus Christi, Tx	354,777
120 Spokane, Wa	354,173
121 Lawrence-Haverhill, Ma-N.H.	353,773
122 Shreveport, La	350,763
123 Huntington-Ashland, W.V-Ky-Oh	340,394
124 Madison, Wi	335,847
125 Colorado Springs, Co	331,755
126 Utica-Rome, N.Y	329,332
127 McAllen-Edinburg-Mission, Tx	328,177
128 Santa Rosa-Petaluma, Ca	326,594
129 Santa Barbara-Santa Maria-Lompoc, Ca	326,534
130 Aurora-Elgin, Il	323,728
131 Lexington-Fayette, Ky	321,870
132 Reading, Pa	320,232
133 Trenton, N.J	315,802
134 Salinas-Seaside-Monterey, Ca	315,416
135 Pensacola, Fl	314,809
136 Melbourne-Titusville-Palm Bay, Fl	307,040
137 East St. Louis-Belleville, Il	305,863
138 Appleton-Oshkosh-Neenah, Wi	301,781
139 Modesto, Ca	293,972
140 Daytona Beach, Fl	290,056
141 Montgomery, Al	286,202
142 Rockford, Il	286,060
143 Atlantic City, N.J	285,379
144 Erie, Pa	283,017
145 Evansville, In-Ky	282,594
146 Lorain-Elyria, Oh	278,484
147 Eugene-Springfield, Or	278,350
148 Macon-Warner Robins, Ga	276,595
149 Alton-Granite City, Il	272,837
150 Binghamton, N.Y	272,546
151 Charleston, W.V	271,752
152 Visalia-Tulare-Porterville, Ca	270,652
153 Salem-Gloucester, Ma	269,768
154 Duluth, Mn-Wi	269,122
155 Hamilton-Middletown, Oh	266,589
156 Orange, N.Y	266,580
157 Johnstown, Pa	265,641
158 Ann Arbor, Mi	264,424
159 Salem, Or	258,966
160 Fayetteville, N.C	256,115
161 Poughkeepsie, N.Y	254,924
162 Lowell, Ma-N.H.	251,932
163 Columbus, Ga-Al	246,447
164 South Bend-Mishawaka, In	246,211
165 Brownsville-Harlingen, Tx	240,376
166 Provo-Orem, Ut	237,160
167 Fort Myers, Fl	235,325
168 Sarasota, Fl	232,517
169 Roanoke, Va	230,778
170 Portsmouth-Dover-Rochester, N.H.-Me	229,744
171 Killeen-Temple, Tx	229,723
172 Savannah, Ga	229,622
173 Lubbock, Tx	225,037
174 Niagara Falls, N.Y	217,969
175 Reno, Nv	216,184
176 Danbury, Ct	215,231
177 Kalamazoo, Mi	215,095
178 Galveston-Texas City, Tx	214,880
179 Springfield, Mo	214,528
180 Stamford, Ct	212,194
181 Hickory, N.C	211,918
182 Waterbury, Ct	211,631
183 Lafayette, La	210,623
184 Boulder-Longmont, Co	207,199
185 Tallahassee, Fl	206,619
186 Santa Cruz, Ca	206,030
187 Beaver, Pa	205,778
188 Huntsville, Al	204,966
189 Portland, Me	202,521
190 Vancouver, Wa	202,444
191 Lincoln, Ne	199,048
192 Houma-Thibodaux, La	193,849
193 Springfield, Il	191,436
194 Brazoria, Tx	189,849
195 Biloxi-Gulfport, Ms	189,485
196 Gainesville, Fl	189,344
197 Amarillo, Tx	188,844
198 Anchorage, Ak	188,016
199 Wheeling, W.V-Oh	186,167
200 Waco, Tx	184,964
201 Boise City, Id	184,261
202 Green Bay, Wi	181,314
203 Lake Charles, La	180,640
204 Yakima, Wa	179,414
205 Racine, Wi	178,731
206 Fort Pierce, Fl	175,410
207 Brockton, Ma	174,825
208 Champaign-Urbana-Rantoul, Il	172,791
209 St. Cloud, Mn	172,079
210 Cedar Rapids, Ia	171,998
211 Asheville, N.C	168,939

212 Bradenton, Fl	168,816
213 Benton Harbor, Mi	167,955
214 Longview-Marshall, Tx	166,632
215 New London-Norwich, Ct-R.I.	166,138
216 Fort Smith, Ar-Ok	165,807
217 Steubenville-Weirton, Oh-W.V	165,015
218 Waterloo-Cedar Falls, Ia	164,492
219 Fort Collins-Loveland, Co	163,526
220 Chico, Ca	161,670
221 Topeka, Ks	160,389
222 Parkersburg-Marietta, W.V-Oh	160,048
223 Bremerton, Wa	159,598
224 Muskegon, Mi	157,329
225 Lima, Oh	156,808
226 Clarksville-Hopkinsville, Tn- Ky	154,834
227 Richland-Kennewick-Pasco, Wa	152,439
228 Jackson, Mi	150,488
229 Lynchburg, Va	147,785
230 Monroe, La	146,109
231 New Britain, Ct	145,958
232 Fargo-Moorhead, N.D-Mn	145,441
233 Ocala, Fl	142,195
234 Tuscaloosa, Al	142,155
235 Janesville-Beloit, Wi	141,736
236 Tyler, Tx	141,609
237 Florence, Al	141,143
238 Battle Creek, Mi	140,884
239 Alexandria, La	140,628
240 Anderson, S.C	140,258
241 Elkhart-Goshen, In	139,488
242 Altoona, Pa	138,896
243 Terre Haute, In	138,715
244 Athens, Ga	138,553
245 Eau Claire, Wi	138,107
246 Anderson, In	138,006
247 Medford, Or	137,671
248 Vineland-Millville-Bridgeton, N.J	137,139
249 Manchester, N.H.	136,910
250 Olympia, Wa	136,159
251 Odessa, Tx	134,408
252 Greeley, Co	134,191
253 Joplin, Mo	132,936
254 Mansfield, Oh	132,411
255 Decatur, Il	132,176
256 New Bedford, Ma	132,111
257 Pueblo, Co	131,665
258 Sharon, Pa	130,829
259 Wichita Falls, Tx	129,159
260 Fall River, Ma-R.I.	128,423
261 Dothan, Al	128,365
262 Muncie, In	128,136
263 Redding, Ca	127,203
264 Kenosha, Wi	127,081
265 Lafayette, In	124,957
266 Anniston, Al	122,555
267 Charlottesville, Va	121,934
268 Abilene, Tx	121,043
269 Pascagoula, Ms	120,616
270 Bloomington-Normal, Il	120,466
271 Lawton, Ok	120,319
272 Fort Walton Beach, Fl	119,911
273 Norwalk, Ct	119,631
274 Williamsport, Pa	119,212
275 Sioux City, Ia-Ne	117,752
276 Albany, Ga	117,472
277 Danville, Va	117,161
278 Jacksonville, N.C	117,104
279 Burlington, Vt	115,991
280 Texarkana, Tx-Ar	115,932
281 Hagerstown, Md	115,883
282 Florence, S.C	114,937
283 State College, Pa	114,876
284 Wausau, Wi	114,761
285 Sioux Falls, S.D	113,538
286 Billings, Mt	113,526
287 Bellingham, Wa	112,207
288 Laredo, Tx	111,390
289 Glens Falls, N.Y	111,269
290 Cumberland, Md-W.V	110,406
291 Yuba City, Ca	109,922
292 Wilmington, N.C	108,610
293 Bryan-College Station, Tx	108,073
294 Fitchburg-Leominster, Ma	107,671
295 Las Cruces, N.M	106,823
296 Panama City, Fl	106,717
297 Columbia, Mo	105,114
298 Gadsden, Al	104,919
299 Sheboygan, Wi	104,683
300 Burlington, N.C	104,265
301 Fayetteville-Springdale, Ar	103,934
302 Kankakee, Il	103,709
303 Kokomo, In	102,555
304 Bloomington, In	100,856
305 Elmira, N.Y	99,325
306 Sherman-Denison, Tx	98,939
307 Midland, Tx	98,090
308 San Angelo, Tx	96,097
309 Rochester, Mn	96,008
310 Nashua, N.H.	95,234
311 La Crosse, Wi	95,095
312 Dubuque, Ia	94,159
313 Pine Bluff, Ar	91,772
314 Pittsfield, Ma	91,432
315 St. Joseph, Mo	88,823
316 Owensboro, Ky	88,530
317 Bangor, Me	86,612
318 Bismarck, N.D	85,832
319 Middletown, Ct	85,609
320 Lewiston-Auburn, Me	85,021
321 Iowa City, Ia	84,622
322 Great Falls, Mt	82,318
323 Casper, Wy	79,377
324 Bristol, Ct	77,708
325 Victoria, Tx	76,701
326 Lawrence, Ks	71,026
327 Enid, Ok	67,918
328 Grand Forks, N.D	67,275

Leading Counties

1 Los Angeles, Cal.	7,963,441
2 Cook, Ill.	5,327,191
3 Harris, Tex.	2,693,235
4 Wayne, Mich.	2,280,237
5 Kings, N.Y.	2,241,332
6 Orange, Cal.	2,115,841
7 San Diego, Cal.	2,028,506
8 Queens, N.Y.	1,966,554
9 Dade, Fla.	1,802,022
10 Dallas, Tex.	1,700,324
11 Philadelphia, Pa.	1,687,638
12 Maricopa, Ariz.	1,651,601
13 Cuyahoga, Ohio	1,511,641
14 Allegheny, Pa.	1,466,580
15 New York, N.Y.	1,437,098
16 Middlesex, Mass.	1,385,027
17 Santa Clara, Cal.	1,383,225
18 Nassau, N.Y.	1,360,000
19 King, Wash.	1,341,154
20 Suffolk, N.Y.	1,311,861
21 Bronx, N.Y.	1,206,504
22 Alameda, Cal.	1,169,705
23 Broward, Fla.	1,124,407
24 Bexar, Tex.	1,076,320
25 Erie, N.Y.	1,036,404
26 Oakland, Mich.	1,010,031
27 St. Louis, Mo.	991,842
28 Milwaukee, Wisc.	986,241
29 San Bernardino, Cal.	986,049
30 Hennepin, Minn.	965,824
31 Tarrant, Tex.	964,903
32 Westchester, N.Y.	890,902
33 Franklin, Ohio	889,330
34 Hamilton, Ohio	886,462
35 Bergen, N.J.	869,279
36 Essex, N.J.	858,884
37 Sacramento, Cal.	854,974
38 Hartford, Conn.	841,237
39 Fairfield, Conn.	826,679
40 Shelby, Tenn.	807,048
41 Pinellas, Fla.	801,890
42 Honolulu, Hi.	795,228
43 New Haven, Conn.	788,441
44 Baltimore City, Md.	774,526
45 Marion, Ind.	774,337
46 Riverside, Cal.	738,585
47 Monroe, N.Y.	725,686
48 San Francisco, Cal.	719,638
49 Hillsborough, Fla.	715,225
50 Contra Costa, Cal.	701,383
51 Macomb, Mich.	700,112
52 Du Page, Ill.	696,314
53 Baltimore, Md.	693,676
54 Jefferson, Ky.	689,734
55 Jefferson, Ala.	685,211
56 Prince Georges, Md.	678,553
57 Salt Lake, Utah	671,793
58 Montgomery, Pa.	671,181
59 Palm Beach, Fla.	668,198
60 Suffolk, Mass.	660,758
61 Norfolk, Mass.	659,702
62 Worcester, Mass.	656,303
63 Essex, Mass.	651,650
64 Fairfax, Va.	650,567
65 Jackson, Mo.	644,139
66 District of Columbia, D.C.	638,361
67 Middlesex, N.J.	617,755
68 Fulton, Ga.	617,655
69 San Mateo, Cal.	617,102
70 Montgomery, Md.	611,863
71 Duval, Fla.	609,867
72 Oklahoma, Okla.	608,675
73 Providence, R.I.	590,106
74 Orleans, La.	579,396
75 Montgomery, Ohio	579,071
76 Pima, Ariz.	578,519
77 Ventura, Cal.	569,825
78 Multnomah, Ore.	569,622
79 Delaware, Pa.	563,952
80 Hudson, N.J.	562,518
81 Fresno, Cal.	557,412
82 Summit, Ohio	528,903
83 El Paso, Tex.	527,561
84 Clark, Nev.	524,339
85 Lake, Ind.	522,684
86 Monmouth, N.J.	519,981
87 Union, N.J.	518,783
88 Orange, Fla.	517,131
89 Denver, Colo.	516,814
90 Pierce, Wash.	513,043
91 Tulsa, Okla.	505,340
92 De Kalb, Ga.	502,427
93 Bucks, Pa.	497,868
94 Davidson, Tenn.	491,521
95 Camden, N.J.	489,912
96 Bristol, Mass.	483,701
97 Jefferson, La.	481,836
98 Ramsey, Minn.	475,496
99 Onondaga, N.Y.	475,173
100 Lucas, Ohio	473,492
101 Travis, Tex.	463,518
102 Passaic, N.J.	459,250
103 Kent, Mich.	454,461
104 Lake, Ill.	453,470
105 Hampden, Mass.	453,292
106 St. Louis City, Mo.	450,264
107 Genesee, Mich.	446,980
108 Bernalillo, N.M.	442,685
109 Kern, Cal.	442,393
110 Mecklenburg, N.C.	426,833
111 Morris, N.J.	421,262
112 Plymouth, Mass.	414,688
113 New Castle, Del.	409,370
114 Douglas, Neb.	402,822
115 Jefferson, Colo.	402,333
116 Westmoreland, Pa.	395,806
117 East Baton Rouge, La.	390,536
118 San Joaquin, Cal.	389,672
119 Sedgewick, Kans.	385,678
120 Stark, Ohio	385,011
121 Anne Arundel, Md.	384,642
122 Mobile, Ala.	382,961
123 Burlington, N.J.	380,213
124 Lancaster, Pa.	373,675
125 Richmond, N.Y.	366,497
126 Snohomish, Wash.	365,965
127 Ocean, N.J.	364,418
128 Polk, Fla.	358,661
129 Pulaski, Ark.	356,124
130 Spokane, Wash.	354,173
131 Luzerne, Pa.	346,780
132 Dane, Wisc.	335,847
133 El Paso, Colo.	331,755
134 Knox, Tenn.	331,524
135 Guilford, N.C.	330,982
136 Will, Ill.	330,643
137 Chester, Pa.	330,241
138 Arapahoe, Colo.	329,693
139 Hidalgo, Tex.	328,177
140 Cobb, Ga.	327,867
141 Sonoma, Cal.	326,594
142 Santa Barbara, Cal.	326,534
143 Wake, N.C.	323,736
144 York, Pa.	320,739
145 Berks, Pa.	320,232
146 Mercer, N.J.	315,802
147 Monterey, Cal.	315,416
148 Polk, Ia.	308,570
149 Brevard, Fla.	307,040
150 Greenville, S.C.	306,780
151 Allen, Ind.	297,284
152 Hillsborough, N.H.	294,734
153 Hamilton, Tenn.	294,375
154 Stanislaus, Cal.	293,972
155 Albany, N.Y.	293,489
156 Nueces, Tex.	290,789
157 Mahoning, Ohio	290,668
158 Volusia, Fla.	290,056
159 Waukesha, Wisc.	288,865
160 Virginia Beach, Va.	288,224
161 Charleston, S.C.	287,816
162 Kane, Ill.	285,764
163 Johnson, Kans.	285,293
164 Richland, S.C.	284,165
165 Erie, Pa.	283,017
166 Lehigh, Pa.	280,075
167 Lorain, Ohio	278,484
168 Lane, Ore.	278,350
169 Ingham, Mich.	273,435
170 St. Clair, Ill.	272,681
171 Norfolk, Va.	270,690
172 Tulare, Cal.	270,652
173 Jefferson, Tex.	270,194
174 Rockland, N.Y.	267,534
175 Adams, Colo.	267,233
176 Butler, Ohio	266,589
177 Orange, N.Y.	266,380
178 Caddo, La.	264,574
179 Washtenaw, Mich.	264,424
180 Oneida, N.Y.	260,979
181 Washington, Ore.	260,627
182 Forsyth, N.C.	256,555
183 Winnebago, Ill.	256,231
184 Cumberland, N.C.	256,115
185 Hinds, Miss.	255,276
186 Dutchess, N.Y.	254,924
187 Solano, Cal.	253,682
188 Escambia, Fla.	252,967
189 Madison, Ill.	251,811
190 Clackamas, Ore.	250,035
191 New London, Conn.	250,006
192 Trumbull, Ohio	246,280
193 St. Joseph, Ind.	246,211
194 Cameron, Tex.	240,376
195 Dauphin, Pa.	237,483
196 Utah, Utah	237,160
197 Lee, Fla.	235,325
198 Marin, Cal.	234,152
199 Sarasota, Fla.	232,517
200 Northampton, Pa.	232,128
201 Kanawha, W.Va.	232,070
202 Richmond, Va.	229,477
203 Lackawanna, Pa.	229,175
204 Saginaw, Mich.	226,432
205 Cumberland, Me.	225,675
206 Pasco, Fla.	225,608
207 Lubbock, Tex.	225,037
208 St. Louis, Minn.	223,504
209 Broome, N.Y.	220,160
210 Washington, Pa.	218,660
211 Lake, Ohio	218,292
212 Niagara, N.Y.	217,969
213 Washoe, Nev.	216,184
214 Kalamazoo, Mich.	215,095
215 Galveston, Tex.	214,880
216 Marion, Ore.	213,363
217 Spartanburg, S.C.	212,800
218 Somerset, N.J.	211,154
219 Chatham, Ga.	210,475
220 Gloucester, N.J.	207,789
221 Boulder, Colo.	207,199
222 Montgomery, Ala.	207,078
223 Fayette, Ky.	206,996
224 Santa Cruz, Cal.	206,030
225 Beaver, Pa.	205,778
226 Madison, Ala.	204,966
227 Rockingham, N.H.	203,686
228 Seminole, Fla.	203,596
229 Clark, Wash.	202,444
230 Dakota, Minn.	202,376
231 Anoka, Minn.	201,017
232 Peoria, Ill.	200,730
233 Lancaster, Neb.	199,048
234 Atlantic, N.J.	198,739
235 Richmond, Ga.	194,392
236 Greene, Mo.	191,809
237 Henrico, Va.	190,663
238 Brazoria, Tex.	189,849
239 Gwinnett, Ga.	188,870
240 Anchorage, Ak.	188,016
241 McLennan, Tex.	184,964
242 Ada, Ida.	184,261
243 Cambria, Pa.	183,723
244 Cumberland, Pa.	183,701
245 Brown, Wisc.	181,314
246 Calcasieu, La.	180,640
247 Sangamon, Ill.	179,897
248 Yakima, Wash.	179,414
249 Racine, Wisc.	178,731
250 Wyandotte, Kans.	178,155
251 Muscogee, Ga.	177,565
252 San Luis Obispo, Cal.	172,881
253 Champaign, Ill.	172,791
254 Linn, Ia.	171,998
255 Gaston, N.C.	171,367
256 Vanderburgh, Ind.	170,587
257 Rock Island, Ill.	170,240
258 Bell, Tex.	169,534
259 Buncombe, N.C.	168,939
260 Manatee, Fla.	168,816
261 Berrien, Mich.	167,955
262 Alachua, Fla.	167,416
263 Denton, Tex.	167,077
264 Lafayette, La.	166,214
265 Collin, Tex.	165,683
266 Litchfield, Conn.	165,250
267 Ulster, N.Y.	163,620
268 Larimer, Colo.	163,526
269 Harrison, Miss.	163,229
270 Leon, Fla.	162,784
271 Davis, Utah	161,960
272 Butte, Cal.	161,670
273 Scott, Ia.	161,403
274 Schuylkill, Pa.	160,810
275 Shawnee, Kans.	160,389
276 Kent, R.I.	159,797
277 Durham, N.C.	159,667
278 Kitsap, Wash.	159,598
279 Clayton, Ga.	159,461
280 Ottawa, Mich.	159,438
281 Arlington, Va.	158,878
282 Saratoga, N.Y.	158,452
283 Prince William, Va.	157,905
284 Fayette, Pa.	157,879
285 Muskegon, Mich.	157,329
286 Fort Bend, Tex.	157,301
287 Barnstable, Mass.	156,458
288 Bibb, Ga.	156,419

289	Weber, Utah	156,395
290	Rensselaer, N.Y.	155,336
291	Chesterfield, Va.	154,559
292	Newport News, Va.	153,064
293	Clark, Ohio	152,337
294	Jefferson, Mo.	152,292
295	St. Charles, Mo.	152,112
296	Schenectady, N.Y.	151,925
297	Montgomery, Tex.	151,801
298	Chautauqua, N.Y.	151,572
299	McHenry, Ill.	151,210
300	Jackson, Mich.	150,488
301	Butler, Pa.	150,474
302	Harford, Md.	150,440
303	Merced, Cal.	150,243
304	Lexington, S.C.	149,555
305	Sullivan, Tenn.	148,396
306	Berkshire, Mass.	148,339
307	Cleveland, Okla.	147,885
308	Ouachita, La.	146,109
309	Hampshire, Mass.	145,937
310	York, Me.	143,212
311	Marion, Fla.	142,195
312	Tuscaloosa, Ala.	142,155
313	Penobscot, Me.	141,883
314	Rock, Wisc.	141,736
315	Smith, Tex.	141,609
316	Clay, Mo.	141,493
317	Calhoun, Mich.	140,884
318	Rapides, La.	140,628
319	Anderson, S.C.	140,258
320	Portage, Ohio	140,063
321	Elkhart, Ind.	139,488
322	Blair, Pa.	138,896
323	Black Hawk, Ia.	138,870
324	Kenton, Ky.	138,722
325	Madison, Ind.	138,006
326	St. Clair, Mich.	137,827
327	Jackson, Ore.	137,671
328	Cumberland, N.J.	137,139
329	Thurston, Wash.	136,159
330	Clermont, Ohio	135,491
331	Winnebago, Wisc.	135,334
332	Monroe, Mich.	134,978
333	Middlesex, Conn.	134,708
334	Ector, Tex.	134,408
335	Greene, Ohio	134,228
336	Weld, Colo.	134,191
337	Outagamie, Wisc.	133,816
338	Tazewell, Ill.	133,652
339	Richland, Ohio	132,411
340	Macon, Ill.	132,176
341	Pueblo, Colo.	131,665
342	Placer, Cal.	130,953
343	Mercer, Pa.	130,829
344	Wichita, Tex.	129,159
345	Delaware, Ind.	128,136
346	Shasta, Cal.	127,203
347	Kenosha, Wisc.	127,081
348	Howard, Md.	126,624
349	Licking, Ohio	125,773
350	St. Tammany, La.	125,550
351	Hampton, Va.	125,400
352	Tippecanoe, Ind.	124,957
353	Porter, Ind.	124,086
354	Calhoun, Ala.	122,555
355	Yolo, Cal.	122,288
356	Frederick, Md.	122,262
357	Chesapeake, Va.	121,927
358	Taylor, Tex.	121,043
359	Sussex, N.J.	120,921
360	Jackson, Miss.	120,616
361	McLean, Ill.	120,466
362	Comanche, Okla.	120,319
363	Okaloosa, Fla.	119,911
364	Davidson, N.C.	119,269
365	Lycoming, Pa.	119,212
366	Washington, Minn.	118,267
367	Lake, Fla.	118,126
368	Tolland. Conn.	118,077
369	Medina, Ohio	117,744
370	Bay, Mich.	117,677
371	Onslow, N.C.	117,104
372	St. Lawrence, N.Y.	116,278
373	Chittenden, Vt.	116,220
374	Benton, Wash.	116,119
375	Humboldt, Cal.	115,990
376	Oswego, N.Y.	115,990
377	Washington, Md.	115,883
378	Franklin, Pa.	115,687
379	Florence, S.C.	114,937
380	Centre, Pa.	114,876
381	Marathon, Wisc.	114,761
382	La Salle, Ill.	114,645
383	Columbiana, Ohio	114,125
384	Stearns, Minn.	113,612
385	Minnehaha, S.D.	113,538
386	Yellowstone, Mont.	113,526
387	Vigo, Ind.	113,343
388	Allen, Ohio	113,250
389	York, S.C.	113,029
390	Kennebec, Me.	112,989
391	Whatcom, Wash.	112,207
392	Webb, Tex.	111,390
393	Aiken, S.C.	111,327
394	Lebanon, Pa.	110,415
395	Wood, Ohio	109,632
396	Catawba, N.C.	109,629
397	La Porte, Ind.	109,489
398	Horry, S.C.	109,296
399	New Hanover, N.C.	108,610
400	Gregg, Tex.	108,308
401	Lawrence, Pa.	108,179
402	Brazos, Tex.	108,073
403	Cabell, W.Va.	107,883
404	Portsmouth, Va.	107,732
405	Alexandria, Va.	107,367
406	Dona Ana, N.M.	106,823
407	Bay, Fla.	106,717
408	Napa, Cal.	106,009
409	Potter, Tex.	105,753
410	Roanoke, Va.	105,231
411	Ashtabula, Ohio	105,137
412	Dougherty, Ga.	105,136
413	Boone, Mo.	105,114
414	Merrimack, N.H.	104,979
415	Etowah, Ala.	104,919
416	Rowan, N.C.	104,718
417	Sheboygan, Wisc.	104,683
418	Alamance, N.C.	104,265
419	Robeson, N.C.	104,219
420	Warren, Ohio	104,116
421	Washington, Ark.	103,934
422	Kankakee, Ill.	103,709
423	Carroll, Md.	103,286
424	Terrebonne, La.	103,135
425	Berkeley, S.C.	102,853
426	Northumberland, Pa.	102,766
427	Imperial, Cal.	102,445
428	Sussex, Del.	102,328
429	Kent, Del.	101,827
430	Steuben, N.Y.	101,684
431	Livingston, Mich.	101,400
432	St. Lucie, Fla.	101,230
433	Woodbury, Ia.	100,916
434	Monroe, Ind.	100,856
435	Hawaii, Hi.	100,568
436	Androscoggin, Me.	100,464

Leading cities

1	New York City, N.Y.	7,217,985
2	Los Angeles, Cal.	3,211,969
3	Chicago, Ill.	2,919,716
4	Houston, Tex.	1,781,851
5	Philadelphia, Pa.	1,687,638
6	San Fernando Valley, Cal.	1,380,849
7	Detroit, Mich.	1,070,477
8	Dallas, Tex.	984,940
9	San Diego, Cal.	953,223
10	San Antonio, Tex.	855,595
11	Phoenix, Ariz.	838,823
12	Baltimore, Md.	774,526
13	San Francisco, Cal.	719,638
14	Indianapolis, Ind.	692,052
15	Memphis, Tenn.	671,051
16	San Jose, Cal.	670,787
17	Washington, D.C.	638,361
18	Milwaukee, Wisc.	619,822
19	South Bay, Cal.	607,091
20	Jacksonville, Fla.	581,246
21	New Orleans, La.	579,396
22	Columbus, Ohio	578,374
23	Boston, Mass.	542,767
24	Cleveland, Ohio	521,373
25	Denver, Colo.	516,814
26	Seattle, Wash.	507,648
27	Nashville, Tenn.	470,976
28	El Paso, Tex.	467,494
29	St. Louis, Mo.	450,264
30	Oklahoma City, Okla.	438,522
31	Kansas City, Mo.	437,631
32	Fort Worth, Tex.	428,587
33	Atlanta, Ga.	417,584
34	Pittsburgh, Pa.	397,217
35	Honolulu, Hi.	394,546
36	Miami, Fla.	388,832
37	Tulsa, Okla.	387,567
38	Long Beach, Cal.	384,654
39	Austin, Tex.	381,899
40	Cincinnati, Ohio	367,848
41	Portland, Ore.	367,229
42	Tucson, Ariz.	359,938
43	Minneapolis, Minn.	358,815
44	Oakland, Cal.	350,485
45	Albuquerque, N.M.	349,936
46	Toledo, Ohio	345,182
47	Charlotte, N.C.	331,997
48	Buffalo, N.Y.	331,007
49	Newark, N.J.	314,022
50	Sacramento, Cal.	308,474
51	Omaha, Neb.	305,564
52	Tampa, Fla.	297,625
53	Wichita, Kans.	294,407
54	San Gabriel Valley, Cal.	288,381
55	Birmingham, Ala.	284,165
56	Louisville, Ky.	279,586
57	St. Petersburg, Fla.	268,752
58	St. Paul, Minn.	265,157
59	Corpus Christi, Tex.	251,515
60	Santa Ana, Cal.	238,660
61	Anaheim, Cal.	236,280
62	Fresno, Cal.	235,773
63	Baton Rouge, La.	234,095
64	Rochester, N.Y.	231,337
65	Colorado Springs, Colo.	230,324
66	Akron, Ohio	225,703
67	Shreveport, La.	215,832
68	Mobile, Ala.	214,641
69	Jersey City, N.J.	212,797
70	Lexington, Ky.	206,996
71	Jackson, Miss.	206,353
72	Huntington Beach, Cal.	203,732
73	Las Vegas, Nev.	201,996
74	Riverside, Cal.	201,701
75	Yonkers, N.Y.	197,345
76	Des Moines, Ia.	190,521
77	Amarillo, Tex.	188,844
78	Anchorage, Ak.	188,016
79	Montgomery, Ala.	186,919
80	Lubbock, Tex.	184,982
81	Knoxville, Tenn.	181,701
82	Grand Rapids, Mich.	180,266
83	Arlington, Tex.	179,610
84	Dayton, Ohio	179,608
85	Spokane, Wash.	177,780
86	Lincoln, Neb.	177,427
87	Columbus, Ga.	176,869
88	Madison, Wisc.	176,504
89	Fort Lauderdale, Fla.	175,122
90	Salt Lake City, Utah	172,938
91	Fort Wayne, Ind.	171,506
92	Tacoma, Wash.	168,968
93	Chattanooga, Tenn.	168,131
94	Stockton, Cal.	167,886
95	Mesa, Ariz.	167,184
96	Little Rock, Ark.	165,451
97	Syracuse, N.Y.	164,901
98	Kansas City, Kans.	163,848
99	Greensboro, N.C.	162,427
100	Raleigh, N.C.	161,173
101	Worcester, Mass.	158,970
102	Providence, R.I.	154,032
103	Fremont, Cal.	151,846
104	Garland, Tex.	151,277
105	Springfield, Mass.	151,270
106	Glendale, Cal.	150,132
107	Huntsville, Ala.	148,301
108	Savannah, Ga.	147,411
109	Flint, Mich.	147,299
110	Gary, Ind.	143,682
111	Springfield, Mo.	142,096
112	Bridgeport, Conn.	140,996
113	Orlando, Fla.	140,772
114	Rockford, Ill.	139,829
115	Paterson, N.J.	138,898
116	Winston-Salem, N.C.	138,451
117	Torrance, Cal.	138,392
118	Hartford, Conn.	134,380
119	Hollywood, Fla.	133,852
120	San Bernardino, Cal.	131,159
121	Lansing, Mich.	130,461
122	Evansville, Ind.	129,772
123	Beaumont, Tex.	127,904
124	Oxnard, Cal.	127,531
125	Pasadena, Cal.	127,367
126	New Haven, Conn.	126,384
127	Pasadena, Tex.	125,819
128	Peoria, Ill.	123,288
129	Irving, Tex.	119,776
130	Macon, Ga.	118,854
131	Modesto, Cal.	117,572
132	Tempe, Ariz.	117,057
133	Erie, Pa.	116,844
134	Fullerton, Cal.	116,316
135	Bakersfield, Cal.	116,041
136	Topeka, Kans.	115,633
137	Independence, Mo.	114,171
138	Reno, Nev.	112,248
139	Cedar Rapids, Ia.	111,535
140	Ann Arbor, Mich.	109,829
141	Waco, Tex.	109,687
142	Abilene, Tex.	109,511
143	Boise City, Ida.	108,787
144	Youngstown, Ohio	107,374
145	Durham, N.C.	106,950
146	Eugene, Ore.	106,860
147	Elizabeth, N.J.	106,800
148	Pueblo, Colo.	106,281
149	South Bend, Ind.	106,188
150	Davenport, Ia.	105,797
151	Laredo, Tex.	105,439
152	Waterbury, Conn.	105,098
153	Odessa, Tex.	104,879
154	Berkeley, Cal.	104,562
155	Allentown, Pa.	104,079
156	Stamford, Conn.	102,560
157	Springfield, Ill.	102,218
158	Columbia, S.C.	101,081
159	Pomona, Cal.	100,584
160	Hayward, Cal.	100,270

DISPOSABLE PERSONAL INCOME

Metropolitan Statistical Areas (thousands)

1	New York, N.Y	101,599,960
2	Chicago, Il	63,873,906
3	Los Angeles-Long Beach, Ca	59,324,465
4	Philadelphia, Pa-N.J	53,999,759
5	Washington, D.C-Md-Va	51,793,243
6	Detroit, Mi	48,764,499
7	Houston, Tx	43,306,551
8	Nassau-Suffolk, N.Y	36,779,858
9	Boston, Ma	34,457,023
10	Anaheim-Santa Ana, Ca	34,196,559
11	Oakland, Ca	29,061,020
12	Dallas, Tx	28,684,461
13	Minneapolis-St. Paul, Mn-Wi	26,725,718
14	San Francisco, Ca	26,454,866
15	San Diego, Ca	25,379,894
16	Atlanta, Ga	25,043,412
17	Pittsburgh, Pa	24,527,296
18	Newark, N.J	23,291,126
19	San Jose, Ca	23,271,018
20	Cleveland, Oh	22,194,009
21	Seattle, Wa	21,831,201
22	Baltimore, Md	21,527,608
23	St. Louis, Mo-Il	21,174,014
24	Riverside-San Bernardino, Ca	20,414,236
25	Denver, Co	19,592,388
26	Miami-Hialeah, Fl	19,472,050
27	Tampa-St. Petersburg- Clearwater, Fl	18,110,944
28	Phoenix, Az	17,747,991
29	Bergen-Passaic, N.J	17,536,577
30	Milwaukee, Wi	16,383,254
31	Sacramento, Ca	15,863,490
32	Cincinnati, Oh-Ky-In	15,755,603
33	New Orleans, La	14,753,299
34	Fort Lauderdale-Hollywood-Pompano Beach, Fl	14,404,955
35	Columbus, Oh	13,282,356
36	Indianapolis, In	12,763,123
37	Portland, Or	12,640,546
38	Middlesex-Somerset-Hunterdon, N.J	12,511,184
39	Fort Worth-Arlington, Tx	12,065,139
40	Rochester, N.Y	11,293,288
41	Norfolk-Virginia Beach-Newport News, Va	10,889,295
42	Monmouth-Ocean, N.J	10,651,880
43	Oklahoma City, Ok	10,497,897
44	Kansas City, Mo	10,202,103
45	Charlotte-Gastonia-Rock Hill, N.C-S.C	10,158,827
46	San Antonio, Tx	10,099,418
47	Buffalo, N.Y	9,969,732
48	Louisville, Ky-In	9,846,685
49	Dayton-Springfield, Oh	9,510,943
50	Honolulu, Hi	9,110,750
51	Hartford, Ct	8,977,857
52	Memphis, Tn-Ar-Ms	8,931,434
53	Salt Lake City-Ogden, Ut	8,880,692

54	Nashville, Tn	8,794,358
55	Greensboro-Winston-Salem-High Point, N.C	8,696,537
56	West Palm Beach-Boca Raton-Delray, Fl	8,673,800
57	Albany-Schenectady Troy, N.Y	[illegible]
58	Tulsa, Ok	8,457,654
59	Birmingham, Al	8,270,267
60	Richmond-Petersburg, Va	8,218,775
61	Oxnard-Ventura, Ca	8,203,697
62	Orlando, Fl	8,141,495
63	Jacksonville, Fl	7,331,704
64	Allentown-Bethlehem, Pa-N.J	7,221,403
65	Bridgeport-Milford, Ct	7,123,603
66	Kansas City, Ks	6,931,016
67	Grand Rapids, Mi	6,889,488
68	Lake County, Il	6,781,189
69	Providence, R.I	6,762,531
70	Akron, Oh	6,703,269
71	Omaha, Ne-Ia	6,604,039
72	Scranton-Wilkes Barre, Pa	6,578,755
73	Syracuse, N.Y	6,554,677
74	Jersey City, N.J	6,547,788
75	Toledo, Oh	6,537,979
76	Harrisburg-Lebanon-Carlisle, Pa	6,522,117
77	Gary-Hammond, In	6,347,646
78	Fresno, Ca	6,305,005
79	Raleigh-Durham, N.C	6,120,694
80	Austin, Tx	6,091,685
81	Springfield, Ma	6,036,604
82	Wilmington, De-N.J- Md	6,008,005
83	Tucson, Az	5,754,390
84	Las Vegas, Nv	5,504,669
85	Greenville-Spartanburg, S.C	5,477,566
86	Baton Rouge, La	5,472,218
87	Knoxville, Tn	5,418,008
88	Wichita, Ks	5,271,753
89	Bakersfield, Ca	5,231,315
90	Vallejo-Fairfield-Napa, Ca	5,149,009
91	Davenport-Rock Island-Moline, Ia-Il	4,974,268
92	Youngstown-Warren, Oh	4,946,564
93	Peoria, Il	4,944,169
94	Tacoma, Wa	4,942,604
95	New Haven-Meriden, Ct	4,795,810
96	Joliet, Il	4,754,833
97	Little Rock-North Little Rock, Ar	4,748,328
98	Beaumont-Port Arthur, Tx	4,730,923
99	Flint, Mi	4,521,194
100	Albuquerque, N.M	4,461,570
101	Saginaw-Bay City-Midland, Mi	4,449,393
102	Des Moines, Ia	4,387,176
103	Santa Barbara-Santa Maria-Lompoc, Ca	4,377,447
104	Aurora-Elgin, Il	4,363,045
105	Lansing-East Lansing, Mi	4,302,933
106	Santa Rosa-Petaluma, Ca	4,276,797
107	Worcester, Ma	4,216,737
108	Stockton, Ca	4,167,677
109	Charleston, S.C	4,035,592
110	York, Pa	3,968,705
111	Canton, Oh	3,965,360
112	Columbia, S.C	3,933,918
113	Jackson, Ms	3,851,072
114	Lawrence-Haverhill, Ma-N.H.	3,801,983
115	Lancaster, Pa	3,770,893
116	Chattanooga, Tn-Ga	3,769,103
117	Madison, Wi	3,726,630
118	Mobile, Al	3,702,251
119	Shreveport, La	3,663,724
120	Trenton, N.J	3,648,354
121	Salinas-Seaside-Monterey, Ca	3,599,870
122	Johnson City-Kingsport-Bristol, Tn-Va	3,525,549
123	Fort Wayne, In	3,511,009
124	Rockford, Il	3,508,839
125	El Paso, Tx	3,506,627
126	Spokane, Wa	3,506,622
127	Atlantic City, N.J	3,460,691
128	Reading, Pa	3,452,182
129	Melbourne-Titusville-Palm Bay, Fl	3,395,784
130	Corpus Christi, Tx	3,351,686
131	Modesto, Ca	3,329,605
132	Stamford, Ct	3,296,785
133	Alton-Granite City, Il	3,226,762
134	East St. Louis-Belleville, Il	3,193,067
135	Lakeland-Winter Haven, Fl	3,158,110
136	Colorado Springs, Co	3,126,752
137	Danbury, Ct	3,123,892
138	Anchorage, Ak	3,106,449
139	Augusta, Ga-S.C	3,106,065
140	Salem-Gloucester, Ma	3,092,123
141	Lexington-Fayette, Ky	3,053,517
142	Huntington-Ashland, W.V-Ky-Oh	3,045,227
143	Ann Arbor, Mi	3,043,147
144	Visalia-Tulare-Porterville, Ca	2,979,053
145	Appleton-Oshkosh-Neenah, Wi	2,944,111
146	Evansville, In-Ky	2,888,534
147	Utica-Rome, N.Y	2,844,734
148	Charleston, W.V	2,839,442
149	Sarasota, Fl	2,741,070
150	Daytona Beach, Fl	2,727,315
151	Hamilton-Middletown, Oh	2,693,247
152	Erie, Pa	2,684,274
153	Binghamton, N.Y	2,674,206
154	Santa Cruz, Ca	2,672,040
155	Lowell, Ma-N.H.	2,668,977
156	Pensacola, Fl	2,662,056
157	Poughkeepsie, N.Y	2,619,178
158	Fort Myers, Fl	2,589,521
159	Brazoria, Tx	2,577,267
160	Lorain-Elyria, Oh	2,570,440
161	Reno, Nv	2,562,409
162	Eugene-Springfield, Or	2,512,368
163	Boulder-Longmont, Co	2,494,910
164	Waterbury, Ct	2,494,655
165	Lafayette, La	2,458,694
166	Springfield, Il	2,441,025
167	Roanoke, Va	2,372,570
168	Orange, N.Y	2,362,585
169	Montgomery, Al	2,351,234
170	Duluth, Mn-Wi	2,334,009
171	Portsmouth-Dover-Rochester, N.H.-Me	2,333,331
172	Galveston-Texas City, Tx	2,293,257
173	Kalamazoo, Mi	2,281,640
174	Macon-Warner Robins, Ga	2,279,565
175	South Bend-Mishawaka, In	2,272,708
176	Salem, Or	2,258,558
177	Amarillo, Tx	2,249,765
178	Beaver, Pa	2,198,603
179	Niagara Falls, N.Y	2,192,315
180	Johnstown, Pa	2,188,394
181	Vancouver, Wa	2,172,471
182	Lincoln, Ne	2,107,623
183	Portland, Me	2,066,937
184	Champaign-Urbana-Rantoul, Il	2,055,875
185	New London-Norwich, Ct-R.I.	2,043,904
186	Boise City, Id	2,025,222
187	Lubbock, Tx	2,007,997
188	Huntsville, Al	1,980,330
189	Houma-Thibodaux, La	1,958,567
190	Tallahassee, Fl	1,946,874
191	Columbus, Ga-Al	1,941,154
192	Richland-Kennewick-Pasco, Wa	1,937,989
193	Lake Charles, La	1,935,908
194	McAllen-Edinburg-Mission, Tx	1,923,222
195	Hickory, N.C	1,904,530
196	Cedar Rapids, Ia	1,900,535
197	Springfield, Mo	1,885,329
198	Topeka, Ks	1,870,998
199	Savannah, Ga	1,868,646
200	Racine, Wi	1,867,128
201	Brockton, Ma	1,865,251
202	Green Bay, Wi	1,808,752
203	Odessa, Tx	1,792,138
204	Norwalk, Ct	1,791,898
205	Chico, Ca	1,768,171
206	New Britain, Ct	1,740,341
207	Wheeling, W.V-Oh	1,740,127
208	Waterloo-Cedar Falls, Ia	1,736,265
209	Fort Pierce, Fl	1,717,024
210	Fayetteville, N.C	1,705,765
211	Bradenton, Fl	1,700,797
212	Longview-Marshall, Tx	1,697,095
213	Gainesville, Fl	1,685,781
214	Steubenville-Weirton, Oh-W.V	1,655,799
215	Fort Collins-Loveland, Co	1,648,155
216	Yakima, Wa	1,630,422
217	Decatur, Il	1,629,599
218	Bremerton, Wa	1,629,554
219	Olympia, Wa	1,629,002
220	Killeen-Temple, Tx	1,625,097
221	Waco, Tx	1,622,967
222	Bloomington-Normal, Il	1,602,130
223	Benton Harbor, Mi	1,578,770
224	Midland, Tx	1,578,213
225	Provo-Orem, Ut	1,573,556
226	Parkersburg-Marietta, W.V-Oh	1,550,360
227	Fargo-Moorhead, N.D-Mn	1,533,153
228	Biloxi-Gulfport, Ms	1,530,590
229	Tyler, Tx	1,530,460
230	Brownsville-Harlingen, Tx	1,511,127
231	Asheville, N.C	1,505,606
232	Manchester, N.H.	1,495,010
233	Battle Creek, Mi	1,451,203
234	Fort Smith, Ar-Ok	1,434,497
235	Redding, Ca	1,409,849
236	Jackson, Mi	1,393,237
237	Lima, Oh	1,388,254
238	Muskegon, Mi	1,385,301
239	St. Cloud, Mn	1,375,294
240	Sioux Falls, S.D	1,356,096
241	Wichita Falls, Tx	1,355,603
242	Lynchburg, Va	1,341,433
243	Elkhart-Goshen, In	1,335,578
244	Abilene, Tx	1,332,385
245	Terre Haute, In	1,298,362
246	Sharon, Pa	1,292,405
247	Anderson, In	1,284,391
248	Florence, Al	1,282,072
249	Billings, Mt	1,281,027
250	Lafayette, In	1,276,484
251	Janesville-Beloit, Wi	1,269,933
252	Monroe, La	1,259,568
253	Burlington, Vt	1,239,556
254	Athens, Ga	1,222,199
255	Kenosha, Wi	1,211,501
256	New Bedford, Ma	1,206,986
257	Altoona, Pa	1,195,800
258	Mansfield, Oh	1,187,259
259	Vineland-Millville-Bridgeton, N.J	1,184,039
260	Charlottesville, Va	1,181,029
261	Eau Claire, Wi	1,178,073
262	Medford, Or	1,177,442
263	Yuba City, Ca	1,174,276
264	Sioux City, Ia-Ne	1,170,746
265	Nashua, N.H.	1,166,965
266	Fall River, Ma-R.I.	1,166,591
267	Fort Walton Beach, Fl	1,154,171
268	Greeley, Co	1,149,736
269	Ocala, Fl	1,147,262
270	Alexandria, La	1,141,614
271	Bellingham, Wa	1,139,466
272	Middletown, Ct	1,139,100
273	Muncie, In	1,132,327
274	Anderson, S.C	1,128,888
275	Fitchburg-Leominster, Ma	1,123,269
276	Pueblo, Co	1,112,260
277	Dothan, Al	1,095,102
278	Tuscaloosa, Al	1,091,008
279	Casper, Wy	1,086,742
280	Bismarck, N.D	1,082,438
281	Rochester, Mn	1,065,309
282	Texarkana, Tx-Ar	1,065,247
283	Williamsport, Pa	1,056,856
284	Pascagoula, Ms	1,052,360
285	Joplin, Mo	1,041,326
286	Clarksville-Hopkinsville, Tn- Ky	1,039,091
287	Kankakee, Il	1,036,596
288	Kokomo, In	1,020,138
289	State College, Pa	1,019,638
290	Sheboygan, Wi	1,017,287
291	Wilmington, N.C	1,017,260
292	Wausau, Wi	1,014,261
293	Bryan-College Station, Tx	1,013,647
294	Burlington, N.C	1,009,898
295	Pittsfield, Ma	990,442
296	Columbia, Mo	986,469
297	Sherman-Denison, Tx	985,620
298	Anniston, Al	982,730
299	Bloomington, In	973,761
300	Fayetteville-Springdale, Ar	956,697
301	Albany, Ga	946,760
302	Hagerstown, Md	938,376
303	Panama City, Fl	934,107
304	San Angelo, Tx	921,571
305	Bristol, Ct	919,561
306	La Crosse, Wi	916,300
307	Las Cruces, N.M	914,867
308	Glens Falls, N.Y	901,488
309	Iowa City, Ia	894,859
310	Danville, Va	879,588
311	Florence, S.C	870,320
312	Dubuque, Ia	850,517
313	Elmira, N.Y	844,254
314	Cumberland, Md-W.V	844,212
315	Lawton, Ok	840,752
316	Owensboro, Ky	811,243
317	Gadsden, Al	796,376
318	Victoria, Tx	788,161
319	Great Falls, Mt	784,724
320	Bangor, Me	782,152
321	Enid, Ok	774,742
322	St. Joseph, Mo	770,167
323	Lewiston-Auburn, Me	739,878
324	Jacksonville, N.C	736,628
325	Pine Bluff, Ar	731,087
326	Grand Forks, N.D	689,652
327	Laredo, Tx	679,843
328	Lawrence, Ks	668,597

Leading counties (thousands)

1	Los Angeles, Cal.	59,324,465
2	Cook, Ill.	49,903,806
3	Harris, Tex.	38,800,536
4	Orange, Cal.	34,196,559
5	San Diego, Cal.	25,379,894
6	Queens, N.Y.	24,871,450
7	Dallas, Tex.	23,306,089
8	Santa Clara, Cal.	23,271,018
9	Wayne, Mich.	22,559,993
10	Kings, N.Y.	21,727,943
11	New York, N.Y.	21,431,307
12	Nassau, N.Y.	20,483,761
13	Dade, Fla.	19,472,050
14	Maricopa, Ariz.	17,747,991
15	Cuyahoga, Ohio	17,695,163
16	King, Wash.	17,655,040
17	Alameda, Cal.	17,332,276
18	Allegheny, Pa.	16,855,268
19	Middlesex, Mass.	16,482,922
20	Suffolk, N.Y	16,296,097
21	Philadelphia, Pa.	15,593,988
22	Broward, Fla.	14,404,955
23	Westchester, N.Y.	13,742,903
24	Oakland, Mich.	13,450,089
25	St. Louis, Mo.	13,309,103
26	Hennepin, Minn.	12,743,243
27	Bergen, N.J.	12,649,120
28	Du Page, Ill.	11,865,349
29	Fairfield, Conn.	11,859,012
30	Contra Costa, Cal.	11,728,744
31	Montgomery, Md.	11,651,575
32	San Bernardino, Cal.	11,593,603
33	Sacramento, Cal.	11,531,717
34	Fairfax, Va.	11,321,698
35	San Mateo, Cal.	11,087,042
36	Milwaukee, Wisc.	10,952,030
37	Tarrant, Tex.	10,849,642
38	Bronx, N.Y.	10,800,363
39	San Francisco, Cal.	10,724,744
40	Hartford, Conn.	10,199,133
41	Hamilton, Ohio	10,152,959
42	Erie, N.Y.	9,969,732
43	Prince Georges, Md.	9,774,612
44	Franklin, Ohio	9,571,423
45	New Haven, Conn.	9,488,706
46	Bexar, Tex.	9,290,353
47	Essex, N.J.	9,177,789
48	Honolulu, Hi.	9,110,750
49	Montgomery, Pa.	9,103,139
50	Riverside, Cal.	8,820,533
51	Pinellas, Fla.	8,782,116
52	Palm Beach, Fla.	8,673,800
53	Monroe, N.Y.	8,626,064
54	Marion, Ind.	8,409,124
55	Norfolk, Mass.	8,278,842
56	Middlesex, N.J.	8,210,334
57	Ventura, Cal.	8,203,697
58	District of Columbia, D.C.	8,166,869
59	Macomb, Mich.	8,028,267
60	Shelby, Tenn.	7,871,291
61	Baltimore, Md.	7,751,869
62	Jefferson, Ky.	7,273,313
63	Oklahoma, Okla.	7,207,830
64	Essex, Mass.	7,125,552
65	Hillsborough, Fla.	6,982,166
66	Jackson, Mo.	6,974,326
67	Worcester, Mass.	6,826,450
68	Lake, Ill.	6,781,189
69	Union, N.J.	6,749,674
70	Delaware, Pa.	6,748,279
71	Monmouth, N.J.	6,713,036
72	Fulton, Ga.	6,578,359
73	Hudson, N.J.	6,547,788
74	Jefferson, Ala.	6,521,421
75	Tulsa, Okla.	6,492,687
76	Fresno, Cal.	6,305,005
77	De Kalb, Ga.	6,250,123
78	Suffolk, Mass.	6,207,463
79	Denver, Colo.	6,199,671
80	Multnomah, Ore.	6,131,933
81	Jefferson, La.	6,087,099
82	Salt Lake, Utah	6,085,560
83	Montgomery, Ohio	5,970,056
84	Bucks, Pa.	5,927,297
85	Morris, N.J.	5,884,615
86	Baltimore City, Md.	5,773,730
87	Duval, Fla.	5,766,437
88	Pima, Ariz.	5,754,390
89	Orleans, La.	5,741,239
90	Providence, R.I.	5,740,550
91	Camden, N.J.	5,658,255
92	Ramsey, Minn.	5,640,227
93	Clark, Nev.	5,504,669
94	Jefferson, Colo.	5,490,752
95	Orange, Fla.	5,405,327
96	Summit, Ohio	5,395,488
97	Davidson, Tenn.	5,248,627
98	Kern, Cal.	5,231,315
99	Kent, Mich.	5,169,369

100	Lucas, Ohio	5,062,228
101	Lake, Ind.	5,042,871
102	Onondaga, N.Y.	4,953,164
103	Pierce, Wash.	4,942,604
104	Travis, Tex.	4,903,[illegible]89
105	Passaic, N.J.	4,887,457
106	Mecklenburg, N.C.	4,765,567
107	New Castle, Del.	4,764,641
108	Sedgewick, Kans.	4,754,888
109	Plymouth, Mass.	4,656,293
110	Douglas, Neb.	4,651,225
111	Marin, Cal.	4,643,080
112	Bristol, Mass.	4,622,346
113	Hampden, Mass.	4,603,471
114	Arapahoe, Colo.	4,567,591
115	Richmond, N.Y.	4,556,160
116	Burlington, N.J.	4,554,482
117	Genesee, Mich.	4,521,194
118	Bernalillo, N.M.	4,461,570
119	Johnson, Kans.	4,427,012
120	Santa Barbara, Cal.	4,377,447
121	Will, Ill.	4,354,438
122	Sonoma, Cal.	4,276,797
123	East Baton Rouge, La.	4,243,847
124	Snohomish, Wash.	4,176,161
125	San Joaquin, Cal.	4,167,677
126	Westmoreland, Pa.	4,134,241
127	Chester, Pa.	4,113,470
128	Cobb, Ga.	3,953,957
129	Ocean, N.J.	3,938,844
130	Anne Arundel, Md.	3,908,282
131	Kane, Ill.	3,857,208
132	St. Louis City, Mo.	3,798,808
133	Lancaster, Pa.	3,770,893
134	Stark, Ohio	3,746,048
135	Dane, Wisc.	3,726,630
136	Polk, Ia.	3,710,605
137	Mercer, N.J.	3,648,354
138	Rockland, N.Y.	3,602,675
139	Pulaski, Ark.	3,601,978
140	Monterey, Cal.	3,599,870
141	Waukesha, Wisc.	3,579,335
142	El Paso, Tex.	3,506,627
143	Spokane, Wash.	3,506,622
144	Wake, N.C.	3,489,730
145	Solano, Cal.	3,485,012
146	Berks, Pa.	3,452,182
147	Brevard, Fla.	3,395,784
148	Guilford, N.C.	3,389,586
149	Hillsborough, N.H.	3,332,559
150	Stanislaus, Cal.	3,329,605
151	York, Pa.	3,326,889
152	Jefferson, Tex.	3,225,232
153	Lehigh, Pa.	3,200,651
154	Knox, Tenn.	3,180,407
155	Washington, Ore.	3,172,876
156	Polk, Fla.	3,158,110
157	Winnebago, Ill.	3,155,301
158	Albany, N.Y.	3,135,992
159	El Paso, Colo.	3,126,752
160	Anchorage, Ak.	3,106,449
161	Somerset, N.J.	3,085,916
162	Mobile, Ala.	3,058,593
163	Luzerne, Pa.	3,054,977
164	New London, Conn.	3,049,370
165	Washtenaw, Mich.	3,043,147
166	Madison, Ill.	3,015,300
167	Tulare, Cal.	2,979,053
168	Allen, Ind.	2,976,227
169	Arlington, Va.	2,959,151
170	Adams, Colo.	2,957,667
171	Greenville, S.C.	2,938,928
172	Virginia Beach, Va.	2,925,047
173	St. Clair, Ill.	2,857,336
174	Clackamas, Ore.	2,824,685
175	Caddo, La.	2,809,057
176	Nueces, Tex.	2,802,546
177	Hinds, Miss.	2,800,965
178	Ingham, Mich.	2,763,208
179	Dauphin, Pa.	2,759,825
180	Sarasota, Fla.	2,741,070
181	Volusia, Fla.	2,727,315
182	Hamilton, Tenn.	2,726,876
183	Butler, Ohio	2,693,247
184	Peoria, Ill.	2,686,500
185	Erie, Pa.	2,684,274
186	Santa Cruz, Cal.	2,672,040
187	Charleston, S.C.	2,660,543
188	Dutchess, N.Y.	2,619,178
189	Forsyth, N.C.	2,615,728
190	Mahoning, Ohio	2,592,435
191	Lee, Fla.	2,589,521
192	Brazoria, Tex.	2,577,267
193	Lorain, Ohio	2,570,440
194	Washoe, Nev.	2,562,409
195	Atlantic, N.J.	2,555,794
196	Lane, Ore.	2,512,368
197	Richland, S.C.	2,511,352
198	Dakota, Minn.	2,498,550
199	Kanawha, W.Va.	2,496,024
200	Boulder, Colo.	2,494,910
201	Northampton, Pa.	2,490,505
202	Lake, Ohio	2,443,269
203	Saginaw, Mich.	2,384,567
204	Rock Island, Ill.	2,381,981
205	Cumberland, Me.	2,365,265
206	Orange, N.Y.	2,362,585
207	Trumbull, Ohio	2,354,129
208	Cumberland, Pa.	2,310,578
209	Sangamon, Ill.	2,308,936
210	Gloucester, N.J.	2,300,849
211	Henrico, Va.	2,296,443
212	Galveston, Tex.	2,293,257
213	Kalamazoo, Mich.	2,281,640
214	Oneida, N.Y.	2,278,993
215	St. Joseph, Ind.	2,272,708
216	Anoka, Minn.	2,257,700
217	Seminole, Fla.	2,237,319
218	Beaver, Pa.	2,198,603
219	Niagara, N.Y.	2,192,315
220	Washington, Pa.	2,188,722
221	Rockingham, N.H.	2,178,963
222	Richmond, Va.	2,176,099
223	Clark, Wash.	2,172,471
224	Broome, N.Y.	2,170,144
225	Escambia, Fla.	2,154,030
226	Lafayette, La.	2,123,972
227	Lancaster, Neb.	2,107,623
228	McHenry, Ill.	2,104,751
229	Collin, Tex.	2,101,040
230	Champaign, Ill.	2,055,875
231	Lackawanna, Pa.	2,045,499
232	Litchfield, Conn.	2,041,856
233	Norfolk, Va.	2,035,901
234	Gwinnett, Ga.	2,031,896
235	Fayette, Ky.	2,027,558
236	Ada, Ida.	2,025,222
237	Lubbock, Tex.	2,007,997
238	Denton, Tex.	1,987,608
239	Madison, Ala.	1,980,330
240	San Luis Obispo, Cal.	1,937,409
241	Calcasieu, La.	1,935,908
242	Hidalgo, Tex.	1,923,222
243	St. Louis, Minn.	1,915,583
244	Fort Bend, Tex.	1,901,192
245	Linn, Ia.	1,900,535
246	Pasco, Fla.	1,900,128
247	Prince William, Va.	1,894,035
248	Alexandria, Va.	1,877,516
249	Barnstable, Mass.	1,871,005
250	Shawnee, Kans.	1,870,998
251	Racine, Wisc.	1,867,128
252	Marion, Ore.	1,860,667
253	Scott, Ia.	1,855,076
254	Montgomery, Tex.	1,852,110
255	Tazewell, Ill.	1,829,105
256	Brown, Wisc.	1,808,752
257	Spartanburg, S.C.	1,807,574
258	Ector, Tex.	1,792,138
259	Vanderburgh, Ind.	1,784,758
260	Chesterfield, Va.	1,781,844
261	Butte, Cal.	1,768,171
262	Middlesex, Conn.	1,768,104
263	Kent, R.I.	1,760,515
264	Wyandotte, Kans.	1,743,131
265	Montgomery, Ala.	1,739,106
266	Clayton, Ga.	1,721,066
267	Ottawa, Mich.	1,720,119
268	Chatham, Ga.	1,719,450
269	Greene, Mo.	1,708,765
270	Cumberland, N.C.	1,705,765
271	Manatee, Fla.	1,700,797
272	Leon, Fla.	1,688,351
273	Clay, Mo.	1,684,509
274	St. Charles, Mo.	1,666,889
275	Napa, Cal.	1,663,997
276	Placer, Cal.	1,649,970
277	Larimer, Colo.	1,648,155
278	Monroe, Mich.	1,641,706
279	Yakima, Wash.	1,630,422
280	Macon, Ill.	1,629,599
281	Kitsap, Wash.	1,629,554
282	Thurston, Wash.	1,629,002
283	Gaston, N.C.	1,625,260
284	McLennan, Tex.	1,622,967
285	Cleveland, Okla.	1,605,758
286	McLean, Ill.	1,602,130
287	Schenectady, N.Y.	1,595,067
288	Berrien, Mich.	1,578,770
289	Midland, Tex.	1,578,213
290	Saratoga, N.Y.	1,576,270
291	Utah, Utah	1,573,556
292	Howard, Md.	1,565,292
293	Durham, N.C.	1,563,573
294	Berkshire, Mass.	1,544,525
295	Benton, Wash.	1,541,827
296	Merced, Cal.	1,532,490
297	Smith, Tex.	1,530,460
298	Cambria, Pa.	1,529,823
299	Alachua, Fla.	1,525,153
300	Cameron, Tex.	1,511,127
301	Buncombe, N.C.	1,505,606
302	Black Hawk, Ia.	1,493,830
303	Richmond, Ga.	1,483,851
304	Jefferson, Mo.	1,481,600
305	Ulster, N.Y.	1,480,318
306	Sussex, N.J.	1,479,048
307	Tolland, Conn.	1,466,634
308	Butler, Pa.	1,462,273
309	Muscogee, Ga.	1,458,817
310	Yolo, Cal.	1,455,244
311	Calhoun, Mich.	1,451,203
312	Clermont, Ohio	1,447,607
313	Hampshire, Mass.	1,442,303
314	Lexington, S.C.	1,422,566
315	Rensselaer, N.Y.	1,417,917
316	Newport News, Va.	1,411,543
317	Shasta, Cal.	1,409,849
318	Weber, Utah	1,409,384
319	Harford, Md.	1,397,992
320	Jackson, Mich.	1,393,237
321	St. Tammany, La.	1,385,770
322	Davis, Utah	1,385,748
323	Muskegon, Mich.	1,385,301
324	Kenton, Ky.	1,365,722
325	Clark, Ohio	1,358,636
326	Washington, Minn.	1,356,215
327	Minnehaha, S.D.	1,356,096
328	Wichita, Tex.	1,355,603
329	Fayette, Pa.	1,349,065
330	Winnebago, Wisc.	1,339,308
331	Elkhart, Ind.	1,335,578
332	Taylor, Tex.	1,332,385
333	Harrison, Miss.	1,330,969
334	Greene, Ohio	1,330,839
335	St. Clair, Mich.	1,327,017
336	Sullivan, Tenn.	1,323,743
337	La Salle, Ill.	1,322,750
338	Schuylkill, Pa.	1,321,132
339	Portage, Ohio	1,307,781
340	Porter, Ind.	1,304,775
341	Outagamie, Wisc.	1,301,354
342	Mercer, Pa.	1,292,405
343	Collier, Fla.	1,287,713
344	Madison, Ind.	1,284,391
345	York, Me.	1,281,297
346	Yellowstone, Mont.	1,281,027
347	Tippecanoe, Ind.	1,276,484
348	Chautauqua, N.Y.	1,273,422
349	Bell, Tex.	1,270,404
350	Rock, Wisc.	1,269,933
351	Chittenden, Vt.	1,260,438
352	Ouachita, La.	1,259,568
353	Humboldt, Cal.	1,256,712
354	Bibb, Ga.	1,242,648
355	Penobscot, Me.	1,227,475
356	El Dorado, Cal.	1,226,559
357	Medina, Ohio	1,218,700
358	Licking, Ohio	1,215,822
359	Hunterdon, N.J.	1,214,934
360	Kenosha, Wisc.	1,211,501
361	Blair, Pa.	1,195,800
362	Richland, Ohio	1,187,259
363	Cumberland, N.J.	1,184,039
364	Jackson, Ore.	1,177,442
365	Hampton, Va.	1,176,915
366	Gregg, Tex.	1,172,050
367	Bay, Mich.	1,169,707
368	Randall, Tex.	1,154,456
369	Okaloosa, Fla.	1,154,171
370	Weld, Colo.	1,149,736
371	Marion, Fla.	1,147,262
372	Livingston, Mich.	1,147,210
373	Rapides, La.	1,141,614
374	Whatcom, Wash.	1,139,466
375	Warren, Ohio	1,135,290
376	Delaware, Ind.	1,132,327
377	Anderson, S.C.	1,128,888
378	Cass, N.D.	1,124,736
379	Lebanon, Pa.	1,116,800
380	Pueblo, Colo.	1,112,260
381	Franklin, Pa.	1,108,641
382	Wood, Ohio	1,107,535
383	Aiken, S.C.	1,101,028
384	Potter, Tex.	1,095,309
385	Tuscaloosa, Ala.	1,091,008
386	Natrona, Wyo.	1,086,742
387	Davidson, N.C.	1,081,068
388	Vermilion, Ill.	1,075,110
389	Terrebonne, La.	1,072,747
390	Vigo, Ind.	1,071,864
391	Olmsted, Minn.	1,065,309
392	Orange, Tex.	1,064,194
393	Chesapeake, Va.	1,064,154
394	Lake, Fla.	1,059,465
395	Frederick, Md.	1,058,000
396	Lycoming, Pa.	1,056,856
397	Jackson, Miss.	1,052,360
398	Merrimack, N.H.	1,052,041
399	Cabell, W.Va.	1,051,055
400	Catawba, N.C.	1,050,655
401	La Porte, Ind.	1,038,038
402	Kankakee, Ill.	1,036,596
403	Columbiana, Ohio	1,036,421
404	Warren, N.J.	1,033,503
405	Kennebec, Me.	1,022,498
406	Centre, Pa.	1,019,638
407	Sheboygan, Wisc.	1,017,287
408	New Hanover, N.C.	1,017,260
409	Marathon, Wisc.	1,014,261
410	Brazos, Tex.	1,013,847
411	Alamance, N.C.	1,009,898
412	Lawrence, Pa.	1,009,654
413	Oswego, N.Y.	1,005,005
414	Roanoke, Va.	999,403
415	Washington, R.I.	997,357
416	Allen, Ohio	996,036
417	Woodbury, Ia.	994,720
418	Hamilton, Ind.	991,806
419	Boone, Mo.	986,469
420	Ashtabula, Ohio	985,992
421	Grayson, Tex.	985,620
422	Eaton, Mich.	983,039
423	Calhoun, Ala.	982,730
424	Windham, Conn.	979,589
425	Monroe, Ind.	973,761
426	York, S.C.	962,820
427	Washington, Ark.	956,697
428	Sarpy, Neb.	946,599
429	Washington, Wisc.	944,499
430	Fairfield, Ohio	941,103
431	Washington, Md.	938,376
432	Wood, W.Va.	938,207
433	Rowan, N.C.	936,151
434	Bay, Fla.	934,107
435	Sebastian, Ark.	933,519
436	Wayne, Ohio	930,157
437	Mesa, Colo.	922,875
438	Tom Green, Tex.	92[illegible],571
439	Hawaii, Hi.	918,179
440	La Crosse, Wisc.	916,300
441	Dona Ana, N.M.	914,867
442	St. Lucie, Fla.	912,015
443	Carroll, Md.	907,673
444	Ozaukee, Wisc.	906,890
445	Jefferson, Ohio	905,400
446	Cape May, N.J.	904,897
447	Morgan, Ala.	900,496
448	Midland, Mich.	895,1[illegible]9
449	Johnson, Ia.	894,859
450	Roanoke, Va.	894,715
451	Imperial, Cal.	890,145
452	Lafourche, La.	885,820
453	Clark, Ind.	885,683
454	Cowlitz, Wash.	882,356
455	Ontario, N.Y.	879,703
456	Stearns, Minn.	879,022
457	Portsmouth, Va.	877,740
458	Randolph, N.C.	874,825
459	Florence, S.C.	870,320
460	Sussex, Del.	870,279
461	Steuben, N.Y.	867,717
462	Putnam, N.Y.	867,159
463	Strafford, N.H.	862,734
464	Kent, Del.	859,464
465	Campbell, Ky.	859,281
466	Pottawattamie, Ia.	856,544
467	Laramie, Wyo.	856,205
468	Orange, N.C.	855,166
469	Bossier, La.	854,667
470	Wayne, N.Y.	854,544
471	Berkeley, S.C.	853,899
472	Miami, Ohio	851,412
473	Horry, S.C.	851,371
474	Dubuque, Ia.	850,517
475	Sumner, Tenn.	850,058
476	Fond du Lac, Wisc.	849,609
477	Howard, Ind.	847,350
478	Dougherty, Ga.	846,911
479	Chemung, N.Y.	844,254
480	Lenawee, Mich.	842,967
481	Indiana, Pa.	842,604
482	Androscoggin, Me.	842,189
483	De Kalb, Ill.	842,013
484	St. Lawrence, N.Y.	841,940
485	Comanche, Okla.	840,752
486	Newport, R.I.	839,898
487	Cabarrus, N.C.	838,442
488	Geauga, Ohio	836,877
489	Northumberland, Pa.	826,893
490	Santa Fe, N.M.	825,714
491	Yuma, Ariz.	824,449
492	Johnson, Ind.	819,917
493	Crawford, Pa.	817,055
494	Tompkins, N.Y.	815,068
495	Linn, Ore.	814,683
496	Erie, Ohio	812,269
497	Daviess, Ky.	811,243
498	Martin, Fla.	805,009
499	Williamson, Tex.	804,153
500	Fairbanks North Star, Ak.	799,455
501	Cochise, Ariz.	797,831
502	Etowah, Ala.	796,376
503	Douglas, Ore.	794,918
504	San Juan, N.M.	792,492
505	Belmont, Ohio	790,116
506	Hendricks, Ind.	789,122
507	Victoria, Tex.	788,161
508	Manitowoc, Wisc.	786,929
509	Burleigh, N.D.	785,199
510	Cascade, Mont.	784,724
511	Bowie, Tex.	782,726
512	Missoula, Mont.	781,991
513	Adams, Ill.	779,872
514	Tuscarawas, Ohio	779,802
515	Pitt, N.C.	776,823
516	Garfield, Okla.	774,742

517	Lauderdale, Ala.	774,730
518	Raleigh, W.Va.	770,295
519	Buchanan, Mo.	770,167
520	Knox, Ill.	769,993
521	Rankin, Miss.	769,044
522	Indian River, Fla.	768,246
523	Mendocino, Cal.	767,985
524	Charles, Md.	763,661
525	Rutherford, Tenn.	763,636
526	St. Bernard, La.	762,409
527	Whiteside, Ill.	761,983
528	Pinal, Ariz.	759,238
529	Loudoun, Va.	757,897
530	Pennington, S.D.	757,386
531	Kings, Cal.	757,224
532	Maui, Hi.	756,240
533	Monroe, Fla.	755,899
534	Washington, Tenn.	754,666
535	Wayne, N.C.	753,842
536	Iredell, N.C.	749,835
537	Blount, Tenn.	746,536
538	Benton, Ark.	744,790
539	Eau Claire, Wisc.	737,623
540	Henry, Ill.	737,211
541	Clarke, Ga.	736,793
542	Onslow, N.C.	736,628
543	Anderson, Tenn.	734,982
544	Hall, Ga.	734,414
545	Clearfield, Pa.	734,276
546	Allegan, Mich.	732,221
547	Houston, Ga.	731,704
548	Jefferson, Ark.	731,087
549	Pickens, S.C.	731,064
550	Rockingham, N.C.	729,594
551	Skagit, Wash.	728,260
552	Charlotte, Fla.	727,941
553	Jasper, Mo.	724,088
554	Monroe, Pa.	723,867
555	Story, Ia.	722,889
556	Grays Harbor, Wash.	722,779
557	Cleveland, N.C.	721,150
558	Muskingum, Ohio	717,694
559	Madera, Cal.	716,720
560	Clay, Fla.	715,178
561	Dodge, Wisc.	713,911
562	Canyon, Ida.	713,473
563	Grant, Ind.	712,077
564	Nevada, Cal.	710,378
565	Floyd, Ga.	709,609
566	Johnson, Tex.	708,587
567	Houston, Ala.	706,916
568	Salem, N.J.	704,102
569	St. Mary, La.	699,269
570	Walworth, Wisc.	697,052
571	Wood, Wisc.	696,834
572	Lee, Ala.	695,899
573	Washington, Okla.	693,059
574	Hancock, Ohio	692,276
575	Monongalia, W.Va.	690,106
576	Grand Forks, N.D.	689,652
577	Canadian, Okla.	688,828
578	Armstrong, Pa.	688,221
579	Reno, Kans.	686,406
580	Williamson, Ill.	686,351
581	Harrison, W.Va.	685,546
582	Sutter, Cal.	684,077
583	Bartholomew, Ind.	683,719
584	Cattaraugus, N.Y.	682,063
585	Tangipahoa, La.	681,288
586	Yavapai, Ariz.	680,350
587	Webb, Tex.	679,843
588	Wayne, Ind.	675,247
589	Mercer, W.Va.	675,121
590	Jefferson, N.Y.	673,487
591	Benton, Ore.	673,377
592	Shiawassee, Mich.	672,189
593	Bonneville, Ida.	669,429
594	Warren, Ky.	669,346
595	Cayuga, N.Y.	668,607
596	Douglas, Kans.	668,597
597	Franklin, Mo.	668,317
598	Lynchburg, Va.	663,404
599	Hardin, Ky.	661,675
600	Pike, Ky.	658,692
601	Somerset, Pa.	658,571
602	Scioto, Ohio	658,173
603	St. Landry, La.	655,452
604	Union, N.C.	654,614
605	Lea, N.M.	653,611
606	Jackson, Ill.	653,581
607	Ellis, Tex.	653,339
608	Franklin, Mass.	651,347
609	Coconino, Ariz.	649,897
610	Mohave, Ariz.	649,389
611	Marquette, Mich.	645,289
612	Burke, N.C.	644,075
613	Bannock, Ida.	644,046
614	Baldwin, Ala.	643,658
615	Angelina, Tex.	642,348
616	Adams, Pa.	641,816
617	Lauderdale, Miss.	641,552
618	Aroostook, Me.	640,770
619	Williamson, Tenn.	637,125
620	Albemarle, Va.	636,658
621	Grafton, N.H.	635,085
622	Iberia, La.	634,818
623	Robeson, N.C.	634,497
624	Jefferson, Wisc.	632,763
625	Kay, Okla.	629,185
626	Marion, Ohio	629,173
627	Cheshire, N.H.	628,379
628	Ward, N.D.	625,692
629	Floyd, Ind.	622,983
630	Garland, Ark.	618,746
631	Allegany, Md.	616,991
632	Payne, Okla.	614,629
633	Washington, Ohio	612,153
634	McCracken, Ky.	611,260
635	Lapeer, Mich.	610,217
636	Kosciusko, Ind.	606,955
637	Whitfield, Ga.	605,430
638	Montgomery, Tenn.	605,278
639	Shelby, Ala.	604,596
640	Van Buren, Mich.	603,686
641	Venango, Pa.	602,179
642	Clallam, Wash.	602,080
643	Clinton, N.Y.	599,208
644	Ross, Ohio	599,130
645	Madison, Tenn.	598,038
646	Madison, N.Y.	596,508
647	Muskogee, Okla.	595,258
648	Sandusky, Ohio	592,805
649	Creek, Okla.	590,716
650	Sumter, S.C.	590,005
651	Deschutes, Ore.	589,849
652	Nash, N.C.	588,997
653	Ohio, W.Va.	585,999
654	Clinton, Ia.	585,593
655	Cole, Mo.	584,891
656	Glynn, Ga.	583,945
657	Marion, W.Va.	582,851
658	Platte, Mo.	582,642
659	Henderson, N.C.	581,720
660	Kootenai, Ida.	580,752
661	Bradley, Tenn.	578,425
662	Livingston, La.	576,831
663	Hunt, Tex.	573,938
664	Seneca, Ohio	572,340
665	Boyd, Ky.	570,460
666	Coos, Ore.	566,362
667	Sweetwater, Wyo.	566,219
668	Herkimer, N.Y.	565,741
669	Beaufort, S.C.	565,216
670	Coles, Ill.	564,837
671	Douglas, Ga.	559,289
672	Delaware, Ohio	557,552
673	Caldwell, N.C.	557,259
674	Grand Traverse, Mich.	557,212
675	Clinton, Mich.	556,686
676	Craven, N.C.	556,406
677	Stephenson, Ill.	556,001
678	Forrest, Miss.	555,769
679	Talladega, Ala.	553,895
680	Lenoir, N.C.	553,893
681	Liberty, Tex.	552,915
682	Livingston, N.Y.	551,696
683	Hanover, Va.	550,171
684	Lewis, Wash.	549,441
685	San Patricio, Tex.	549,140
686	Valencia, N.M.	548,451
687	Orangeburg, S.C.	547,489
688	Sullivan, N.Y.	546,849
689	Bradford, Pa.	546,210
690	Wilson, Tenn.	545,612
691	Marshall, Ala.	545,305
692	Craighead, Ark.	544,255
693	Lowndes, Ga.	542,754
694	Citrus, Fla.	541,006
695	Cecil, Md.	539,262
696	Wicomico, Md.	537,907
697	Cherokee, Ga.	535,087
698	Leavenworth, Kans.	533,912
699	Pottawatomie, Okla.	533,791
700	Genesee, N.Y.	532,529
701	Columbia, N.Y.	531,424
702	Tuscola, Mich.	530,828
703	Columbia, Pa.	530,684
704	Riley, Kans.	530,315
705	Saline, Kans.	529,818
706	St. Johns, Fla.	529,352
707	Bristol, R.I.	528,521
708	Cape Girardeau, Mo.	528,325
709	Ogle, Ill.	525,717
710	Harrison, Tex.	525,045
711	Johnston, N.C.	522,567
712	Wilson, N.C.	521,485
713	Montgomery, Va.	521,155
714	Dorchester, S.C.	521,150
715	Rogers, Okla.	520,497
716	Huron, Ohio	518,260
717	Wright, Minn.	517,803
718	Macoupin, Ill.	517,592
719	Butler, Kans.	516,865
720	Rutland, Vt.	516,708
721	Morgan, Ind.	515,969
722	Chaves, N.M.	514,394
723	St. Joseph, Mich.	513,350
724	Walker, Ala.	513,097
725	Cass, Mo.	513,023
726	Umatilla, Ore.	512,694
727	Yamhill, Ore.	511,052
728	Marion, Ill.	510,918
729	Lawrence, Ohio	509,594
730	Lee, Miss.	508,554
731	Twin Falls, Ida.	508,547
732	Santa Rosa, Fla.	508,026
733	Colbert, Ala.	507,342
734	Portage, Wisc.	507,279
735	Hall, Neb.	507,032
736	Parker, Tex.	506,910
737	Jones, Miss.	506,511
738	Kendall, Ill.	505,837
739	Tioga, N.Y.	504,062
740	Windsor, Vt.	502,998
741	St. Marys, Md.	502,456
742	Osceola, Fla.	498,849
743	Grant, Wash.	497,765
744	Carbon, Pa.	496,744
745	Cortland, N.Y.	496,039
746	Livingston, Ill.	495,520
747	Franklin, Ill.	493,401
748	Boone, Ky.	493,248
749	Carson City, Nev.	493,031
750	Cerro Gordo, Ia.	492,988
751	Flathead, Mont.	492,880
752	Stephens, Okla.	492,789
753	Greenwood, S.C.	491,286
754	Saline, Ark.	490,647
755	Yuba, Cal.	490,199
756	Fulton, Ill.	489,923
757	Washington, Miss.	489,214
758	Chelan, Wash.	489,144
759	Cullman, Ala.	488,703
760	Des Moines, Ia.	487,015
761	Klamath, Ore.	485,852
762	Ascension, La.	485,820
763	Darke, Ohio	485,454
764	Eddy, N.M.	484,840
765	Acadia, La.	484,737
766	Pittsylvania, Va.	484,442
767	Crawford, Ohio	483,390
768	Walla Walla, Wash.	481,075
769	Carroll, Ga.	480,751
770	De Soto, Miss.	480,574
771	Surry, N.C.	479,272
772	Warren, N.Y.	478,650
773	Warren, Miss.	476,627
774	Washington, Vt.	476,171
775	Vermilion, La.	475,868
776	Siskiyou, Cal.	475,858
777	Cache, Utah	475,583
778	Bureau, Ill.	475,094
779	Henry, Va.	474,015
780	Nacogdoches, Tex.	470,718
781	Lancaster, S.C.	470,278
782	Warren, Pa.	470,170
783	Otsego, N.Y.	468,903
784	Tehama, Cal.	468,531
785	Lewis and Clark, Mont.	467,838
786	Rockingham, Va.	467,352
787	Blue Earth, Minn.	466,521
788	Island, Wash.	465,990
789	Augusta, Va.	463,902
790	Moore, N.C.	462,787
791	Franklin, Ky.	462,656
792	Ionia, Mich.	462,049
793	Hancock, Ind.	461,822
794	Wilkes, N.C.	461,657
795	Webster, Ia.	459,152
796	Cass, Mich.	458,707
797	Josephine, Ore.	457,522
798	Scott, Minn.	457,041
799	Henry, Ind.	456,039
800	Fulton, N.Y.	453,517
801	McKean, Pa.	453,102
802	Montgomery, N.Y.	452,873
803	Berkeley, W.Va.	451,922
804	McKinley, N.M.	450,335
805	Henderson, Tex.	449,539
806	Hancock, W.Va.	449,091
807	Lowndes, Miss.	448,449
808	St. Croix, Wisc.	448,158
809	Fayette, W.Va.	447,358
810	Fremont, Wyo.	447,022
811	Hernando, Fla.	446,534
812	Darlington, S.C.	446,233
813	Jefferson, Ill.	445,394
814	Isabella, Mich.	443,483
815	Putnam, Fla.	443,050
816	Warrick, Ind.	441,839
817	Spalding, Ga.	441,701
818	Hardin, Tex.	441,497
819	Rutherford, N.C.	441,087
820	Chippewa, Wisc.	440,450
821	Navajo, Ariz.	440,173
822	Carter, Okla.	437,985
823	Barry, Mich.	437,804
824	Ashland, Ohio	437,057
825	Marshall, Ia.	437,012
826	Tazewell, Va.	436,849
827	Highlands, Fla.	436,404
828	Jefferson, Pa.	435,403
829	Union, Ark.	435,371
830	Juneau, Ak.	434,553
831	Harnett, N.C.	434,237
832	Christian, Ky.	433,813
833	St. Charles, La.	433,747
834	Osage, Okla.	433,422
835	Walker, Ga.	432,517
836	Morgan, Ill.	432,511
837	Troup, Ga.	432,323
838	Campbell, Va.	431,778
839	Lee, Ia.	430,857
840	Guadalupe, Tex.	430,792
841	Woodford, Ill.	428,564
842	Otero, N.M.	428,182
843	Athens, Ohio	428,021
844	Stanly, N.C.	425,713
845	Muscatine, Ia.	425,252
846	Oxford, Me.	424,540
847	Roane, Tenn.	424,526
848	Grant, Wisc.	424,315
849	Belknap, N.H.	424,054
850	Washington, N.Y.	422,838
851	Kaufman, Tex.	422,776
852	Matagorda, Tex.	422,256
853	Wagoner, Okla.	420,332
854	Edgecombe, N.C.	419,818
855	Douglas, Wisc.	418,426
856	Haywood, N.C.	417,878
857	Madison, Ky.	416,932
858	Knox, Ohio	415,971
859	Kenai Peninsula, Ak.	415,376
860	Montcalm, Mich.	414,163
861	Grady, Okla.	414,031
862	Jackson, Ala.	413,909
863	Oconee, S.C.	412,699
864	Mifflin, Pa.	412,498
865	Rockdale, Ga.	411,740
866	Laurens, S.C.	411,172
867	McDonough, Ill.	410,194
868	Greene, Tenn.	410,156
869	Campbell, Wyo.	409,152
870	Henderson, Ky.	409,006
871	White, Ark.	408,912
872	Columbia, Wisc.	408,826
873	Clay, Minn.	408,417
874	Sauk, Wisc.	408,313
875	Lake, Cal.	408,224
876	Ottawa, Ohio	407,597
877	Tuolumne, Cal.	406,905
878	Randolph, Ill.	406,748
879	Logan, W.Va.	406,614
880	Charlottesville, Va.	406,462
881	Lee, Ill.	406,292
882	Rusk, Tex.	406,158
883	Stafford, Va.	405,298
884	Gallatin, Mont.	405,279
885	Whitman, Wash.	405,187
886	Montgomery, Kans.	404,062
887	Hamblen, Tenn.	403,855
888	Wharton, Tex.	403,171
889	Faulkner, Ark.	402,814
890	Hopkins, Ky.	400,983
891	Grundy, Ill.	400,395
892	Chenango, N.Y.	399,674
893	Boone, Ind.	398,350
894	Maury, Tenn.	397,959
895	Polk, Ore.	397,891
896	Dallas, Ala.	397,793
897	De Kalb, Ala.	397,080
898	Christian, Ill.	396,818
899	Mississippi, Ark.	396,712
900	Franklin, Wash.	396,162
901	Rice, Minn.	395,495
902	Webster, La.	395,330
903	Danville, Va.	395,146
904	Suffolk, Va.	394,954
905	Fayette, Ga.	393,789
906	Auglaize, Ohio	392,218
907	Lincoln, Neb.	392,114
908	Scotts Bluff, Neb.	389,800
909	Otter Tail, Minn.	388,986
910	Henry, Ga.	388,250
911	Dale, Ala.	388,186
912	Cass, Ind.	386,964
913	Pickaway, Ohio	386,941
914	Shelby, Ohio	386,933
915	Allegany, N.Y.	386,923
916	Lincoln, N.C.	385,973
917	Carver, Minn.	385,783
918	Halifax, N.C.	385,227
919	Brown, S.D.	385,063
920	Mower, Minn.	384,345
921	Hays, Tex.	384,043
922	Washington, La.	383,373
923	Clarion, Pa.	383,128
924	Wapello, Ia.	382,177
925	Defiance, Ohio	381,683
926	Orleans, N.Y.	381,281
927	Curry, N.M.	380,120
928	Bedford, Pa.	378,973
929	Scott, Mo.	378,790
930	Comal, Tex.	378,273
931	Kauai, Hi.	377,808
932	Shelby, Ind.	377,013
933	Douglas, Colo.	376,707
934	Wayne, W.Va.	374,809
935	Floyd, Ky.	373,245
936	Waupaca, Wisc.	372,758

937	Walker, Tex.	372,423
938	Delaware, N.Y.	372,078
939	Cowley, Kans.	371,877
940	Coweta, Ga.	371,700
941	Lamar, Tex.	371,246
942	Russell, Ala.	371,144
943	Carteret, N.C.	371,058
944	Columbia, Ga.	370,810
945	York, Va.	370,612
946	Barton, Kans.	369,868
947	Putnam, Tenn.	369,820
948	Knox, Ind.	369,624
949	Jasper, Ia.	369,128
950	Warren, Ia.	368,843
951	Fulton, Ohio	368,216
952	Winona, Minn.	367,458
953	Iroquois, Ill.	367,207
954	Fauquier, Va.	366,725
955	Mason, Wash.	365,500
956	Dodge, Neb.	364,599
957	Wise, Va.	364,500
958	Marshall, W.Va.	364,012
959	Logan, Ill.	363,720
960	Howard, Tex.	363,030
961	Hancock, Me.	362,751
962	Guernsey, Ohio	359,434
963	Carter, Tenn.	359,094
964	Lyon, Kans.	358,950
965	Branch, Mich.	358,175
966	Anderson, Tex.	357,289
967	Lincoln, La.	356,971
968	Gibson, Tenn.	356,705
969	Goodhue, Minn.	356,578
970	Greenup, Ky.	356,559
971	Richmond, N.C.	356,188
972	Bullitt, Ky.	355,605
973	Cherokee, Tex.	355,143
974	Coryell, Tex.	354,693
975	Gratiot, Mich.	353,801
976	Boone, Ill.	353,538
977	Mercer, Ohio	353,232
978	Lawrence, Ind.	352,309
979	Hillsdale, Mich.	352,124
980	Effingham, Ill.	351,420
981	Vernon, La.	348,922
982	Coffee, Ala.	348,735
983	Logan, Ohio	348,508
984	Crittenden, Ark.	347,263
985	Montgomery, Ind.	346,510
986	Crawford, Kans.	346,034
987	Pope, Ark.	345,974
988	Greene, N.Y.	345,851
989	St. Clair, Ala.	345,701
990	Sanilac, Mich.	345,545
991	Greene, Pa.	345,336
992	Columbus, N.C.	345,332
993	Delta, Mich.	345,119
994	Windham, Vt.	344,919
995	Pittsburg, Okla.	343,447
996	Putnam, W.Va.	343,418
997	Sevier, Tenn.	343,204
998	St. John the Baptist, La.	343,035
999	Wabash, Ind.	343,010
1000	Williams, Ohio	342,929
1001	Fairfax, Va.	342,418
1002	Albany, Wyo.	341,991
1003	McDowell, W.Va.	341,862
1004	Marshall, Ind.	341,794
1005	Tioga, Pa.	341,417
1006	Sullivan, N.H.	341,072
1007	Limestone, Ala.	340,729
1008	Bartow, Ga.	338,811
1009	Itasca, Minn.	338,775
1010	Lincoln, Ore.	338,217
1011	McMinn, Tenn.	338,046
1012	Brown, Tex.	336,811
1013	Montgomery, Ill.	336,751
1014	Coffee, Tenn.	336,682
1015	Coshocton, Ohio	335,955
1016	Pulaski, Ky.	335,739
1017	Clinton, Ill.	335,731
1018	Hale, Tex.	335,515
1019	Perry, Pa.	334,914
1020	St. Martin, La.	334,722
1021	Washington, Va.	334,651
1022	Kerr, Tex.	334,524
1023	Somerset, Me.	334,267
1024	Nez Perce, Ida.	334,208
1025	Jim Wells, Tex.	334,205
1026	Saline, Ill.	333,789
1027	Preble, Ohio	333,151
1028	Harvey, Kans.	333,039
1029	Huntingdon, Pa.	332,940
1030	Navarro, Tex.	331,821
1031	Petersburg, Va.	331,392
1032	Buffalo, Neb.	331,287
1033	St. Francois, Mo.	331,258
1034	Van Zandt, Tex.	331,110
1035	Elk, Pa.	330,552
1036	Madison, Neb.	329,436
1037	Los Alamos, N.M.	329,385
1038	Laurens, Ga.	328,951
1039	Jackson, Ind.	328,649
1040	Sampson, N.C.	327,613
1041	Williams, N.D.	327,481
1042	Marinette, Wisc.	327,016
1043	Elmore, Ala.	326,599
1044	Clinton, Pa.	326,357
1045	Douglas, Nev.	326,153
1046	Gibson, Ind.	325,907
1047	Cherokee, S.C.	325,324
1048	Kershaw, S.C.	325,066
1049	Baldwin, Ga.	324,662
1050	Silver Bow, Mont.	324,434
1051	Calvert, Md.	324,287
1052	Pontotoc, Okla.	324,035
1053	Miami, Ind.	323,597
1054	Columbia, Ore.	323,377
1055	Franklin, N.Y.	323,112
1056	Lee, N.C.	322,718
1057	Beaufort, N.C.	321,570
1058	Gila, Ariz.	321,496
1059	Nassau, Fla.	320,737
1060	Freeborn, Minn.	319,752
1061	Spotsylvania, Va.	319,692
1062	Huntington, Ind.	319,333
1063	Barron, Wisc.	318,902
1064	Champaign, Ohio	318,421
1065	Crow Wing, Minn.	318,155
1066	Wyoming, N.Y.	317,956
1067	Newton, Ga.	317,801
1068	Newton, Mo.	317,238
1069	Box Elder, Utah	316,903
1070	Madison, Ohio	316,433
1071	Okmulgee, Okla.	315,798
1072	Hutchinson, Tex.	315,356
1073	Gray, Tex.	313,986
1074	Catoosa, Ga.	313,424
1075	Adams, Neb.	313,074
1076	Hawkins, Tenn.	312,985
1077	Adams, Miss.	312,780
1078	Cooke, Tex.	312,476
1079	Kandiyohi, Minn.	312,401
1080	Custer, Okla.	311,421
1081	Ware, Ga.	310,522
1082	Bennington, Vt.	309,540
1083	Susquehanna, Pa.	308,699
1084	Clinton, Ohio	308,285
1085	Ottawa, Okla.	307,946
1086	Dallas, Ia.	307,728
1087	Columbia, Fla.	307,298
1088	Greenbrier, W.Va.	307,237
1089	Harlan, Ky.	306,796
1090	Chambers, Ala.	306,710
1091	Mayes, Okla.	306,006
1092	Robertson, Tenn.	305,648
1093	Natchitoches, La.	305,404
1094	Clatsop, Ore.	305,128
1095	Georgetown, S.C.	304,678
1096	Geary, Kans.	304,547
1097	Noble, Ind.	303,540
1098	Calumet, Wisc.	303,449
1099	Avoyelles, La.	303,127
1100	Wayne, Pa.	302,269
1101	Knox, Me.	302,093
1102	Huron, Mich.	301,709
1103	Dearborn, Ind.	301,496
1104	Brooke, W.Va.	301,308
1105	Monroe, Wisc.	301,010
1106	Stark, N.D.	299,666
1107	Le Flore, Okla.	299,424
1108	Buchanan, Va.	299,400
1109	Sheridan, Wyo.	299,370
1110	Platte, Neb.	299,035
1111	Franklin, Vt.	298,598
1112	Thomas, Ga.	298,511
1113	Shawano, Wisc.	298,479
1114	Jefferson Davis, La.	298,469
1115	Chatham, N.C.	298,048
1116	Tallapoosa, Ala.	297,956
1117	Morton, N.D.	297,239
1118	Dubois, Ind.	296,690
1119	Frederick, Va.	296,625
1120	Covington, Ala.	295,210
1121	De Kalb, Ind.	294,953
1122	Green, Wisc.	294,295
1123	Bingham, Ida.	293,951
1124	Union, Ohio	293,082
1125	Bulloch, Ga.	290,126
1126	Newaygo, Mich.	289,982
1127	Escambia, Ala.	289,662
1128	Brunswick, N.C.	289,620
1129	Coos, N.H.	289,364
1130	Seneca, N.Y.	289,332
1131	Graves, Ky.	288,972
1132	Jefferson, W.Va.	288,450
1133	Cass, Tex.	287,756
1134	Wyoming, W.Va.	287,026
1135	Wise, Tex.	287,001
1136	Union, Pa.	286,723
1137	Hardin, Ohio	286,641
1138	Kleberg, Tex.	286,595
1139	Forsyth, Ga.	286,534
1140	Garfield, Colo.	285,783
1141	Okanogan, Wash.	285,776
1142	Essex, N.Y.	285,619
1143	Laurel, Ky.	285,542
1144	Autauga, Ala.	285,529
1145	Blount, Ala.	285,452
1146	Ford, Kans.	285,267
1147	McPherson, Kans.	285,213
1148	Snyder, Pa.	285,006
1149	Pettis, Mo.	284,799
1150	Johnson, Mo.	284,301
1151	Jasper, Tex.	283,778
1152	Upshur, Tex.	283,406
1153	La Plata, Colo.	283,186
1154	Bedford, Va.	282,588
1155	Miller, Ark.	282,521
1156	Polk, Minn.	282,419
1157	Woodward, Okla.	281,911
1158	Pulaski, Va.	281,765
1159	Kittitas, Wash.	281,290
1160	Barren, Ky.	281,187
1161	Madison, Miss.	281,063
1162	Caddo, Okla.	280,689
1163	Alpena, Mich.	280,300
1164	Finney, Kans.	279,914
1165	Marion, Ia.	279,841
1166	Clinton, Ind.	279,819
1167	Ellis, Kans.	279,811
1168	Garvin, Okla.	279,619
1169	Oktibbeha, Miss.	279,219
1170	Bolivar, Miss.	279,075
1171	Stokes, N.C.	278,068
1172	Steele, Minn.	277,574
1173	Matanuska-Susitna, Ak.	277,571
1174	Sherburne, Minn.	277,170
1175	Crawford, Ill.	276,474
1176	Highland, Ohio	275,780
1177	Dunn, Wisc.	275,559
1178	Calaveras, Cal.	275,548
1179	Carbon, Wyo.	275,517
1180	Pierce, Wisc.	275,270
1181	Perry, Ill.	275,141
1182	Iberville, La.	275,000
1183	Latah, Ida.	274,627
1184	Jackson, Fla.	274,589
1185	Leflore, Miss.	274,307
1186	Crawford, Ark.	274,286
1187	Carroll, N.H.	274,243
1188	Henry, Ohio	273,636
1189	Mecosta, Mich.	273,429
1190	Duplin, N.C.	273,302
1191	Callaway, Mo.	273,224
1192	Oneida, Wisc.	273,169
1193	Greene, Ind.	272,946
1194	Bastrop, Tex.	272,913
1195	Salem, Va.	272,169
1196	Chesterfield, S.C.	272,155
1197	Lawrence, Tenn.	271,659
1198	Alcorn, Miss.	271,177
1199	Polk, Wisc.	271,096
1200	Val Verde, Tex.	270,605
1201	Colquitt, Ga.	270,264
1202	Hopkins, Tex.	270,068
1203	Franklin, Va.	270,007
1204	Palo Pinto, Tex.	269,864
1205	Pearl River, Miss.	269,375
1206	Oldham, Ky.	269,172
1207	Jefferson, Ind.	269,134
1208	McDowell, N.C.	268,265
1209	Addison, Vt.	267,463
1210	Jackson, Okla.	266,849
1211	Putnam, Ind.	266,620
1212	Walton, Ga.	266,560
1213	Houghton, Mich.	266,527
1214	Sandoval, N.M.	266,348
1215	Plaquemines, La.	266,193
1216	San Benito, Cal.	265,963
1217	Liberty, Ga.	265,721
1218	Vance, N.C.	265,707
1219	Bryan, Okla.	264,903
1220	Lafayette, Mo.	264,821
1221	Hancock, Ill.	264,456
1222	Van Wert, Ohio	264,130
1223	Clark, Ky.	263,388
1224	Boone, Ia.	263,272
1225	Putnam, Ohio	262,388
1226	Sumner, Kans.	261,868
1227	Grant, N.M.	261,860
1228	Calloway, Ky	261,509
1229	Pike, Miss.	261,304
1230	Brown, Ohio	260,991
1231	Tift, Ga.	260,415
1232	Logan, Okla.	260,138
1233	Sagadahoc, Me.	259,859
1234	McLeod, Minn.	259,253
1235	Butler, Mo.	259,099
1236	Adams, Ind.	258,876
1237	Watauga, N.C.	258,715
1238	Monroe, Miss.	258,635
1239	Gadsden, Fla.	258,523
1240	Park, Wyo.	256,801
1241	Phelps, Mo.	254,979
1242	Stutsman, N.D.	254,891
1243	Mingo, W.Va.	254,677
1244	Muhlenberg, Ky.	254,361
1245	Tooele, Utah	254,033
1246	Lassen, Cal.	253,724
1247	Glenn, Cal.	253,664
1248	Dyer, Tenn.	253,311
1249	Wood, Tex.	253,293
1250	Posey, Ind.	252,931
1251	Lonoke, Ark.	252,889
1252	Jasper, Ind.	252,506
1253	Sioux, Ia.	251,464
1254	Boone, W.Va.	251,202
1255	Apache, Ariz.	250,789
1256	Clark, Wisc.	250,249
1257	Morehouse, La.	249,938
1258	Newberry, S.C.	249,551
1259	Monroe, Ill.	249,297
1260	Jackson, W.Va.	248,815
1261	Polk, Ga.	248,194
1262	Gordon, Ga.	247,777
1263	Dickson, Tenn.	247,641
1264	Lincoln, Okla.	247,373
1265	Randolph, Ind.	247,134
1266	Worcester, Md.	246,920
1267	Baxter, Ark.	246,868
1268	Wells, Ind.	246,663
1269	Perry, Ky.	246,473
1270	Amherst, Va.	246,251
1271	Amador, Cal.	246,132
1272	McCurtain, Okla.	246,007
1273	Obion, Tenn.	245,630
1274	Evangeline, La.	245,098
1275	Talbot, Md.	244,969
1276	Whitley, Ky.	244,684
1277	Washington, Me.	244,296
1278	Ouachita, Ark.	243,724
1279	Carlton, Minn.	243,663
1280	James City, Va.	243,435
1281	Loudon, Tenn.	243,380
1282	Granville, N.C.	243,100
1283	Franklin, Me.	243,004
1284	Warren, Ill.	242,894
1285	Mason, Mich.	242,751
1286	Shelby, Ill.	242,666
1287	Smyth, Va.	242,589
1288	Bremer, Ia.	242,435
1289	Independence, Ark.	242,359
1290	Paulding, Ga.	242,108
1291	Brookings, S.D.	241,999
1292	Seminole, Okla.	241,815
1293	Scotland, N.C.	241,587
1294	Jo Daviess, Ill.	241,218
1295	Labette, Kans.	241,182
1296	Gallia, Ohio	240,808
1297	Montrose, Colo.	240,650
1298	Bell, Ky.	240,197
1299	Whitley, Ind.	239,829
1300	Warren, Tenn.	239,127
1301	Beauregard, La.	238,779
1302	Stevens, Wash.	238,662
1303	Union, S.C.	238,300
1304	Perry, Ohio	237,761
1305	Dunklin, Mo.	237,720
1306	Pulaski, Mo.	237,634
1307	Jefferson, Tenn.	237,563
1308	Door, Wisc.	237,464
1309	Marion, Ala.	236,851
1310	Brown, Minn.	236,821
1311	Franklin, Tenn.	236,769
1312	Nicollet, Minn.	235,655
1313	Yadkin, N.C.	235,277
1314	Daviess, Ind.	235,260
1315	Audrain, Mo.	235,240
1316	Washington, Tex.	234,909
1317	Douglas, Ill.	233,840
1318	Beadle, S.D.	233,774
1319	Greene, Ark.	233,768
1320	Lafayette, Miss.	233,589
1321	Fayette, Ind.	233,434
1322	Cherokee, Okla.	232,938
1323	Fremont, Colo.	232,787
1324	Marshall, Ky.	232,695
1325	Marion, Mo.	232,680
1326	Pasquotank, N.C.	232,388
1327	Franklin, Ala.	232,318
1328	Tipton, Tenn.	232,306
1329	Carbon, Utah	232,262
1330	Dorchester, Md.	231,965
1331	Gage, Neb.	231,648
1332	Weakley, Tenn.	231,647
1333	Boyle, Ky.	231,371
1334	Morrow, Ohio	231,166
1335	Boone, Ark.	230,950
1336	Decatur, Ind.	230,934
1337	Fayette, Ill.	230,681
1338	Lincoln, Miss.	230,524
1339	Schoharie, N.Y.	230,261
1340	Ketchikan Gateway, Ak.	230,116
1341	Jessamine, Ky.	229,956
1342	Dickinson, Mich.	229,941
1343	Elko, Nev.	229,939
1344	Inyo, Cal.	228,617
1345	Accomac, Va.	228,263
1346	Chilton, Ala.	228,120
1347	Chester, S.C.	228,097
1348	Benton, Ia.	227,955
1349	White, Ind.	227,909
1350	Titus, Tex.	227,509
1351	Sumter, Ga.	227,310

1352	Mineral, W.Va.	227,221
1353	Miami, Kans.	226,961
1354	Sequoyah, Okla.	226,692
1355	Clay, Ind.	226,498
1356	Mason, W.Va.	226,214
1357	Martin, Minn.	226,036
1358	Harrison, Ind.	226,033
1359	Bee, Tex.	225,981
1360	Chippewa, Mich.	225,940
1361	Jackson, Ohio	225,366
1362	Hill, Tex.	225,208
1363	Chisago, Minn.	225,099
1364	Edgar, Ill.	224,888
1365	Erath, Tex.	224,791
1366	Transylvania, N.C.	224,459
1367	Chambers, Tex.	224,372
1368	Beltrami, Minn.	224,134
1369	Hood, Tex.	223,834
1370	Wyoming, Pa.	223,728
1371	Upson, Ga.	223,640
1372	Person, N.C.	223,375
1373	Calhoun, Tex.	223,214
1374	Douglas, Wash.	223,208
1375	Preston, W.Va.	223,035
1376	Manassas, Va.	222,945
1377	Queen Annes, Md.	222,770
1378	Steuben, Ind.	222,641
1379	Hot Spring, Ark.	222,605
1380	Mercer, Ill.	222,536
1381	Russell, Va.	222,298
1382	Waldo, Me.	222,150
1383	Davie, N.C.	221,985
1384	Texas, Okla.	221,824
1385	Fayette, Ohio	221,505
1386	White, Ill.	221,480
1387	Plymouth, Ia.	221,323
1388	Hardin, Ia.	221,321
1389	Columbia, Ark.	221,299
1390	Lincoln, Wisc.	220,690
1391	Coahoma, Miss.	220,156
1392	Washington, Utah	220,112
1393	Lincoln, Me.	219,341
1394	Carroll, Ohio	219,312
1395	Maverick, Tex.	219,254
1396	Iosco, Mich.	219,150
1397	Benton, Minn.	219,102
1398	De Witt, Ill.	219,081
1399	Dawson, Neb.	219,062
1400	Codington, S.D.	218,828
1401	Fayette, Ia.	218,549
1402	Letcher, Ky.	218,428
1403	Hockley, Tex.	217,697
1404	Oconto, Wisc.	217,540
1405	Young, Tex.	217,184
1406	Staunton, Va.	215,463
1407	Jackson, Ga.	215,411
1408	Yankton, S.D.	215,378
1409	Franklin, Kans.	215,356
1410	Atascosa, Tex.	215,302
1411	Shenandoah, Va.	215,250
1412	Plumas, Cal.	215,036
1413	Morgan, Colo.	214,921
1414	Buena Vista, Ia.	214,183
1415	Shelby, Ky.	213,896
1416	Randolph, W.Va.	213,890
1417	Nicholas, W.Va.	213,790
1418	Henry, Tenn.	213,734
1419	Rockwall, Tex.	213,609
1420	Beckham, Okla.	213,443
1421	Williamsburg, S.C.	212,800
1422	Mason, Ill.	212,624
1423	Franklin, N.C.	212,225
1424	Marion, S.C.	211,697
1425	Jersey, Ill.	211,462
1426	Lawrence, Mo.	210,804
1427	Wexford, Mich.	210,793
1428	Caldwell, Tex.	210,662
1429	Campbell, Tenn.	210,513
1430	Emmet, Mich.	210,134
1431	Ashley, Ark.	210,089
1432	Alexander, N.C.	209,800
1433	Seward, Kans.	208,971
1434	Fannin, Tex.	208,893
1435	Bedford, Tenn.	208,872
1436	Douglas, Minn.	208,737
1437	Carroll, Tenn.	208,645
1438	Becker, Minn.	208,539
1439	Clarke, Ala.	208,074
1440	Trempealeau, Wisc.	207,876
1441	Lawrence, Ala.	207,546
1442	Colleton, S.C.	207,355
1443	Vernon, Wisc.	206,995
1444	Hopewell, Va.	206,892
1445	Scurry, Tex.	206,872
1446	Bonner, Ida.	206,558
1447	Randolph, Mo.	206,430
1448	Botetourt, Va.	206,2[illegible]
1449	Nelson, Ky.	206,177
1450	Carroll, Ia.	205,891
1451	Wyandot, Ohio	205,880
1452	Clay, Ia.	205,778
1453	Polk, Tex.	205,170
1454	Wasco, Ore.	205,163
1455	Falls Church, Va.	204,570
1456	Phillips, Ark.	204,462
1457	Lyon, Minn.	204,462
1458	Saline, Mo.	203,843
1459	Arkansas, Ark.	203,579
1460	Panola, Tex.	203,274
1461	Jackson, N.C.	203,209
1462	Pike, Ala.	203,033
1463	Caledonia, Vt.	202,718
1464	Cumberland, Tenn.	202,510
1465	Eagle, Colo.	202,217
1466	St. James, La.	201,932
1467	McClain, Okla.	201,552
1468	Winchester, Va.	201,436
1469	Monroe, Tenn.	200,990
1470	Habersham, Ga.	200,949
1471	Mahaska, Ia.	200,879
1472	Hocking, Ohio	200,689
1473	Piatt, Ill.	200,638
1474	Ripley, Ind.	200,531
1475	Manistee, Mich.	200,218

Leading cities (thousands)

1	New York City, N.Y.	83,387,223
2	Los Angeles, Cal.	42,169,862
3	Chicago, Ill.	35,521,797
4	Houston, Tex.	26,952,005
5	Philadelphia, Pa.	15,593,988
6	Dallas, Tex.	13,358,093
7	San Diego, Cal.	12,721,717
8	San Fernando Valley, Cal.	11,727,449
9	San Francisco, Cal.	10,724,744
10	San Jose, Cal.	10,719,066
11	Detroit, Mich.	10,045,409
12	Phoenix, Ariz.	8,913,381
13	Washington, D.C.	8,166,869
14	South Bay, Cal.	7,677,504
15	Indianapolis, Ind.	7,664,840
16	San Antonio, Tex.	7,360,869
17	Seattle, Wash.	7,220,956
18	Memphis, Tenn.	6,684,135
19	Milwaukee, Wisc.	6,528,859
20	Cleveland, Ohio	6,213,900
21	Denver, Colo.	6,199,671
22	Columbus, Ohio	6,022,546
23	Baltimore, Md.	5,773,730
24	New Orleans, La.	5,741,239
25	Jacksonville, Fla.	5,602,874
26	Honolulu, Hi.	5,433,683
27	Tulsa, Okla.	5,361,156
28	Boston, Mass.	5,342,256
29	Long Beach, Cal.	5,214,737
30	Oklahoma City, Okla.	5,183,090
31	Nashville, Tenn.	5,099,407
32	Oakland, Cal.	4,830,800
33	Kansas City, Mo.	4,804,555
34	Pittsburgh, Pa.	4,771,685
35	Cincinnati, Ohio	4,528,818
36	Fort Worth, Tex.	4,508,907
37	Sacramento, Cal.	4,417,554
38	Minneapolis, Minn.	4,272,281
39	Portland, Ore.	4,226,784
40	Atlanta, Ga.	4,183,679
41	Austin, Tex.	4,139,276
42	Albuquerque, N.M.	3,901,880
43	Anaheim, Cal.	3,901,239
44	Charlotte, N.C.	3,899,040
45	Wichita, Kans.	3,886,230
46	St. Louis, Mo.	3,798,808
47	Toledo, Ohio	3,736,270
48	Tucson, Ariz.	3,678,425
49	Miami, Fla.	3,663,607
50	Omaha, Neb.	3,652,629
51	Buffalo, N.Y.	3,449,099
52	El Paso, Tex.	3,271,150
53	Anchorage, Ak.	3,130,664
54	Louisville, Ky.	3,125,757
55	Fresno, Cal.	3,122,952
56	St. Paul, Minn.	3,111,452
57	Tampa, Fla.	3,088,516
58	Yonkers, N.Y.	2,996,484
59	Rochester, N.Y.	2,865,132
60	Baton Rouge, La.	2,823,035
61	St. Petersburg, Fla.	2,748,949
62	Santa Ana, Cal.	2,724,420
63	Huntington Beach, Cal.	2,599,649
64	Birmingham, Ala.	2,533,870
65	Corpus Christi, Tex.	2,528,386
66	Arlington, Tex.	2,522,381
67	Jersey City, N.J.	2,494,417
68	Colorado Springs, Colo.	2,486,195
69	Fort Lauderdale, Fla.	2,481,675
70	Newark, N.J.	2,452,974
71	Jackson, Miss.	2,449,764
72	Riverside, Cal.	2,449,255
73	Shreveport, La.	2,441,037
74	Fremont, Cal.	2,407,385
75	Torrance, Cal.	2,396,465
76	San Gabriel Valley, Cal.	2,390,896
77	Akron, Ohio	2,359,678
78	Des Moines, Ia.	2,296,809
79	Glendale, Cal.	2,294,030
80	Amarillo, Tex.	2,249,765
81	Las Vegas, Nev.	2,219,727
82	Madison, Wisc.	2,155,019
83	Lexington, Ky.	2,065,693
84	Garland, Tex.	2,056,544
85	Raleigh, N.C.	2,051,576
86	Grand Rapids, Mich.	2,023,969
87	Fullerton, Cal.	2,005,933
88	Mesa, Ariz.	1,998,980
89	Salt Lake City, Utah	1,994,280
90	Spokane, Wash.	1,979,528
91	Pasadena, Tex.	1,970,755
92	Mobile, Ala.	1,968,170
93	Knoxville, Tenn.	1,965,364
94	Stockton, Cal.	1,945,911
95	Lincoln, Neb.	1,945,034
96	Rockford, Ill.	1,921,000
97	Newport Beach, Cal.	1,905,278
98	Little Rock, Ark.	1,896,907
99	Bakersfield, Cal.	1,887,747
100	Syracuse, N.Y.	1,887,529
101	Greensboro, N.C.	1,876,528
102	Fort Wayne, Ind.	1,865,309
103	Dayton, Ohio	1,850,172
104	Peoria, Ill.	1,843,622
105	Pasadena, Cal.	1,830,945
106	Tacoma, Wash.	1,819,774
107	Lubbock, Tex.	1,775,352
108	Irving, Tex.	1,736,415
109	Modesto, Cal.	1,703,645
110	Worcester, Mass.	1,690,844
111	Orlando, Fla.	1,676,465
112	Thousand Oaks, Cal.	1,672,693
113	Hollywood, Fla.	1,664,379
114	Kansas City, Kans.	1,652,903
115	Huntsville, Ala.	1,650,187
116	San Mateo, Cal.	1,646,163
117	Montgomery, Ala.	1,640,227
118	Santa Monica, Cal.	1,621,736
119	Stamford, Conn.	1,620,684
120	Scottsdale, Ariz.	1,615,356
121	Flint, Mich.	1,611,981
122	Chattanooga, Tenn.	1,593,849
123	Beaumont, Tex.	1,563,485
124	Winston-Salem, N.C.	1,547,339
125	Woodbridge, N.J.	1,508,617
126	Berkeley, Cal.	1,505,257
127	Santa Rosa, Cal.	1,502,116
128	Springfield, Ill.	1,500,307
129	Odessa, Tex.	1,497,591
130	Bellevue, Wash.	1,490,658
131	Providence, R.I.	1,490,261
132	Costa Mesa, Cal.	1,474,751
133	Topeka, Kans.	1,469,832
134	Hayward, Cal.	1,468,381
135	Columbus, Ga.	1,454,390
136	Bridgeport, Conn.	1,451,904
137	Oxnard, Cal.	1,443,053
138	Lansing, Mich.	1,436,914
139	Springfield, Mass.	1,432,614
140	Reno, Nev.	1,427,506
141	San Bernardino, Cal.	1,425,717
142	Boise City, Ida.	1,423,216
143	Midland, Tex.	1,418,808
144	Richardson, Tex.	1,411,377
145	Burbank, Cal.	1,410,679
146	Evansville, Ind.	1,407,307
147	San Buenaventura, Ventura, Cal.	1,399,966
148	Schaumberg, Ill.	1,387,312
149	Ann Arbor, Mich.	1,370,357
150	Tempe, Ariz.	1,367,522
151	Downey, Cal.	1,363,505
152	Lafayette, La.	1,346,090
153	West Covina, Cal.	1,332,061
154	Cedar Rapids, Ia.	1,327,805
155	Springfield, Mo.	1,325,434
156	Allentown, Pa.	1,323,981
157	Santa Barbara, Cal.	1,315,311
158	Gary, Ind.	1,305,516
159	New Haven, Conn.	1,302,284
160	Walnut Creek, Cal.	1,284,699
161	Clearwater, Fla.	1,276,113
162	Vallejo, Cal.	1,271,457
163	Decatur, Ill.	1,264,925
164	Arlington Heights, Ill.	1,261,621
165	Palo Alto, Cal.	1,253,196
166	Hartford, Conn.	1,249,093
167	Independence, Mo.	1,247,349
168	Erie, Pa.	1,246,213
169	Elizabeth, N.J.	1,235,287
170	Abilene, Tex.	1,216,504
171	Savannah, Ga.	1,213,789
172	Simi Valley, Cal.	1,207,337
173	Davenport, Ia.	1,206,142
174	Boca Raton, Fla.	1,200,090
175	Waterbury, Conn.	1,197,675
176	Joliet, Ill.	1,191,111
177	Albany, N.Y.	1,188,266
178	Paterson, N.J.	1,176,273
179	Eugene, Ore.	1,168,594
180	New Rochelle, N.Y.	1,165,213
181	Ontario, Cal.	1,146,219
182	Aurora, Ill.	1,141,723
183	Oceanside, Cal.	1,139,671
184	Norwalk, Conn.	1,130,698
185	Whittier, Cal.	1,128,782
186	Greenwich, Conn.	1,124,249
187	Wichita Falls, Tex.	1,122,858
188	Sioux Falls, S.D.	1,120,336
189	Salinas, Cal.	1,111,123
190	South Bend, Ind.	1,106,960
191	Mount Prospect, Ill.	1,105,007
192	Pompano Beach, Fla.	1,104,975
193	Quincy, Mass.	1,104,664
194	Manchester, N.H.	1,094,626
195	Alameda, Cal.	1,076,274
196	Durham, N.C.	1,070,118
197	El Cajon, Cal.	1,067,523
198	Waco, Tex.	1,054,696
199	Boulder, Colo.	1,047,731
200	Richmond, Cal.	1,046,762
201	Redondo Beach, Cal.	1,039,749
202	Clifton, N.J.	1,039,692
203	Pomona, Cal.	1,034,274
204	Waukegan, Ill.	1,023,289
205	Redwood City, Cal.	1,017,897
206	Salem, Ore.	1,015,792
207	San Rafael, Cal.	1,012,526
208	Youngstown, Ohio	1,011,079
209	Brockton, Mass.	1,009,793
210	Tallahassee, Fla.	1,007,339
211	Tyler, Tex.	1,003,948
212	Macon, Ga.	995,143
213	Green Bay, Wisc.	994,457
214	Elgin, Ill.	994,285
215	Palm Springs, Cal.	991,104
216	Racine, Wisc.	977,508
217	Grand Prairie, Tex.	971,888
218	Nashua, N.H.	970,995
219	Trenton, N.J.	968,750
220	Columbia, S.C.	966,977
221	Hammond, Ind.	961,614
222	Norman, Okla.	955,576
223	Canton, Ohio	955,539
224	Royal Oak, Mich.	950,923
225	Arcadia, Cal.	950,560
226	Lake Charles, La.	947,413
227	Napa, Cal.	943,002
228	Pueblo, Colo.	941,986
229	Baytown, Tex.	940,855
230	Wheaton, Ill.	935,917
231	Bethlehem, Pa.	932,918
232	Rockville, Md.	919,354
233	Framingham, Mass.	918,519
234	Gainesville, Fla.	914,306
235	Billings, Mont.	914,216
236	Escondido, Cal.	912,247
237	Mount Vernon, N.Y.	910,689
238	Charleston, W.Va.	907,394
239	Reading, Pa.	903,253
240	New Bedford, Mass.	891,250
241	Mesquite, Tex.	886,819
242	Lowell, Mass.	882,019
243	Fargo, N.D.	871,027
244	Des Plaines, Ill.	865,082
245	Upland, Cal.	862,968
246	Waterloo, Ia.	861,635
247	Sioux City, Ia.	857,429
248	Livermore, Cal.	847,801
249	Scranton, Pa.	845,828
250	Casper, Wyo.	844,895
251	Cherry Hill, N.J.	842,760
252	New Britain, Conn.	836,253
253	Longview, Tex.	831,884
254	White Plains, N.Y.	828,343
255	Saginaw, Mich.	825,819
256	Fall River, Mass.	824,003
257	Kalamazoo, Mich.	823,844
258	Danbury, Conn.	823,308
259	Fairfield, Cal.	822,713
260	San Angelo, Tex.	814,116
261	Duluth, Minn.	812,963
262	Wilmington, Del.	811,755
263	La Habra, Cal.	804,765
264	Middletown, N.J.	800,180
265	Charleston, S.C.	799,462
266	West Palm Beach, Fla.	792,565
267	Fort Smith, Ark.	790,999
268	Kenosha, Wisc.	787,138
269	Champaign, Ill.	784,613
270	Lynn, Mass.	777,407
271	Rochester, Minn.	775,989
272	Hoffman Estates, Ill.	770,536
273	Moline, Ill.	770,457

274	Visalia, Cal.	769,828
275	Schenectady, N.Y.	760,626
276	North Little Rock, Ark.	754,416
277	Everett, Wash.	751,793
278	Meriden, Conn.	743,477
279	Camden, N.J.	743,172
280	South Gate, Cal.	742,111
281	Antioch, Cal.	741,762
282	Pleasanton, Cal.	738,094
283	Sarasota, Fla.	734,437
284	Fort Collins, Colo.	727,780
285	Brick Township, N.J.	726,761
286	Appleton, Wisc.	720,111
287	Lorain, Ohio	719,742
288	Niagara Falls, N.Y.	713,013
289	Muncie, Ind.	711,448
290	Redlands, Cal.	708,204
291	Bristol, Conn.	706,932
292	Utica, N.Y.	705,696
293	Greenville, S.C.	705,688
294	Levittown, Pa.	698,331
295	Pawtucket, R.I.	696,518
296	Tuscaloosa, Ala.	695,973
297	Bloomington, Ill.	695,744
298	Bismarck, N.D.	695,651
299	Rock Island, Ill.	694,797
300	Port Arthur, Tex.	694,340
301	Parsippany, N.J.	693,773
302	St. Joseph, Mo.	691,773
303	Milford, Conn.	690,347
304	Springfield, Ohio	689,832
305	[illegible] Mich.	689,280
306	Denton, Tex.	686,152
307	Waukesha, Wisc.	685,015
308	Pensacola, Fla.	684,465
309	Galveston, Tex.	684,025
310	Huntington, W.Va.	683,803
311	Manhattan Beach, Cal.	681,262
312	Hicksville, N.Y.	678,833
313	Portland, Me.	678,660
314	Waltham, Mass.	677,637
315	Ogden, Utah	676,843
316	Cheyenne, Wyo.	669,256
317	Lawton, Okla.	669,121
318	Manchester, Conn.	669,084
319	McAllen, Tex.	668,902
320	Columbia, Mo.	668,738
321	High Point, N.C.	662,460
322	Enid, Okla.	661,596
323	Anderson, Ind.	654,164
324	Redding, Cal.	653,898
325	Brea, Cal.	643,654
326	Plano, Tex.	643,212
327	Harrisburg, Pa.	641,618
328	Dubuque, Ia.	640,647
329	Hamilton, Ohio	638,560
330	Santa Cruz, Cal.	637,368
331	Albany, Ga.	635,798
332	Belleville, Ill.	634,471
333	Lakeland, Fla.	634,456
334	Medford, Mass.	628,320
335	Hempstead, N.Y.	627,373
336	Great Falls, Mont.	627,053
337	Binghamton, N.Y.	625,913
338	Victoria, Tex.	625,488
339	Cape Coral, Fla.	624,666
340	Glendora, Cal.	623,701
341	Vancouver, Wash.	620,455
342	Huntington Park, Cal.	620,005
343	Palatine, Ill.	619,937
344	Elyria, Ohio	617,203
345	Warren, Ohio	614,179
346	Laredo, Tex.	611,615
347	Midwest City, Okla.	610,361
348	Terre Haute, Ind.	608,980
349	Saratoga, Cal.	608,394
350	Greeley, Colo.	608,222
351	Brownsville, Tex.	607,592
352	San Clemente, Cal.	606,207
353	Council Bluffs, Ia.	605,746
354	Santa Fe, N.M.	603,739
355	Santa Maria, Cal.	602,736
356	Yakima, Wash.	599,912
357	Pittsfield, Mass.	597,883
358	Daytona Beach, Fla.	597,844
359	Fayetteville, N.C.	594,811
360	Richland, Wash.	593,592
361	Union City, N.J.	592,165
362	Longmont, Colo.	590,655
363	Gastonia, N.C.	590,259
364	Midland, Mich.	587,921
365	Malden, Mass.	585,327
366	Lancaster, Pa.	584,948
367	Iowa City, Ia.	584,907
368	Asheville, N.C.	584,057
369	Owensboro, Ky.	582,263
370	Lawrence, Mass.	581,066
371	Davis, Cal.	577,683
372	Hackensack, N.J.	577,116
373	Mentor, Ohio	576,051
374	Las Cruces, N.M.	570,847
375	Mansfield, Ohio	568,347
376	Sun City, Ariz.	565,779
377	Petaluma, Cal.	564,798
378	Bartlesville, Okla.	564,249
379	Provo, Utah	560,846
380	Middletown, Conn.	557,165
381	Altoona, Pa.	556,090
382	Rapid City, S.D.	555,662
383	Lawrence, Kans.	554,222
384	Camarillo, Cal.	551,126
385	Texarkana, Ark.-Texarkana, Tex., Ark.	549,102
386	Texarkana, Tex.	549,102
387	Dothan, Ala.	548,672
388	Sheboygan, Wisc.	546,205
389	Troy, N.Y.	544,699
390	Kennewick, Wash.	543,800
391	Monroe, La.	542,943
392	Janesville, Wisc.	541,018
393	La Crosse, Wisc.	535,490
394	Grand Forks, N.D.	532,344
395	Eau Claire, Wisc.	531,536
396	San Luis Obispo, Cal.	530,471
397	Olathe, Kans.	529,110
398	Naples, Fla.	527,860
399	Covina, Cal.	526,390
400	Peabody, Mass.	524,590
401	Danville, Ill.	523,803
402	Merced, Cal.	520,457
403	Bellingham, Wash.	519,048
404	Alexandria, La.	518,940
405	Vineland, N.J.	518,624
406	Pekin, Ill.	518,233
407	Norwich, Conn.	518,215
408	Pine Bluff, Ark.	517,928
409	Hurst, Tex.	517,754
410	Vista, Cal.	517,371
411	Elk Grove Village, Ill.	516,112
412	Quincy, Ill.	515,800
413	Kokomo, Ind.	512,475
414	Lafayette, Ind.	511,248
415	Bloomington, Ind.	509,387
416	Fontana, Cal.	509,145
417	Wilkes-Barre, Pa.	507,660
418	Lodi, Cal.	507,425
419	Pocatello, Ida.	506,263
420	Bryan, Tex.	505,258
421	Corona, Cal.	505,902
422	Wallingford, Conn.	504,598
423	Trumbull, Conn.	503,745
424	Passaic, N.J.	501,978
425	Spartanburg, S.C.	501,978
426	Decatur, Ala.	501,244
427	Oshkosh, Wisc.	501,205
428	Marietta, Ga.	500,192
429	Middletown, Ohio	498,317
430	Galesburg, Ill.	497,633
431	San Pedro, Cal.	497,320
432	Ames, Ia.	494,590
433	Carson City, Nev.	493,031
434	New Brunswick, N.J.	490,506
435	Pittsburg, Cal.	488,313
436	York, Pa.	487,812
437	Willingboro, N.J.	485,943
438	Taunton, Mass.	[illegible]
439	Elkhart, Ind.	483,201
440	Normal, Ill.	482,530
441	Newark, Ohio	[illegible]
442	Newark, Cal.	481,862
443	Salina, Kans.	480,705
444	Fairbanks, Ak.	478,993
445	Haverhill, Mass.	478,125
446	Burlington, N C.	477,442
447	Hutchinson, Kans.	476,441
448	Broken Arrow, Okla.	475,716
449	Idaho Falls, Ida.	473,620
450	Atlantic City, N.J.	472,602
451	Houma, La.	472,526
452	Enfield, Conn.	470,832
453	Wheeling, Ill.	469,565
454	Baldwin Park, Cal.	468,211
455	Oak Ridge, Tenn.	465,655
456	Texas City, Tex.	464,982
457	Edmond, Okla.	464,560
458	Urbana, Ill.	463,671
459	Chester, Pa.	463,441
460	Perth Amboy, N.J.	461,742
461	Palm Beach, Fla.	461,405
462	Olympia, Wash.	457,349
463	Warner Robins, Ga.	453,489
464	Medford, Ore.	453,374
465	Yuma, Ariz.	453,162
466	Meridian, Miss.	452,998
467	Farmington, N.M.	451,697
468	Monterey, Cal.	449,538
469	Slidell, La.	448,539
470	Ocala, Fla.	448,040
471	Biloxi, Miss.	447,912
472	Chapel Hill, N.C	447,677
473	Kent, Wash.	446,570
474	Wheeling, W.Va.	446,565
475	Woodland, Cal.	446,116
476	Bay City, Mich.	446,109
477	Covington, Ky.	445,921
478	Annapolis, Md.	444,997
479	Vernon, Conn.	444,179
480	East Lansing, Mich.	443,462
481	Clarksville, Tenn.	442,669
482	Lima, Ohio	442,588
483	Parkersburg, W.Va.	442,291
484	Jackson, Tenn.	442,177
485	Findlay, Ohio	442,002
486	Warminster, Pa.	441,105
487	Beverly, Mass.	440,272
488	Bremerton, Wash.	440,236
489	Bridgewater, N.J.	436,670
490	Gadsden, Ala.	436,056
491	Lancaster, Cal.	435,848
492	Florence, Ala.	435,800
493	Minot, N.D.	435,348
494	Corvallis, Ore.	434,714
495	Roswell, N.M.	433,980
496	Martinez, Cal.	431,669
497	Mishawaka, Ind.	430,849
498	Rocky Mount, N.C.	430,828
499	Woburn, Mass.	430,157
500	Killeen, Tex.	429,654
501	Rome, N.Y.	428,037
502	St. Cloud, Minn.	427,423
503	Norristown, Pa.	427,244
504	Temple, Tex.	427,207
505	Bowling Green, Ky.	425,677
506	Cedar Falls, Ia.	425,152
507	Athens, Ga.	423,854
508	Muskogee, Okla.	423,778
509	Jefferson City, Mo.	422,537
510	Garden City, N.Y.	421,932
511	Holyoke, Mass.	421,653
512	Wilmington, N.C.	421,350
513	Alton, Ill.	420,070
514	Lake Jackson, Tex.	419,347
515	Fort Myers, Fla.	418,991
516	Bristol, Tenn.-Bristol, Va., Tenn.	416,727
517	Lancaster, Ohio	415,940
518	Hilo, Hi.	415,872
519	Longview, Wash.	414,149
520	Westfield, Mass.	412,828
521	Stillwater, Okla.	411,360
522	Torrington, Conn.	410,456
523	Woonsocket, R.I.	408,591
524	New Albany, Ind.	407,715
525	Juneau, Ak.	407,567
526	Fond du Lac, Wisc.	407,119
527	Turlock, Cal.	407,050
528	Lewisville, Tex.	405,969
529	Salem, Mass.	405,665
530	Fitchburg, Mass.	405,337
531	Fayetteville, Ark.	405,226
532	Johnson City, Tenn.	404,826
533	Richmond, Ind.	404,114
534	Gulfport, Miss.	403,919
535	Augusta, Ga.	403,344
536	College Station, Tex.	402,887
537	Ponca City, Okla.	402,488
538	Burlington, Vt.	402,030
539	Hattiesburg, Miss.	398,888
540	Attleboro, Mass.	398,065
541	Bettendorf, Ia.	396,892
542	Grand Junction, Colo.	396,256
543	Kingsport, Tenn.	393,900
544	Missoula, Mont.	393,451
545	Columbus, Ind.	392,752
546	Hobbs, N.M.	391,251
547	Jackson, Mich.	389,590
548	Battle Creek, Mich.	389,382
549	Harlingen, Tex.	389,274
550	De Kalb, Ill.	388,975
551	Sherman, Tex.	388,544
552	Auburn, Wash.	388,123
553	Wausau, Wisc.	386,860
554	Grand Island, Neb.	384,483
555	North Las Vegas, Nev.	384,228
556	Clinton, Ia.	384,184
557	Lompoc, Cal.	382,850
558	Chico, Cal.	381,951
559	Concord, N.H.	381,843
560	Joplin, Mo.	381,771
561	North Tonawanda, N.Y.	381,398
562	Melrose, Mass.	378,900
563	Greenville, N.C.	378,555
564	New Iberia, La.	378,276
565	New London, Conn.	377,210
566	Murfreesboro, Tenn.	377,024
567	Marlborough, Mass.	375,924
568	Bradenton, Fla.	373,364
569	Conroe, Tex.	373,035
570	Rosenberg, Tex.	372,205
571	Marion, Ohio	371,711
572	Manhattan, Kans.	369,787
573	Watsonville, Cal.	369,155
574	Manteca, Cal.	368,004
575	Michigan City, Ind.	364,079
576	Poughkeepsie, N.Y.	362,985
577	Lewiston, Me.	362,243
578	Monroe, Mich.	361,792
579	Port Huron, Mich.	361,682
580	Loveland, Colo.	360,364
581	Crystal Lake, Ill.	359,718
582	Roseville, Cal.	359,410
583	Cape Girardeau, Mo.	358,885
584	Rock Hill, S.C.	358,572
585	Manitowoc, Wisc.	358,005
586	Marion, Ind.	357,484
587	Kankakee, Ill.	356,778
588	Orange, Tex.	356,353
589	Hermosa Beach, Cal.	355,914
590	East Chicago, Ind.	355,043
591	Rolling Meadows, Ill.	354,524
592	Muskegon, Mich.	353,421
593	Blue Springs, Mo.	352,246
594	Fairborn, Ohio	351,163
595	Lufkin, Tex.	351,039
596	Fort Pierce, Fla.	349,886
597	Holland, Mich.	348,383
598	Bangor, Me.	347,782
599	Sandusky, Ohio	346,139
600	Port Chester, N.Y.	345,827
601	Eureka, Cal.	345,706
602	Euless, Tex.	344,580
603	Wilson, N.C.	344,319
604	Valdosta, Ga.	344,249
605	Panama City, Fla.	343,819
606	Haltom City, Tex.	343,679
607	Naugatuck, Conn.	343,184
608	Freeport, Ill.	343,129
609	Jonesboro, Ark.	340,776
610	Pascagoula, Miss.	338,617
611	Leavenworth, Kans.	338,337
612	Frederick, Md.	336,610
613	Frankfort, Ky.	335,072
614	New Castle, Pa.	335,046
615	Vero Beach, Fla.	334,040
616	East Moline, Ill.	333,556
617	Gilroy, Cal.	333,497
618	Johnstown, Pa.	333,245
619	Tulare, Cal.	333,027
620	Ossining, N.Y.	332,758
621	Northampton, Mass.	331,991
622	Ashland, Ky.	331,393
623	Hemet, Cal.	330,989
624	Flagstaff, Ariz.	329,624
625	Gloucester, Mass.	328,970
626	Hot Springs, Ark.	328,537
627	Alvin, Tex.	328,356
628	Jamestown, N.Y.	328,354
629	Fort Dodge, Ia.	328,150
630	Butte, Mont.	327,951
631	Burlington, Ia.	327,848
632	Wakefield, Mass.	327,846
633	Rock Springs, Wyo.	327,489
634	Albany, Ore.	327,262
635	Duncan, Okla.	327,174
636	Dedham, Mass.	327,084
637	Beloit, Wisc.	326,798
638	Newark, Del.	326,541
639	Winter Haven, Fla.	326,121
640	Williamsport, Pa.	325,465
641	Hagerstown, Md.	324,660
642	Weirton, W.Va.	323,926
643	McKeesport, Pa.	322,948
644	Massillon, Ohio	322,934
645	Yuba City, Cal.	321,426
646	State College, Pa.	320,595
647	Mason City, Ia.	320,182
648	North Chicago, Ill.	319,913
649	Florence, S.C.	318,951
650	Steubenville, Ohio	318,781
651	Beaver Creek, Ohio	317,846
652	Paducah, Ky.	317,806
653	Marshalltown, Ia.	315,740
654	Pottstown, Pa.	315,557
655	Mamaroneck, N.Y.	314,790
656	Greenville, Miss.	310,387
657	Shawnee, Okla.	309,651
658	Nacogdoches, Tex.	308,846
659	Hanford, Cal.	308,550
660	Clovis, N.M.	308,365
661	Streamwood, Ill.	308,113
662	El Centro, Cal.	307,123
663	Anniston, Ala.	306,598
664	Rome, Ga.	306,511
665	Lebanon, Pa.	306,501
666	Kannapolis, N.C.	305,204
667	Twin Falls, Ida.	305,109
668	Newport, R.I.	303,020
669	Renton, Wash.	302,889
670	Willoughby, Ohio	302,831
671	Indio, Cal.	301,998
672	Elmira, N.Y.	300,230
673	Fort Walton Beach, Fla.	300,042
674	Madera, Cal.	298,816
675	Porterville, Cal.	298,793
676	Dover, Del.	297,995
677	Aberdeen, S.D.	296,969
678	Chillicothe, Ohio	296,424
679	Cleveland, Tenn.	294,185

680	Tupelo, Miss.	294,171
681	Lewiston, Ida.	293,787
682	Henderson, Ky.	292,587
683	West Lafayette, Ind.	292,461
684	Morristown, N.J.	292,405
685	Marshall, Tex.	292,383
686	Carbondale, Ill.	291,895
687	Hickory, N.C.	291,340
688	North Platte, Neb.	290,866
689	Lockport, N.Y.	290,678
690	Hazleton, Pa.	290,455
691	Carlisle, Pa.	290,416
692	El Dorado, Ark.	290,380
693	Saratoga Springs, N.Y.	290,161
694	Pinole, Cal.	289,893
695	Ardmore, Okla.	288,256
696	Neenah, Wisc.	288,154
697	Helena, Mont.	287,909
698	Laramie, Wyo.	287,543
699	Auburn, Ala.	286,520
700	Auburn, N.Y.	286,450
701	Hanover Park, Ill.	286,248
702	Ottumwa, Ia.	286,091
703	Big Spring, Tex.	284,800
704	Mankato, Minn.	283,923
705	West Warwick, R.I.	283,917
706	Greenville, Tex.	282,607
707	Portsmouth, N.H.	282,505
708	Chandler, Ariz.	281,930
709	Springdale, Ark.	281,439
710	Carlsbad, N.M.	281,208
711	Beckley, W.Va.	281,146
712	Anderson, S.C.	281,096
713	Emporia, Kans.	279,510
714	Peekskill, N.Y.	279,385
715	Walla Walla, Wash.	278,937
716	Morgantown, W.Va.	278,819
717	Niles, Ohio	277,280
718	Denison, Tex.	277,028
719	Moorhead, Minn.	276,229
720	Fairmont, W.Va.	276,112
721	Valparaiso, Ind.	275,342
722	Myrtle Beach, S.C.	274,752
723	Goldsboro, N.C.	274,454
724	Muscatine, Ia.	273,940
725	Logan, Utah	272,639
726	Salisbury, N.C.	272,288
727	Fremont, Neb.	271,156
728	Kent, Ohio	270,762
729	South Lake Tahoe, Cal.	269,260
730	Superior, Wisc.	269,013
731	Sanford, Fla.	268,924
732	Buffalo Grove, Ill.	268,435
733	Mount Vernon, Ill.	268,188
734	Xenia, Ohio	268,171
735	Jacksonville, Ark.	267,572
736	Austin, Minn.	267,492
737	Roswell, Ga.	267,105
738	Pampa, Tex.	266,869
739	Ottawa, Ill.	266,502
740	Wooster, Ohio	266,453
741	Cortland, N.Y.	266,408
742	Portsmouth, Ohio	266,123
743	Dover, N.H.	265,959
744	Alliance, Ohio	265,725
745	Zanesville, Ohio	264,126
746	Bell, Cal.	263,193
747	Jacksonville, Ill.	262,513
748	Barstow, Cal.	262,208
749	Clarksburg, W.Va.	262,166
750	Bethpage, N.Y.	261,830
751	Alamogordo, N.M.	261,610
752	Ithaca, N.Y.	260,734
753	Bowling Green, Ohio	260,088
754	Millville, N.J.	258,683
755	Easton, Pa.	258,638
756	Santa Paula, Cal.	258,549
757	Port Hueneme, Cal.	258,189
758	North Attleboro, Mass.	258,036
759	Lansdale, Pa.	258,002
760	League City, Tex.	257,137
761	Dalton, Ga.	257,028
762	Hastings, Neb.	255,909
763	Ypsilanti, Mich.	255,766
764	Mattoon, Ill.	253,976
765	Greensburg, Pa.	253,943
766	Cleburne, Tex.	253,633
767	Paris, Tex.	253,293
768	Kingston, N.Y.	253,275
769	Milford, Mass.	252,796
770	Vicksburg, Miss.	250,665
771	Kinston, N.C.	249,834
772	Marion, Ia.	249,603
773	Ashtabula, Ohio	248,701
774	Hopkinsville, Ky.	248,374
775	La Porte, Ind.	248,283
776	West Memphis, Ark.	247,297
777	Norfolk, Neb.	246,463
778	La Grange, Ga.	246,457
779	Jeffersonville, Ind.	245,417
780	Columbus, Miss.	244,956
781	Port Angeles, Wash.	244,200
782	Columbia, Tenn.	242,880
783	Cumberland, Md.	242,471
784	Corsicana, Tex.	242,223
785	Pullman, Wash.	242,035
786	Selma, Ala.	241,561
787	Macomb, Ill.	241,353
788	Keene, N.H.	240,649
789	Great Bend, Kans.	240,129
790	Key West, Fla.	239,887
791	Stevens Point, Wisc.	239,836
792	Nampa, Ida.	239,683
793	Marquette, Mich.	238,768
794	Prescott, Ariz.	237,707
795	Sterling, Ill.	237,468
796	Ashland, Ohio	236,536
797	Middletown, N.Y.	236,257
798	Homestead, Fla.	235,916
799	Huntsville, Tex.	235,412
800	Sharon, Pa.	234,585
801	Centralia, Ill.	234,323
802	Dickinson, N.D.	234,133
803	Dublin, Cal.	233,407
804	Phillipsburg, N.J.	233,315
805	Gallup, N.M.	232,462
806	Auburn, Me.	232,084
807	Griffin, Ga.	231,800
808	Morgan City, La.	231,397
809	Pasco, Wash.	230,794
810	Dodge City, Kans.	230,286
811	New Braunfels, Tex.	230,116
812	Sumter, S.C.	230,097
813	Ruston, La.	229,798
814	West Chester, Pa.	229,798
815	Junction City, Kans.	229,775
816	Kearney, Neb.	229,424
817	Adrian, Mich.	229,022
818	Ansonia, Conn.	228,626
819	Gainesville, Ga.	228,174
820	Victorville, Cal.	228,024
821	Rogers, Ark.	227,927
822	Westerly, R.I.	227,675
823	Garden City, Kans.	227,185
824	Augusta, Me.	226,911
825	Newburgh, N.Y.	226,624
826	Marion, Ill.	226,248
827	Laurel, Miss.	226,181
828	Freeport, Tex.	225,287
829	Delaware, Ohio	225,278
830	Ridgecrest, Cal.	224,504
831	Winona, Minn.	224,235
832	Prichard, Ala.	223,700
833	Asheboro, N.C.	223,675
834	Maryville, Tenn.	223,020
835	Plainview, Tex.	222,985
836	Conway, Ark.	222,262
837	New Kensington, Pa.	221,893
838	Amsterdam, N.Y.	221,265
839	Opelika, Ala.	221,076
840	Aberdeen, Wash.	220,564
841	Altus, Okla.	220,109
842	Del Rio, Tex.	219,725
843	Belvidere, Ill.	219,573
844	Goshen, Ind.	218,961
845	Wisconsin Rapids, Wisc.	218,625
846	Troy, Ohio	218,478
847	Medina, Ohio	218,360
848	Coeur d'Alene, Ida.	218,139
849	Gardner, Mass.	217,878
850	Aiken, S.C.	217,738
851	Williston, N.D.	217,157
852	Marshfield, Wisc.	216,872
853	San Marcos, Tex.	216,457
854	Mount Clemens, Mich.	216,043
855	Washington, Pa.	215,195
856	Bay City, Tex.	215,148
857	McKinney, Tex.	215,082
858	Bozeman, Mont.	214,937
859	Sierra Vista, Ariz.	214,712
860	Phoenixville, Pa.	214,033
861	Lincoln, Ill.	213,536
862	Newton, Kans.	213,408
863	Cookeville, Tenn.	213,160
864	Alice, Tex.	213,037
865	Tonawanda, N.Y.	212,992
866	Oswego, N.Y.	212,724
867	Thibodaux, La.	212,438
868	Chelsea, Mass.	212,166
869	Statesville, N.C.	212,115
870	Butler, Pa.	211,772
871	Kewanee, Ill.	211,599
872	Somerville, N.J.	210,600
873	Woodbridge, Va.	210,538
874	Vincennes, Ind.	209,992
875	Borger, Tex.	209,977
876	Palestine, Tex.	209,551
877	Greenwood, S.C.	209,413
878	Enterprise, Ala.	209,324
879	Brownwood, Tex.	209,131
880	Tiffin, Ohio	209,057
881	4Sikeston, Mo.	209,040
882	Canton, Ill.	208,950
883	Dover, N.J.	208,795
884	Roseburg, Ore.	208,411
885	Watertown, N.Y.	208,053
886	Dixon, Ill.	207,971
887	Brunswick, Me.	207,712
888	New Philadelphia, Ohio	207,304
889	Chambersburg, Pa.	207,243
890	Hays, Kans.	207,087
891	Columbus, Neb.	206,987
892	Albert Lea, Minn.	206,597
893	Sapulpa, Okla.	206,578
894	Benton, Ark.	206,390
895	Natchez, Miss.	206,122
896	Piqua, Ohio	205,978
897	Woodstock, Ill.	205,722
898	Marietta, Ohio	205,644
899	Pittsburg, Kans.	205,593
900	Greenfield, Mass.	205,329
901	Chickasha, Okla.	204,881
902	Charleston, Ill.	204,722
903	Los Alamos, N.M.	204,528
904	Asbury Park, N.J.	204,164
905	Watertown, Wisc.	204,004
906	Hibbing, Minn.	203,530
907	Richmond, Ky.	203,521
908	Gillette, Wyo.	202,721
909	Hanover, Pa.	202,631
910	Tarrytown, N.Y.	201,914
911	Edwardsville, Ill.	201,657
912	Blytheville, Ark.	201,654
913	Elizabethtown, Ky.	201,344
914	Owosso, Mich.	201,070
915	Newton, Ia.	200,671
916	Woodward, Okla.	200,267
917	Aliquippa, Pa.	200,130

TOTAL RETAIL SALES

Metropolitan Statistical Areas (thousands)

1	Los Angeles-Long Beach, Ca	45,983,479
2	New York, N.Y	32,567,032
3	Chicago, Il	32,560,333
4	Houston, Tx	25,100,917
5	Philadelphia, Pa-N.J	24,702,664
6	Boston, Ma	21,600,834
7	Detroit, Mi	21,064,958
8	Nassau-Suffolk, N.Y	20,134,033
9	Washington, D.C-Md-Va	18,255,659
10	Dallas, Tx	15,345,784
11	Atlanta, Ga	14,744,520
12	Minneapolis-St. Paul, Mn-Wi	14,470,532
13	Baltimore, Md	14,467,918
14	Anaheim-Santa Ana, Ca	14,419,566
15	St. Louis, Mo-Il	13,380,885
16	San Francisco, Ca	11,909,999
17	Pittsburgh, Pa	11,891,219
18	Tampa-St. Petersburg-Clearwater, Fl	11,705,407
19	Seattle, Wa	11,681,306
20	San Diego, Ca	11,570,243
21	Oakland, Ca	11,205,965
22	Denver, Co	10,936,041
23	Miami-Hialeah, Fl	10,686,645
24	San Jose, Ca	10,306,005
25	Newark, N.J	10,221,435
26	Cleveland, Oh	10,165,884
27	Indianapolis, In	9,722,070
28	Riverside-San Bernardino, Ca	9,665,678
29	Phoenix, Az	9,591,289
30	Fort Worth-Arlington, Tx	8,799,467
31	Fort Lauderdale-Hollywood-Pompano Beach, Fl	8,172,653
32	Bergen-Passaic, N.J	8,077,958
33	Cincinnati, Oh-Ky-In	7,966,146
34	Portland, Or	7,815,206
35	New Orleans, La	7,445,790
36	Sacramento, Ca	7,432,619
37	Norfolk-Virginia Beach-Newport News, Va	7,169,388
38	Milwaukee, Wi	6,928,871
39	San Antonio, Tx	6,816,409
40	Oklahoma City, Ok	6,475,030
41	Columbus, Oh	6,245,934
42	Rochester, N.Y	6,169,593
43	Middlesex-Somerset-Hunterdon, N.J	5,700,508
44	Orlando, Fl	5,563,627
45	Charlotte-Gastonia-Rock Hill, N.C-S.C	5,344,382
46	Memphis, Tn-Ar-Ms	5,226,125
47	Richmond-Petersburg, Va	5,222,978
48	Birmingham, Al	5,222,920
49	Salt Lake City-Ogden, Ut	5,009,158
50	Monmouth-Ocean, N.J	4,978,921
51	Hartford, Ct	4,910,892
52	Nashville, Tn	4,803,911
53	Louisville, Ky-In	4,777,309
54	West Palm Beach-Boca Raton-Delray, Fl	4,766,876
55	Buffalo, N.Y	4,755,503
56	Greensboro-Winston-Salem-High Point, N.C	4,503,822
57	Kansas City, Mo	4,410,194
58	Honolulu, Hi	4,383,833
59	Dayton-Springfield, Oh	4,157,095
60	Tucson, Az	4,148,162
61	Grand Rapids, Mi	3,983,035
62	Tulsa, Ok	3,958,645
63	Jacksonville, Fl	3,947,376
64	Syracuse, N.Y	3,881,171
65	Atlantic City, N.J	3,574,335
66	Toledo, Oh	3,569,338
67	Albany-Schenectady-Troy, N.Y	3,513,341
68	Austin, Tx	3,499,967
69	Oxnard-Ventura, Ca	3,364,240
70	Knoxville, Tn	3,331,171
71	Fresno, Ca	3,296,744
72	Akron, Oh	3,273,233
73	Allentown-Bethlehem, Pa-N.J	3,266,892
74	Raleigh-Durham, N.C	3,248,780
75	Omaha, Ne-Ia	3,179,143
76	Wilmington, De-N.J-Md	3,166,621
77	Kansas City, Ks	3,148,037
78	Beaumont-Port Arthur, Tx	3,133,186
79	Greenville-Spartanburg, S.C	3,076,428
80	Gary-Hammond, In	3,075,628
81	Youngstown-Warren, Oh	3,072,069
82	Little Rock-North Little Rock, Ar	3,059,451
83	Las Vegas, Nv	3,045,149
84	Scranton-Wilkes Barre, Pa	3,001,826
85	Wichita, Ks	2,973,250
86	Albuquerque, N.M	2,947,292
87	Corpus Christi, Tx	2,933,993
88	Harrisburg-Lebanon-Carlisle, Pa	2,852,547
89	Springfield, Ma	2,838,113
90	Providence, R.I	2,751,130
91	Lake County, Il	2,737,961
92	Columbia, S.C	2,658,926
93	Bridgeport-Milford, Ct	2,649,068
94	Bakersfield, Ca	2,624,206
95	New Haven-Meriden, Ct	2,550,615
96	Lansing-East Lansing, Mi	2,419,051
97	Brownsville-Harlingen, Tx	2,372,550
98	Johnson City-Kingsport-Bristol, Tn-Va	2,368,621
99	Santa Barbara-Santa Maria-Lompoc, Ca	2,241,222
100	Charleston, W.V	2,236,163
101	Des Moines, Ia	2,221,066
102	Tacoma, Wa	2,153,907
103	Lawrence-Haverhill, Ma-N.H.	2,153,805
104	Salem-Gloucester, Ma	2,115,450

105	Poughkeepsie, N.Y	2,087,967
106	Mobile, Al	2,082,774
107	Lafayette, La	2,070,296
108	Santa Rosa-Petaluma, Ca	2,058,767
109	Canton, Oh	2,053,253
110	Worcester, Ma	2,022,274
111	York, Pa	2,015,591
112	Stockton, Ca	1,985,301
113	Fort Wayne, In	1,984,112
114	Colorado Springs, Co	1,981,896
115	Davenport-Rock Island-Moline, Ia-Il	1,965,041
116	Chattanooga, Tn-Ga	1,962,728
117	Saginaw-Bay City-Midland, Mi	1,956,442
118	Ann Arbor, Mi	1,952,634
119	Jackson, Ms	1,951,593
120	El Paso, Tx	1,941,763
121	Fort Myers, Fl	1,938,257
122	Lakeland-Winter Haven, Fl	1,933,843
123	Portsmouth-Dover-Rochester, N.H.-Me	1,926,615
124	Salinas-Seaside-Monterey, Ca	1,918,041
125	Lancaster, Pa	1,912,267
126	Lubbock, Tx	1,911,958
127	Baton Rouge, La	1,894,215
128	Stamford, Ct	1,876,448
129	Vallejo-Fairfield-Napa, Ca	1,867,320
130	Peoria, Il	1,841,769
131	Flint, Mi	1,827,798
132	Charleston, S.C	1,721,372
133	Trenton, N.J	1,703,653
134	Sarasota, Fl	1,702,649
135	Madison, Wi	1,690,550
136	Tyler, Tx	1,669,799
137	Appleton-Oshkosh-Neenah, Wi	1,648,960
138	Daytona Beach, Fl	1,646,073
139	Reno, Nv	1,628,180
140	Melbourne-Titusville-Palm Bay, Fl	1,623,430
141	McAllen-Edinburg-Mission, Tx	1,622,232
142	Orange, N.Y	1,614,371
143	Evansville, In-Ky	1,607,831
144	Amarillo, Tx	1,596,130
145	Spokane, Wa	1,577,303
146	New London-Norwich, Ct-R.I.	1,576,920
147	Modesto, Ca	1,573,218
148	Jersey City, N.J	1,566,309
149	Brazoria, Tx	1,553,012
150	Shreveport, La	1,550,630
151	Alton-Granite City, Il	1,526,277
152	Springfield, Mo	1,516,520
153	Lexington-Fayette, Ky	1,513,221
154	Augusta, Ga-S.C	1,508,991
155	Aurora-Elgin, Il	1,477,847
156	Roanoke, Va	1,473,620
157	Huntington-Ashland, W.V-Ky-Oh	1,430,135
158	Rockford, Il	1,427,985
159	Reading, Pa	1,423,641
160	East St. Louis-Belleville, Il	1,369,535
161	Kalamazoo, Mi	1,368,550
162	Utica-Rome, N.Y	1,366,806
163	Lake Charles, La	1,358,034
164	Visalia-Tulare-Porterville, Ca	1,356,145
165	Portland, Me	1,355,415
166	Boulder-Longmont, Co	1,352,716
167	Laredo, Tx	1,338,236
168	Erie, Pa	1,336,105
169	Binghamton, N.Y	1,324,115
170	Lowell, Ma-N.H.	1,320,975
171	St. Cloud, Mn	1,292,524
172	Savannah, Ga	1,286,164
173	Pensacola, Fl	1,265,046
174	Houma-Thibodaux, La	1,260,828
175	Odessa, Tx	1,219,837
176	Joliet, Il	1,208,640
177	Anchorage, Ak	1,206,606
178	Eugene-Springfield, Or	1,205,781
179	Norwalk, Ct	1,189,206
180	San Angelo, Tx	1,183,370
181	Macon-Warner Robins, Ga	1,168,603
182	Fayetteville, N.C	1,166,502
183	Gainesville, Fl	1,164,441
184	Johnstown, Pa	1,162,326
185	Santa Cruz, Ca	1,139,241
186	Salem, Or	1,116,813
187	Provo-Orem, Ut	1,111,658
188	Wheeling, W.V-Oh	1,103,995
189	Waco, Tx	1,101,167
190	Billings, Mt	1,099,319
191	Columbus, Ga-Al	1,086,239
192	South Bend-Mishawaka, In	1,081,586
193	Boise City, Id	1,074,181
194	Lorain-Elyria, Oh	1,073,595
195	Montgomery, Al	1,054,270
196	Longview-Marshall, Tx	1,050,227
197	Bradenton, Fl	1,049,944
198	Springfield, Il	1,038,553
199	Danbury, Ct	1,034,936
200	Duluth, Mn-Wi	1,034,115
201	Waterbury, Ct	1,030,110
202	Midland, Tx	1,029,058
203	Fort Smith, Ar-Ok	1,020,568
204	Biloxi-Gulfport, Ms	1,019,935
205	Fargo-Moorhead, N.D-Mn	1,008,203
206	Hickory, N.C	998,438
207	Abilene, Tx	994,963
208	Green Bay, Wi	979,862
209	Manchester, N.H.	961,614
210	Lincoln, Ne	939,887
211	Cedar Rapids, Ia	938,841
212	Tallahassee, Fl	936,167
213	Fort Pierce, Fl	919,785
214	Champaign-Urbana-Rantoul, Il	912,158
215	Asheville, N.C	901,962
216	Nashua, N.H.	900,371
217	Joplin, Mo	899,825
218	Hamilton-Middletown, Oh	897,146
219	Topeka, Ks	878,071
220	Galveston-Texas City, Tx	872,792
221	Terre Haute, In	872,596
222	Texarkana, Tx-Ar	872,125
223	Huntsville, Al	865,212
224	Mansfield, Oh	864,305
225	Fort Collins-Loveland, Co	840,650
226	Waterloo-Cedar Falls, Ia	838,736
227	Brockton, Ma	826,762
228	Wilmington, N.C	815,096
229	Beaver, Pa	814,475
230	Lima, Oh	809,452
231	Lynchburg, Va	805,170
232	Niagara Falls, N.Y	798,004
233	Olympia, Wa	796,700
234	Sioux Falls, S.D	789,409
235	Killeen-Temple, Tx	772,086
236	Richland-Kennewick-Pasco, Wa	760,428
237	Jackson, Mi	754,269
238	Wichita Falls, Tx	752,168
239	Yakima, Wa	750,198
240	Parkersburg-Marietta, W.V-Oh	742,490
241	Florence, Al	741,606
242	Bloomington-Normal, Il	740,760
243	Ocala, Fl	729,611
244	New Britain, Ct	720,576
245	Chico, Ca	716,879
246	Muskegon, Mi	707,292
247	Redding, Ca	699,434
248	Williamsport, Pa	697,685
249	Charlottesville, Va	697,501
250	Owensboro, Ky	688,532
251	Vancouver, Wa	679,122
252	Decatur, Il	676,527
253	Medford, Or	675,497
254	Enid, Ok	671,368
255	Bangor, Me	664,033
256	Racine, Wi	660,026
257	Athens, Ga	655,451
258	Elkhart-Goshen, In	655,288
259	Columbia, Mo	650,449
260	Greeley, Co	641,001
261	New Bedford, Ma	638,957
262	Rochester, Mn	638,413
263	Fall River, Ma-R.I.	629,748
264	Muncie, In	628,214
265	Steubenville-Weirton, Oh-W.V	627,623
266	Altoona, Pa	626,749
267	Eau Claire, Wi	624,359
268	Bremerton, Wa	622,153
269	Janesville-Beloit, Wi	608,242
270	Kenosha, Wi	604,554
271	La Crosse, Wi	604,255
272	Sioux City, Ia-Ne	594,958
273	Victoria, Tx	594,177
274	Benton Harbor, Mi	590,486
275	Bismarck, N.D	588,300
276	Anderson, S.C	587,511
277	Sharon, Pa	586,864
278	Burlington, N.C	574,878
279	Bryan-College Station, Tx	568,074
280	Anderson, In	567,039
281	Florence, S.C	566,097
282	Lafayette, In	563,081
283	Panama City, Fl	560,345
284	Battle Creek, Mi	552,827
285	Tuscaloosa, Al	545,626
286	Fort Walton Beach, Fl	543,403
287	Fitchburg-Leominster, Ma	539,519
288	Monroe, La	538,354
289	Pueblo, Co	536,885
290	Fayetteville-Springdale, Ar	532,228
291	Burlington, Vt	532,097
292	Bellingham, Wa	530,579
293	Albany, Ga	520,813
294	State College, Pa	520,152
295	Glens Falls, N.Y	514,830
296	Great Falls, Mt	510,943
297	Dubuque, Ia	509,306
298	Danville, Va	508,563
299	Kokomo, In	504,047
300	Hagerstown, Md	503,306
301	Lawton, Ok	494,723
302	Clarksville-Hopkinsville, Tn- Ky	492,002
303	Yuba City, Ca	490,875
304	Vineland-Millville-Bridgeton, N.J	488,839
305	Dothan, Al	475,414
306	Sherman-Denison, Tx	474,868
307	St. Joseph, Mo	466,623
308	Las Cruces, N.M	455,130
309	Gadsden, Al	443,856
310	Alexandria, La	442,847
311	Casper, Wy	438,658
312	Kankakee, Il	436,695
313	Anniston, Al	436,661
314	Iowa City, Ia	434,800
315	Pittsfield, Ma	429,177
316	Bloomington, In	425,325
317	Grand Forks, N.D	423,848
318	Jacksonville, N.C	417,660
319	Sheboygan, Wi	394,631
320	Elmira, N.Y	393,501
321	Lewiston-Auburn, Me	381,964
322	Cumberland, Md-W.V	381,749
323	Wausau, Wi	379,976
324	Pine Bluff, Ar	308,835
325	Middletown, Ct	301,692
326	Lawrence, Ks	287,809
327	Bristol, Ct	237,928
328	Pascagoula, Ms	231,286

Leading counties (thousands)

1	Los Angeles, Cal.	45,983,479
2	Cook, Ill.	26,970,327
3	Harris, Tex.	22,332,953
4	Orange, Cal.	14,419,506
5	Dallas, Tex.	12,677,347
6	San Diego, Cal.	11,570,243
7	New York, N.Y.	11,294,778
8	Nassau, N.Y.	10,953,239
9	Middlesex, Mass.	10,752,312
10	Dade, Fla.	10,686,645
11	Santa Clara, Cal.	10,306,005
12	King, Wash.	9,596,620
13	Maricopa, Ariz.	9,591,289
14	Suffolk, N.Y.	9,180,794
15	Wayne, Mich.	8,310,858
16	Tarrant, Tex.	8,280,357
17	Broward, Fla.	8,172,653
18	Marion, Ind.	8,105,919
19	Oakland, Mich.	8,096,057
20	Cuyahoga, Ohio	7,982,856
21	Allegheny, Pa.	7,954,173
22	Hennepin, Minn.	7,374,945
23	St. Louis, Mo.	7,262,686
24	Alameda, Cal.	7,063,010
25	Westchester, N.Y.	6,748,139
26	Bexar, Tex.	6,089,124
27	Fairfield, Conn.	5,728,784
28	Bergen, N.J.	5,671,758
29	San Francisco, Cal.	5,510,833
30	Sacramento, Cal.	5,473,094
31	San Bernardino, Cal.	5,448,979
32	Hillsborough, Fla.	5,354,085
33	Philadelphia, Pa.	5,339,647
34	Pinellas, Fla.	5,283,460
35	Hartford, Conn.	5,149,413
36	Oklahoma, Okla.	5,032,774
37	Hamilton, Ohio	4,966,027
38	Franklin, Ohio	4,958,777
39	Queens, N.Y.	4,918,051
40	Du Page, Ill.	4,870,209
41	Palm Beach, Fla.	4,766,876
42	Erie, N.Y.	4,755,503
43	Shelby, Tenn.	4,723,753
44	San Mateo, Cal.	4,679,844
45	Milwaukee, Wisc.	4,619,546
46	Norfolk, Mass.	4,596,503
47	Monroe, N.Y.	4,578,467
48	Jefferson, Ala.	4,506,845
49	Orange, Fla.	4,468,659
50	Montgomery, Pa.	4,466,349
51	Baltimore, Md.	4,405,628
52	Fulton, Ga.	4,391,326
53	Honolulu, Hi.	4,383,833
54	Kings, N.Y.	4,338,529
55	Montgomery, Md.	4,315,730
56	Jefferson, La.	4,308,360
57	Riverside, Cal.	4,216,699
58	Prince Georges, Md.	4,153,509
59	Pima, Ariz.	4,148,162
60	Contra Costa, Cal.	4,142,955
61	New Haven, Conn.	4,083,738
62	Morris, N.J.	3,911,700
63	Fairfax, Va.	3,886,468
64	Salt Lake, Utah	3,859,865
65	De Kalb, Ga.	3,806,762
66	Essex, Mass.	3,805,963
67	Jefferson, Ky.	3,738,081
68	Monmouth, N.J.	3,584,333
69	Clark, Nev.	3,567,389
70	Middlesex, N.J.	3,482,606
71	Jackson, Mo.	3,470,726
72	Suffolk, Mass.	3,458,574
73	Ventura, Cal.	3,364,240
74	Fresno, Cal.	3,296,744
75	Davidson, Tenn.	3,288,146
76	Tulsa, Okla.	3,276,622
77	Arapahoe, Colo.	3,249,892
78	Worcester, Mass.	3,226,523
79	Multnomah, Ore.	3,224,413
80	Denver, Colo.	3,203,514
81	Essex, N.J.	3,203,442
82	Macomb, Mich.	3,176,171
83	Delaware, Pa.	3,145,543
84	Bucks, Pa.	3,143,724
85	Ramsey, Minn.	3,134,769
86	Kent, Mich.	3,082,913
87	District of Columbia, D.C.	3,070,131
88	Camden, N.J.	3,014,975
89	Atlantic, N.J.	2,951,537
90	Bernalillo, N.M.	2,947,292
91	Travis, Tex.	2,943,668
92	Lucas, Ohio	2,859,945
93	Onondaga, N.Y.	2,853,202
94	Mecklenburg, N.C.	2,841,404
95	Duval, Fla.	2,840,477
96	Montgomery, Ohio	2,807,314
97	Summit, Ohio	2,776,251
98	Washington, Ore.	2,742,693
99	Lake, Ill.	2,737,961
100	Sedgewick, Kans.	2,730,547
101	Lake, Ind.	2,716,943
102	Baltimore City, Md.	2,711,264
103	Nueces, Tex.	2,705,446
104	New Castle, Del.	2,685,679
105	Kern, Cal.	2,624,206
106	Pulaski, Ark.	2,620,645
107	Union, N.J.	2,592,474
108	Jefferson, Colo.	2,571,360
109	Burlington, N.J.	2,530,465
110	Cobb, Ga.	2,499,165
111	Rockingham, N.H.	2,494,631
112	Providence, R.I.	2,460,332
113	Bronx, N.Y.	2,436,990
114	Douglas, Neb.	2,424,942
115	Passaic, N.J.	2,406,200
116	Anne Arundel, Md.	2,395,011
117	Cameron, Tex.	2,372,550
118	Jefferson, Tex.	2,249,166
119	Santa Barbara, Cal.	2,241,222
120	Johnson, Kans.	2,208,426
121	Plymouth, Mass.	2,159,417
122	Pierce, Wash.	2,153,907
123	Westmoreland, Pa.	2,127,496
124	Kanawha, W.Va.	2,108,081
125	Knox, Tenn.	2,089,654
126	Dutchess, N.Y.	2,087,967
127	Snohomish, Wash.	2,084,686
128	Sonoma, Cal.	2,058,767
129	Guilford, N.C.	2,037,009
130	Polk, Ia.	2,022,340
131	Hampden, Mass.	2,004,291
132	Bristol, Mass.	1,993,151
133	San Joaquin, Cal.	1,985,301
134	El Paso, Colo.	1,981,896
135	Wake, N.C.	1,971,504
136	Washtenaw, Mich.	1,952,634
137	Lafayette, La.	1,952,352
138	Greenville, S.C.	1,944,274
139	El Paso, Tex.	1,941,763
140	Lee, Fla.	1,938,257
141	Lehigh, Pa.	1,937,279
142	Stark, Ohio	1,936,572
143	Polk, Fla.	1,933,843
144	Monterey, Cal.	1,918,041
145	Lancaster, Pa.	1,912,267
146	Lubbock, Tex.	1,911,958
147	Richland, S.C.	1,907,338
148	Virginia Beach, Va.	1,897,605
149	Chester, Pa.	1,895,421
150	Hillsborough, N.H.	1,892,752
151	Orleans, La.	1,841,959
152	Adams, Colo.	1,830,928
153	Genesee, Mich.	1,827,798
154	Ingham, Mich.	1,818,992
155	Waukesha, Wisc.	1,801,543
156	York, Pa.	1,793,207
157	Anoka, Minn.	1,739,945
158	Marin, Cal.	1,719,322
159	Mercer, N.J.	1,703,653
160	Sarasota, Fla.	1,702,649
161	Allen, Ind.	1,691,798
162	Dane, Wisc.	1,690,550

163	Smith, Tex.	1,669,799
164	Albany, N.Y.	1,669,344
165	Cumberland, Me.	1,657,215
166	Mobile, Ala.	1,651,837
167	St. Louis City, Mo.	1,650,419
168	Volusia, Fla.	1,646,073
169	Mahoning, Ohio	1,639,031
170	Washoe, Nev.	1,628,180
171	Brevard, Fla.	1,623,430
172	Hidalgo, Tex.	1,622,232
173	Orange, N.Y.	1,614,371
174	Barnstable, Mass.	1,612,996
175	Spokane, Wash.	1,577,303
176	Stanislaus, Cal.	1,573,218
177	Hudson, N.J.	1,566,309
178	Hinds, Miss.	1,558,618
179	Clackamas, Ore.	1,554,199
180	Richmond, Va.	1,553,313
181	Brazoria, Tex.	1,553,012
182	Somerset, N.J.	1,550,787
183	Hamilton, Tenn.	1,540,617
184	Norfolk, Va.	1,509,659
185	Forsyth, N.C.	1,486,975
186	Madison, Ill.	1,460,814
187	Greene, Mo.	1,446,951
188	East Baton Rouge, La.	1,434,899
189	Trumbull, Ohio	1,433,038
190	Lake, Ohio	1,424,765
191	Berks, Pa.	1,423,641
192	Kane, Ill.	1,394,971
193	Ocean, N.J.	1,394,588
194	St. Charles, Mo.	1,376,869
195	Rockland, N.Y.	1,376,462
196	Kalamazoo, Mich.	1,368,550
197	Calcasieu, La.	1,358,034
198	Tulare, Cal.	1,356,145
199	Boulder, Colo.	1,352,716
200	Solano, Cal.	1,340,338
201	Webb, Tex.	1,338,236
202	Erie, Pa.	1,336,105
203	New London, Conn.	1,324,773
204	Winnebago, Ill.	1,320,310
205	Luzerne, Pa.	1,316,785
206	Charleston, S.C.	1,300,252
207	Dauphin, Pa.	1,289,239
208	Henrico, Va.	1,281,510
209	Caddo, La.	1,269,337
210	St. Clair, Ill.	1,257,570
211	Montgomery, Tex.	1,256,433
212	Chatham, Ga.	1,253,030
213	Ector, Tex.	1,219,837
214	Clayton, Ga.	1,210,401
215	Anchorage, Ak.	1,206,606
216	Lane, Ore.	1,205,781
217	Oneida, N.Y.	1,195,911
218	Collin, Tex.	1,193,929
219	Tom Green, Tex.	1,183,370
220	Richmond, N.Y.	1,169,991
221	Broome, N.Y.	1,169,020
222	Chesterfield, Va.	1,168,877
223	Gloucester, N.J.	1,166,540
224	Cumberland, N.C.	1,166,502
225	Arlington, Va.	1,162,989
226	Peoria, Ill.	1,149,682
227	Santa Cruz, Cal.	1,139,241
228	Saginaw, Mich.	1,120,993
229	Clay, Mo.	1,117,002
230	Utah, Utah	1,111,658
231	McLennan, Tex.	1,101,167
232	Yellowstone, Mont.	1,099,319
233	Washington, Pa.	1,098,508
234	Fayette, Ky.	1,093,282
235	Ulster, N.Y.	1,084,921
236	St. Joseph, Ind.	1,081,586
237	Alachua, Fla.	1,078,375
238	Vanderburgh, Ind.	1,076,445
239	Ada, Ida	1,074,181
240	Lorain, Ohio	1,073,595
241	Will, Ill.	1,064,434
242	Stearns, Minn.	1,057,339
243	Manatee, Fla.	1,049,944
244	Midland, Tex.	1,029,058
245	Marion, Ore.	1,025,433
246	Outagamie, Wisc.	1,020,913
247	Escambia, Fla.	1,017,443
248	Sangamon, Ill.	1,014,072
249	Cumberland, Pa.	1,012,588
250	Taylor, Tex.	994,963
251	Potter, Tex.	994,043
252	Gwinnett, Ga.	993,287
253	Fort Bend, Tex.	988,765
254	Brown, Wisc.	979,862
255	Muscogee, Ga.	966,026
256	Lackawanna, Pa.	952,742
257	Denton, Tex.	943,582
258	Lancaster, Neb.	939,887
259	Linn, Ia.	938,841
260	Spartanburg, S.C.	926,309
261	Sullivan, Tenn.	924,693
262	Harrison, Miss.	919,814
263	Hawaii, Hi.	914,476
264	St. Tammany, La.	913,970
265	Champaign, Ill.	912,158
266	Buncombe, N.C.	901,962
267	Ottawa, Mich.	900,122
268	Scott, Ia.	898,793
269	Durham, N.C.	897,265
270	Butler, Ohio	897,146
271	San Luis Obispo, Cal.	891,790
272	Richmond, Ga.	886,475
273	Kent, R.I.	880,616
274	Hampton, Va.	878,511
275	Shawnee, Kans.	878,071
276	Butler, Pa.	874,303
277	Galveston, Tex.	872,792
278	Collier, Fla.	865,654
279	Madison, Ala.	865,212
280	Prince William, Va.	864,855
281	Richland, Ohio	864,305
282	Alexandria, Va.	861,416
283	Montgomery, Ala.	860,153
284	Rock Island, Ill.	859,563
285	Pasco, Fla.	855,533
286	Terrebonne, La.	851,921
287	Leon, Fla.	845,087
288	St. Louis, Minn.	843,327
289	Placer, Cal.	843,155
290	Larimer, Colo.	840,650
291	Penobscot, Me.	832,975
292	New Hanover, N.C.	815,096
293	Beaver, Pa.	814,475
294	Raleigh, W.Va.	807,421
295	Cambria, Pa.	807,243
296	Chautauqua, N.Y.	801,487
297	Horry, S.C.	800,875
298	Newport News, Va.	798,273
299	Niagara, N.Y.	798,004
300	Thurston, Wash.	796,700
301	Cass, N.D.	791,904
302	Clermont, Ohio	789,712
303	Minnehaha, S.D.	789,409
304	Northampton, Pa.	786,956
305	Sebastian, Ark.	784,974
306	Cleveland, Okla.	780,608
307	Bibb, Ga.	779,111
308	Seminole, Fla.	764,950
309	Weber, Utah	760,813
310	Mesa, Colo.	760,066
311	Dakota, Minn.	758,644
312	Jackson, Mich.	754,269
313	Wichita, Tex.	752,168
314	Lexington, S.C.	751,588
315	Black Hawk, Ia.	751,018
316	Yakima, Wash.	750,198
317	Oswego, N.Y.	748,110
318	Roanoke, Va.	745,349
319	McLean, Ill.	740,760
320	Vigo, Ind.	740,455
321	Marion, Fla.	729,611
322	Belmont, Ohio	728,958
323	Bowie, Tex.	722,362
324	McHenry, Ill.	719,797
325	Butte, Cal.	716,879
326	Fayette, Pa.	711,042
327	Muskegon, Mich.	707,292
328	Shasta, Cal.	699,434
329	Lycoming, Pa.	697,685
330	Wyandotte, Kans.	697,454
331	Gregg, Tex.	697,282
332	Litchfield, Conn.	696,301
333	Jasper, Mo.	694,088
334	Daviess, Ky.	688,532
335	Catawba, N.C.	687,447
336	Sussex, Del.	685,904
337	Kenton, Ky.	685,054
338	Orange, Tex.	684,158
339	Clark, Wash.	679,122
340	Bell, Tex.	677,252
341	Iberia, La.	677,166
342	Macon, Ill.	676,527
343	Jackson, Ore.	675,497
344	Garfield, Okla.	671,368
345	Ontario, N.Y.	671,244
346	Gaston, N.C.	670,909
347	Chesapeake, Va.	668,697
348	Hunterdon, N.J.	667,115
349	Fairfax, Va.	666,884
350	Racine, Wisc.	660,026
351	Elkhart, Ind.	655,288
352	Washington, Okla.	653,349
353	Merced, Cal.	650,913
354	Boone, Mo.	650,449
355	Berkshire, Mass.	647,629
356	Weld, Colo.	641,001
357	Olmsted, Minn.	638,413
358	Merrimack, N.H.	630,364
359	Delaware, Ind.	628,214
360	Wayne, N.Y.	626,760
361	Blair, Pa.	626,749
362	Schenectady, N.Y.	624,209
363	Kennebec, Me.	623,371
364	Cape May, N.J.	622,798
365	Kitsap, Wash.	622,153
366	Allen, Ohio	620,228
367	Rock, Wisc.	608,242
368	Kenosha, Wisc.	604,554
369	La Crosse, Wisc.	604,255
370	Randall, Tex.	602,087
371	Washington, Minn.	601,670
372	Humboldt, Cal.	601,330
373	Middlesex, Conn.	599,377
374	La Salle, Ill.	597,121
375	Victoria, Tex.	594,177
376	Berrien, Mich.	590,486
377	Tazewell, Ill.	589,000
378	Yolo, Cal.	587,893
379	Anderson, S.C.	587,511
380	Mercer, Pa.	586,864
381	Frederick, Md.	586,386
382	Boone, Ky.	581,134
383	Stephens, Okla.	580,173
384	Imperial, Cal.	577,317
385	Alamance, N.C.	574,878
386	Missoula, Mont.	569,418
387	Brazos, Tex.	568,074
388	Warren, Ky.	567,661
389	Madison, Ind.	567,039
390	Jefferson, Mo.	566,391
391	Florence, S.C.	566,097
392	Indian River, Fla.	564,908
393	Howard, Md.	563,829
394	Tippecanoe, Ind.	563,081
395	Pennington, S.D.	561,298
396	Lake, Fla.	560,885
397	Bay, Fla.	560,345
398	Calhoun, Mich.	552,827
399	Benton, Wash.	552,122
400	Scioto, Ohio	549,400
401	York, Me.	547,967
402	Cabell, W.Va.	546,327
403	Tuscaloosa, Ala.	545,626
404	Okaloosa, Fla.	543,403
405	Winnebago, Wisc.	542,831
406	Charlottesville, Va.	541,823
407	Ouachita, La.	538,354
408	Pueblo, Colo.	536,885
409	York, S.C.	536,160
410	Hampshire, Mass.	536,158
411	Guadalupe, Tex.	536,099
412	Grand Traverse, Mich.	535,836
413	Chittenden, Vt.	535,306
414	Wood, Ohio	534,384
415	Washington, Ark.	532,228
416	Clarke, Ga.	531,597
417	Whatcom, Wash.	530,579
418	El Dorado, Cal.	528,477
419	St. Clair, Mich.	527,311
420	Napa, Cal.	526,982
421	Portsmouth, Va.	524,472
422	Santa Fe. N.M.	521,114
423	Hancock, Ohio	520,689
424	Clay, Fla.	520,673
425	Clearfield, Pa.	520,404
426	Washington, Tenn.	520,324
427	Centre, Pa.	520,152
428	Lynchburg, Va.	517,926
429	Harford, Md.	515,844
430	St. Lucie, Fla.	515,198
431	Sussex, N.J.	513,819
432	Lea, N.M.	513,518
433	Dougherty, Ga.	512,598
434	Tolland, Conn.	512,197
435	Cascade, Mont.	510,943
436	Clinton, N.Y.	510,588
437	Dubuque, Ia.	509,306
438	Clark, Ohio	506,088
439	Ward, N.D.	504,377
440	Washington, Md.	503,306
441	Woodbury, Ia.	500,888
442	Pitt, N.C.	497,196
443	Portage, Ohio	496,982
444	Comanche, Okla.	494,723
445	Hall, Ga.	494,450
446	Madison, Tenn.	491,777
447	Beaufort, S.C.	489,222
448	Yavapai, Ariz.	489,145
449	Cumberland, N.J.	488,839
450	Washington, R.I.	485,184
451	Wood, W.Va.	483,667
452	Nash, N.C.	480.027
453	Monroe, Fla.	478,253
454	San Juan, N.M.	477,024
455	Grayson, Tex.	474,868
456	Greene, Ohio	474,583
457	Bay, Mich.	474,476
458	Laramie, Wyo.	472,987
459	Lebanon, Pa.	470,274
460	Wayne, Ohio	469,891
461	Canyon, Ida.	467,333
462	Deschutes, Ore.	467,026
463	Buchanan, Mo.	466,623
464	Saratoga, N.Y.	466,227
465	Lauderdale, Miss.	465,495
466	Lowndes, Ga.	465,078
467	St. Johns, Fla.	464,576
468	Coconino, Ariz.	458,882
469	Colbert, Ala.	458,312
470	McCracken, Ky.	456,316
471	Dona Ana, N.M.	455,130
472	Indiana, Pa.	454,269
473	La Porte, Ind.	453,438
474	Lawrence, Pa.	453,076
475	Franklin, Pa.	451,092
476	Anderson, Tex.	450,613
477	St. Mary, La.	450,535
478	Burleigh, N.D.	449,643
479	Howard, Tex.	448,232
480	St. Landry, La.	447,875
481	Cole, Mo.	447,498
482	Aiken, S.C.	444,855
483	Etowah, Ala.	443,856
484	Rensselaer, N.Y.	442,939
485	Rapides, La.	442,847
486	Monroe, Mich.	442,431
487	Cabarrus, N.C.	442,164
488	Carter, Okla.	441,539
489	Steuben, N.Y.	439,864
490	Columbiana, Ohio	439,429
491	Natrona, Wyo.	438,658
492	Forrest, Miss.	437,617
493	Medina, Ohio	437,313
494	Kankakee, Ill.	436,695
495	Calhoun, Ala.	436,661
496	Sweetwater, Wyo.	436,119
497	Howard, Ind.	435,160
498	Johnson, Ia.	434,800
499	Bannock, Ida.	432,491
500	Maui, Hi.	432,400
501	Baldwin, Ala.	430,437
502	Clark, Ind.	429,164
503	Kent, Del.	428,425
504	Cape Girardeau, Mo.	426,545
505	Monroe, Ind.	425,325
506	Danville, Va.	424,426
507	Chaves, N.M.	423,882
508	Grand Forks, N.D.	423,848
509	Androscoggin, Me.	423,464
510	Jefferson, N.Y.	418,926
511	Harrison, W.Va.	418,127
512	Onslow, N.C.	417,660
513	Licking, Ohio	417,582
514	Fond du Lac, Wisc.	415,561
515	Eaton, Mich.	412,689
516	Pottawattamie, Ia.	412,532
517	Lafourche, La.	408,907
518	Franklin, Ky.	408,819
519	Yuma, Ariz.	407,430
520	Sumter, S.C.	405,160
521	Martin, Fla.	404,587
522	Tompkins, N.Y.	404,213
523	Spotsylvania, Va.	403,714
524	Pike, Ky.	402,668
525	Campbell, Ky.	401,292
526	Wayne, Ind.	401,145
527	Newport, R.I.	400,565
528	Warren, Ohio	399,315
529	Aroostook, Me.	398,760
530	Schuylkill, Pa.	398,742
531	Wood, Wisc.	397,484
532	Warren, N.J.	397,115
533	Navarro, Tex.	396,732
534	Lee, Miss.	394,683
535	Sheboygan, Wisc.	394,631
536	Custer, Okla.	393,951
537	Chemung, N.Y.	393,501
538	Vermilion, Ill.	393,045
539	Rowan, N.C.	392,594
540	Strafford, N.H.	391,676
541	Warren, N.Y.	388,893
542	Davis, Utah	388,480
543	Washington, Miss.	387,968
544	Rutherford, Tenn.	385,976
545	Adams, Ill.	385,219
546	Davidson, N.C.	385,193
547	Hendricks, Ind.	384,242
548	Jackson, Ill.	383,860
549	Beckham, Okla.	383,276
550	Iredell, N.C.	382,964
551	Boyd, Ky.	382,799
552	Monroe, Pa.	381,027
553	Blount, Tenn.	380,675
554	Glynn, Ga.	380,613
555	Story, Ia.	380,519
556	Mendocino, Cal.	380,517
557	Marathon, Wisc.	379,976
558	Franklin, Mo.	377,056
559	Lenawee, Mich.	377,016
560	St. Lawrence, N.Y.	376,899
561	Robeson, N.C.	374,678
562	Bristol, Va.	373,725
563	Flathead, Mont.	372,540
564	Gallatin, Mont.	372,266
565	Twin Falls, Ida.	372,096
566	Tazewell, Va.	371,072
567	Sullivan, N.Y.	370,718
568	Roanoke, Va.	370,402
569	Wayne, N.C.	369,151
570	Skagit, Wash.	369,119
571	Miami, Ohio	369,110
572	McKinley, N.M.	367,788
573	Hanover, Va.	367,282
574	Kings, Cal.	367,007
575	Live Oak, Tex.	363,359
576	Petersburg, Va.	363,261
577	Wicomico, Md.	363,054
578	Liberty, Tex.	362,669
579	Cecil, Md.	361,574
580	Jefferson, Ohio	361,275
581	Portage, Wisc.	361,071
582	Midland, Mich.	360,973
583	Eau Claire, Wisc.	359,403

584	Porter, Ind.	358,685
585	Anderson, Tenn.	357,991
586	Grafton, N.H.	357,534
587	Warren, Pa.	356,236
588	Crawford, Pa.	356,014
589	Somerset, Pa.	355,083
590	Marion, W.Va.	353,125
591	Harrison, Tex.	352,945
592	Loudoun, Va.	352,502
593	Craven, N.C.	350,665
594	Williamson, Ill.	350,147
595	Randolph, N.C.	349,040
596	Cayuga, N.Y.	348,696
597	Winchester, Va.	348,600
598	Whitfield, Ga.	348,193
599	Kootenai, Ida.	345,534
600	Henderson, N.C.	345,200
601	Sevier, Tenn.	344,532
602	Houston, Ala.	344,323
603	Tangipahoa, La.	342,458
604	Johnson, Ind.	341,562
605	Fairfield, Ohio	341,475
606	Cattaraugus, N.Y.	340,554
607	Williamson, Tex.	339,671
608	Garland, Ark.	338,453
609	Montgomery, Tenn.	337,863
610	Wilson, N.C.	337,367
611	Cullman, Ala.	337,330
612	Sandusky, Ohio	337,139
613	Jim Wells, Tex.	337,026
614	Cleveland, N.C.	333,486
615	Ashtabula, Ohio	332,016
616	Muskingum, Ohio	331,686
617	Osceola, Fla.	330,018
618	Williamson, Tenn.	329,843
619	Bonneville, Ida.	328,152
620	Floyd, Ga.	327,906
621	Union, N.C.	326,697
622	Nevada, Cal.	326,576
623	Walker, Ala.	326,198
624	Washington, Vt.	325,751
625	Cowlitz, Wash.	325,445
626	Okeechobee, Fla.	324,694
627	Benton, Ark.	324,397
628	Fairbanks North Star, Ak.	323,886
629	Bradley, Tenn.	323,137
630	Tuscarawas, Ohio	321,758
631	Geauga, Ohio	320,950
632	Orangeburg, S.C.	320,519
633	Bartholomew, Ind.	320,240
634	Allegany, Md.	319,988
635	Sumner, Tenn.	319,701
636	Worcester, Md.	319,239
637	Grant, Ind.	318,849
638	Johnston, N.C.	318,792
639	Livingston, Mich.	317,790
640	Warren, Miss.	316,236
641	Pottawatomie, Okla.	316,089
642	Jones, Miss.	315,551
643	Erie, Ohio	315,319
644	Hall, Neb.	315,152
645	Shiawassee, Mich.	314,997
646	Mercer, W.Va.	314,827
647	Reno, Kans.	313,300
648	Charles, Md.	313,276
649	Lee, Ala.	313,209
650	Vermilion, La.	312,973
651	Carroll, Md.	312,582
652	Rockingham, N.C.	312,506
653	Hunt, Tex.	312,099
654	Charlotte, Fla.	311,958
655	Whiteside, Ill.	311,827
656	Jefferson, Ark.	308,835
657	Parker, Tex.	308,704
658	Falls Church, Va.	306,330
659	Pulaski, Ky.	304,671
660	Craighead, Ark.	304,499
661	Callaway, Mo.	304,460
662	Orange, N.C.	304,402
663	Garfield, Colo.	303,831
664	Cerro Gordo, Ia.	303,576
665	Isabella, Mich.	303,359
666	Clinton, Ia.	303,142
667	Henderson, Ky.	302,546
668	Saline, Kans.	302,152
669	Martinsville, Va.	297,767
670	Rutland, Vt.	297,631
671	Surry, N.C.	295,491
672	Kay, Okla.	295,090
673	Hancock, Me.	294,859
674	Troup, Ga.	294,059
675	Allegan, Mich.	293,914
676	Yamhill, Ore.	293,901
677	Grays Harbor, Wash.	293,423
678	Houston, Ga.	293,010
679	Salem, Va.	292,776
680	Armstrong, Pa.	292,775
681	Ross, Ohio	292,708
682	Umatilla, Ore.	292,680
683	Cochise, Ariz.	292,145
684	Manitowoc, Wisc.	291,947
685	Linn, Ore.	290,417
686	Jefferson, Ill.	289,421
687	Douglas, Kans.	287,839
688	Northumberland, Pa.	286,815
689	Barton, Kans.	286,348
690	Muskogee, Okla.	286,087
691	Sutter, Cal.	285,247
692	Genesee, N.Y.	284,800
693	Putnam, N.Y.	284,092
694	Marquette, Mich.	284,058
695	Dodge, Wisc.	283,375
696	Lauderdale, Ala.	283,294
697	Washington, Wisc.	282,256
698	De Kalb, Ill.	282,167
699	Carroll, Ga.	281,327
700	Bossier, La.	281,293
701	Pope, Ark.	281,022
702	Citrus, Fla.	280,522
703	Adams, Miss.	280,310
704	Itasca, Minn.	280,293
705	Jefferson, Wisc.	280,079
706	Madison, N.Y.	279,859
707	Sarpy, Neb.	279,179
708	Spalding, Ga.	279,080
709	Benton, Ore.	278,766
710	Lenoir, N.C.	278,674
711	Sheridan, Wyo.	278,519
712	Muscatine, Ia.	277,700
713	Windham, Conn.	277,675
714	Angelina, Tex.	276,049
715	Mohave, Ariz.	275,483
716	Crittenden, Ark.	273,526
717	Johnson, Mo.	273,500
718	Douglas, Ore.	273,429
719	Lowndes, Miss.	273,069
720	Windsor, Vt.	272,727
721	Cooke, Tex.	272,056
722	Santa Cruz, Ariz.	271,716
723	Morgan, Ala.	271,044
724	Madison, Neb.	270,892
725	Franklin, Mass.	269,989
726	Harrisonburg, Va.	269,294
727	Caldwell, N.C.	269,197
728	Walworth, Wisc.	267,421
729	Jefferson Davis, La.	267,314
730	Knox, Ill.	266,897
731	Hardin, Ky.	266,509
732	Marshall, Ala.	266,308
733	Matagorda, Tex.	265,926
734	Marion, Ill.	265,378
735	Chippewa, Wisc.	264,956
736	Freeborn, Minn.	264,744
737	Hopkins, Ky.	264,256
738	Crow Wing, Minn.	263,909
739	Des Moines, Ia.	263,894
740	Lewis and Clark, Mont.	263,592
741	Eddy, N.M.	263,025
742	Ohio, W.Va.	260,712
743	Clallam, Wash.	260,584
744	Madera, Cal.	259,616
745	Belknap, N.H.	259,160
746	Cheshire, N.H.	259,150
747	Washington, Ohio	258,823
748	Payne, Okla.	257,600
749	Creek, Okla.	257,426
750	Klamath, Ore.	257,305
751	Somerset, Me.	256,724
752	Henderson, Tex.	256,643
753	Pettis, Mo.	255,885
754	Effingham, Ill.	255,733
755	Hamilton, Ind.	255,135
756	Columbia, Pa.	255,031
757	Lewis, Wash.	254,788
758	White, Ark.	254,352
759	Marion, Ohio	254,335
760	Grady, Okla.	253,923
761	Ellis, Tex.	253,601
762	Rankin, Miss.	253,370
763	Dorchester, S.C.	252,352
764	Kosciusko, Ind.	252,223
765	Dubois, Ind.	252,132
766	Webster, Ia.	251,763
767	Seneca, Ohio	251,666
768	Burke, N.C.	251,431
769	Valencia, N.M.	251,095
770	Phelps, Mo.	251,008
771	Douglas, Ga.	248,735
772	Talladega, Ala.	248,646
773	Carteret, N.C.	248,539
774	Santa Rosa, Fla.	247,603
775	Buffalo, Neb.	245,554
776	Chelan, Wash.	244,902
777	Bradford, Pa.	244,875
778	Coos, Ore.	244,473
779	Coles, Ill.	244,285
780	Box Elder, Utah	243,625
781	Butler, Kans.	242,703
782	Knox, Ind.	241,454
783	Carson City, Nev.	241,084
784	Putnam, Tenn.	241,059
785	Monongalia, W.Va.	240,234
786	Val Verde, Tex.	238,392
787	Lawrence, Ohio	238,024
788	Wilbarger, Tex.	237,517
789	Fayette, W.Va.	236,056
790	Bell, Ky.	235,386
791	Coffee, Tenn.	235,159
792	Brown, S.D.	233,954
793	Union, Ark.	233,633
794	Cache, Utah	233,563
795	Juneau, Ak.	233,487
796	Hamblen, Tenn.	233,476
797	Barren, Ky.	232,581
798	Kauai, Hi.	231,604
799	St. Joseph, Mich.	231,604
800	Jackson, Miss.	231,286
801	Huron, Ohio	230,035
802	Van Buren, Mich.	229,982
803	Edgecombe, N.C.	229,580
804	Rusk, Tex.	229,070
805	Crawford, Ohio	228,959
806	Columbia, N.Y.	228,732
807	San Patricio, Tex.	228,547
808	Staunton, Va.	228,344
809	Montgomery, Kans.	227,506
810	Ellis, Kans.	227,216
811	Manassas, Va.	227,184
812	Kerr, Tex.	227,152
813	Nacogdoches, Tex.	227,143
814	Highlands, Fla.	226,987
815	Rockdale, Ga.	225,925
816	Ozaukee, Wisc.	225,526
817	Salem, N.J.	224,367
818	Bennington, Vt.	224,160
819	Sauk, Wisc.	223,758
820	Rice, Minn.	223,124
821	Green, Wisc.	222,944
822	Josephine, Ore.	222,805
823	Gray, Tex.	222,634
824	Adams, Pa.	222,384
825	Williams, N.D.	221,572
826	Logan, W.Va.	220,710
827	Rutherford, N.C.	220,485
828	Lee, N.C.	219,783
829	Marion, Mo.	219,418
830	Columbus, N.C.	219,255
831	Woodward, Okla.	218,894
832	Rogers, Okla.	218,195
833	Silver Bow, Mont	218,141
834	Stark, N.D.	218,058
835	Stephenson, Ill.	217,876
836	Windham, Vt.	217,418
837	Lee, Ia.	217,339
838	La Plata, Colo.	217,312
839	Cherokee, S.C.	217,013
840	Greenbrier, W.Va.	216,946
841	Hays, Tex.	216,628
842	Tehama, Cal.	216,518
843	Kandiyohi, Minn	216,420
844	Floyd, Ind.	216,350
845	Clay, Minn.	216,299
846	Coweta, Ga.	215,372
847	Oxford, Me.	215,256
848	Halifax, N.C.	215,239
849	Putnam, Fla.	214,843
850	Fredericksburg, Va.	214,774
851	Mingo, W.Va.	213,320
852	Morgan, Ind.	213,318
853	Scott, Mo.	213,260
854	Uinta, Wyo.	213,231
855	Moore, N.C.	212,688
856	Hernando, Fla.	212,329
857	Otsego, N.Y.	211,493
858	St. Francois, Mo.	211,446
859	Wright, Minn.	211,426
860	Pinal, Ariz.	211,362
861	Greenwood, S.C.	211,253
862	Johnson, Tex.	210,406
863	Oconee, S.C.	210,290
864	Haywood, N.C.	210,244
865	Kaufman, Tex.	210,239
866	Ascension, La.	209,783
867	Morgan, Ill.	209,419
868	Laclede, Mo.	209,022
869	Finney, Kans.	208,994
870	Franklin, Wash.	208,306
871	Nez Perce, Ida.	208,037
872	Ottawa, Ohio	206,761
873	Henry, Ill.	206,685
874	Coffee, Ala.	206,460
875	Bee, Tex.	206,375
876	Pickens, S.C.	205,845
877	York, Va.	205,791
878	Newton, Mo.	205,737
879	Yuba, Cal.	205,628
880	Macoupin, Ill.	205,579
881	Harnett, N.C.	204,193
882	Fremont, Wyo.	204,022
883	Steele, Minn.	203,976
884	Delta, Mich.	202,013
885	Maury, Tenn.	201,358
886	Marshall, Ind.	200,524
887	Ford, Kans.	200,515
888	Randolph, Mo.	200,280

Leading cities (thousands)

1	New York City, N.Y.	24,158,339
2	Los Angeles, Cal.	17,852,217
3	Houston, Tex.	16,117,152
4	Chicago, Ill.	12,606,453
5	San Fernando Valley, Cal.	10,287,424
6	Indianapolis, Ind.	7,774,811
7	Dallas, Tex.	7,313,365
8	San Diego, Cal.	5,779,889
9	San Francisco, Cal.	5,510,833
10	San Antonio, Tex.	5,369,610
11	Philadelphia, Pa.	5,339,647
12	Memphis, Tenn.	4,469,858
13	Phoenix, Ariz.	4,431,718
14	South Bay, Cal.	4,430,894
15	San Jose, Cal.	3,932,095
16	Oklahoma City, Okla.	3,632,681
17	Fort Worth, Tex.	3,457,127
18	Seattle, Wash.	3,384,087
19	Tucson, Ariz.	3,322,136
20	Tampa, Fla.	3,281,516
21	Denver, Colo.	3,203,514
22	Nashville, Tenn.	3,179,351
23	Columbus, Ohio	3,165,410
24	Washington, D.C.	3,070,131
25	Honolulu, Hi.	2,983,989
26	Boston, Mass.	2,978,533
27	Tulsa, Okla.	2,838,677
28	Austin, Tex.	2,817,627
29	Jacksonville, Fla.	2,740,136
30	Albuquerque, N.M.	2,734,947
31	Baltimore, Md.	2,711,264
32	2Atlanta, Ga.	2,669,861
33	Corpus Christi, Tex.	2,540,987
34	Wichita, Kans.	2,441,152
35	Detroit, Mich.	2,419,525
36	Miami, Fla.	2,304,527
37	Fresno, Cal.	2,221,329
38	Omaha, Neb.	2,204,766
39	Portland, Ore.	2,139,069
40	1Kansas City, Mo.	2,069,724
41	Arlington, Tex.	2,045,540
42	Milwaukee, Wisc.	2,020,730
43	San Gabriel Valley, Cal.	2,003,557
44	Charlotte, N.C.	1,988,422
45	Cleveland, Ohio	1,935,215
46	Sacramento, Cal.	1,892,045
47	Long Beach, Cal.	1,882,451
48	El Paso, Tex.	1,874,993
49	Birmingham, Ala.	1,873,175
50	New Orleans, La.	1,841,959
51	Knoxville, Tenn.	1,832,326
52	Colorado Springs, Colo.	1,821,114
53	Toledo, Ohio	1,796,393
54	Lubbock, Tex.	1,781,556
55	Minneapolis, Minn.	1,736,192
56	Fort Lauderdale, Fla.	1,729,471
57	Lafayette, La.	1,725,485
58	Oakland, Cal.	1,703,818
59	St. Louis, Mo.	1,650,419
60	Torrance, Cal.	1,635,357
61	Hollywood, Fla.	1,619,207
62	Orlando, Fla.	1,574,478
63	Cincinnati, Ohio	1,562,377
64	Costa Mesa, Cal.	1,557,540
65	Anaheim, Cal.	1,556,222
66	Tyler, Tex.	1,519,204
67	Amarillo, Tex.	1,494,899
68	Bakersfield, Cal.	1,486,288
69	Jackson, Miss.	1,472,649
70	Pittsburgh, Pa.	1,433,621
71	Little Rock, Ark.	1,414,863
72	Des Moines, Ia.	1,396,364
73	Pasadena, Cal.	1,388,213
74	Greensboro, N.C.	1,382,505
75	Beaumont, Tex.	1,375,260
76	Mesa, Ariz.	1,363,882
77	Akron, Ohio	1,339,161
78	Springfield, Mo.	1,329,549
79	Santa Ana, Cal.	1,306,933
80	Santa Monica, Cal.	1,303,613
81	St. Paul, Minn.	1,291,200
82	Fort Wayne, Ind.	1,286,566
83	Mobile, Ala.	1,279,485
84	Grand Rapids, Mich.	1,273,301
85	Salt Lake City, Utah	1,265,798
86	Raleigh, N.C.	1,261,181
87	Riverside, Cal.	1,248,210
88	Winston-Salem, N.C.	1,232,824
89	Reno, Nev.	1,225,912
90	Louisville, Ky.	1,223,778
91	Las Vegas, Nev.	1,212,788
92	Fort Myers, Fla.	1,210,577
93	Anchorage, Ak.	1,206,606
94	Schaumberg, Ill.	1,205,839
95	Brownsville, Tex.	1,197,892
96	San Angelo, Tex.	1,179,081
97	Odessa, Tex.	1,177,650
98	Scottsdale, Ariz.	1,172,717
99	Shreveport, La.	1,172,476
100	Baton Rouge, La.	1,156,202
101	West Palm Beach, Fla.	1,152,095
102	Glendale, Cal.	1,133,744
103	San Bernardino, Cal.	1,122,622
104	Bellevue, Wash.	1,097,209

105	Huntington Beach, Cal.	1,096,570
106	1Lexington, Ky.	1,093,282
107	Conroe, Tex.	1,086,523
108	Madison, Wisc.	1,065,461
109	Lansing, Mich.	1,063,569
110	Chattanooga, Tenn.	1,059,469
111	Modesto, Cal.	1,035,587
112	Lake Charles, La.	1,022,444
113	Stockton, Cal.	1,021,736
114	Spokane, Wash.	1,019,965
115	Yonkers, N.Y.	1,018,140
116	Buffalo, N.Y.	1,014,665
117	Laredo, Tex.	1,001,744
118	Pasadena, Tex.	1,001,619
119	Midland, Tex.	997,732
120	Pompano Beach, Fla.	996,742
121	Charleston, W.Va.	992,446
122	Tacoma, Wash.	979,262
123	Evansville. Ind.	969,868
124	Columbus, Ga.	966,026
125	Stamford, Conn.	965,446
126	McAllen. Tex.	949,586
127	Gainesville, Fla	947,381
128	Rochester, N.Y.	944,875
129	Santa Rosa, Cal.	937,037
130	Clearwater, Fla.	927,084
131	Billings, Mont.	925,386
132	1St. Cloud, Minn.	915,902
133	Peoria, Ill.	915,210
134	El Cajon, Cal.	905,695
135	Irving, Tex.	902,457
136	Santa Barbara, Cal.	894,148
137	Lincoln, Neb.	891,405
138	Cherry Hill, N.J.	873,706
139	Thousand Oaks, Cal.	873,259
140	Ann Arbor, Mich.	870,013
141	Waco, Tex.	868,262
142	San Mateo, Cal.	866,851
143	Rockford, Ill.	862,366
144	Abilene, Tex.	855,748
145	Palo Alto, Cal.	849,739
146	Worcester, Mass.	838,857
147	Hayward, Cal.	829,636
148	Fremont, Cal.	827,958
149	Montgomery, Ala.	826,239
150	Huntsville, Ala.	817,809
151	Springfield, Ill.	816,777
152	Topeka, Kans.	812,927
153	Harlingen, Tex.	808,278
154	Walnut Creek, Cal.	807,529
155	Downey, Cal.	804,314
156	Syracuse, N.Y.	804,278
157	White Plains, N.Y.	798,283
158	Lakeland, Fla.	795,175
159	Springfield, Mass.	792,124
160	San Buenaventura, Cal. Ventura, Cal.	787,392
161	Newport Beach, Cal.	782,994
162	Cedar Rapids, Ia.	780,734
163	Durham, N.C.	771,551
164	Mesquite, Tex.	758,455
165	West Covina, Cal.	758,347
166	Fullerton, Cal.	749,412
167	Texarkana, Ark.-Texarkana, Tex., Ark.	739,151
168	1Texarkana, Tex.	739,151
169	Macon, Ga.	737,304
170	Boise City, Ida.	735,760
171	Berkeley, Cal.	732,295
172	Hartford, Conn.	731,539
173	Fort Smith, Ark.	728,966
174	Framingham, Mass.	728,880
175	Independence, Mo.	727,364
176	Bristol, Tenn.-Bristol, Va., Tenn.	727,093
177	Atlantic City, N.J.	727,063
178	Boulder, Colo.	727,056
179	Burbank, Cal.	717,814
180	Salinas, Cal.	714,622
181	Tempe, Ariz.	708,130
182	Fayetteville, N.C.	707,539
183	Providence, R.I.	696,[illegible]
184	Escondido, Cal.	685,[illegible]
185	Hurst, Tex.	684,334
186	Hicksville, N.Y.	684,267
187	Daytona Beach, Fla.	678,824
188	Nashua, N.H.	675,830
189	Grand Junction, Colo.	675,764
190	Fargo, N.D.	675,424
191	Garland, Tex.	674,709
192	Oxnard, Cal.	674,309
193	San Rafael, Cal.	671,453
194	Kansas City, Kans.	669,101
195	1Salem, Ore.	666,969
196	Dayton, Ohio	666,890
197	Columbia, S.C.	662,615
198	Greenville, S.C.	661,384
199	Davenport, Ia.	660,978
200	Flint, Mich.	660,898
201	Woodbridge, N.J.	660,365
202	Enid, Okla.	657,419
203	North Little Rock, Ark.	655,634
204	Sioux Falls, S.D.	654,727
205	Naples, Fla.	653,464
206	Wichita Falls, Tex.	653,350
207	Bridgeport, Conn.	653,251
208	Beckley, W.Va.	648,391
209	Sarasota, Fla.	644,855
210	Visalia, Cal.	638,347
211	Owensboro, Ky.	637,397
212	Green Bay, Wisc.	634,637
213	South Bend, Ind.	633,051
214	Baytown, Tex.	631,384
215	Bartlesville, Okla.	627,618
216	Columbia, Mo.	621,264
217	Richardson, Tex.	618,808
218	Joliet, Ill.	618,644
219	Norwalk, Conn.	616,713
220	New Haven, Conn.	613,818
221	Brockton, Mass.	613,265
222	Asheville, N.C.	611,944
223	Hilo, Hi.	610,009
224	Everett, Wash.	609,442
225	Manchester, N.H.	606,375
226	Santa Maria, Cal.	606,242
227	Redwood City, Cal.	603,804
228	Newark, N.J.	603,612
229	Ontario, Cal.	602,219
230	Victoria, Tex.	591,556
231	Whittier, Cal.	590,435
232	Decatur, Ill.	587,321
233	Canton, Ohio	586,170
234	Rochester, Minn.	586,030
235	New Iberia, La.	581,297
236	Norman, Okla.	580,504
237	Terre Haute, Ind.	579,097
238	2Joplin, Mo.	578,870
239	Spartanburg, S.C.	578,727
240	Allentown, Pa.	576,986
241	Denton, Tex.	572,760
242	Wilmington, N.C.	569,628
243	Quincy, Mass.	568,313
244	Charleston, S.C.	567,987
245	Waltham, Mass.	567,884
246	Lowell, Mass.	564,424
247	Waterbury, Conn.	558,947
248	Greenwich, Conn.	558,560
249	Waukegan, Ill.	553,514
250	Midwest City, Okla.	553,420
251	Boca Raton, Fla.	551,991
252	Portsmouth, N.H.	546,830
253	Ocala, Fla.	546,373
254	Bowling Green, Ky.	546,362
255	Slidell, La.	536,257
256	Aurora, Ill.	535,662
257	Renton, Wash.	534,787
258	New Rochelle, N.Y.	534,038
259	Rapid City, S.D.	533,824
260	Jersey City, N.J.	533,240
261	Eugene, Ore.	527,782
262	Kalamazoo, Mich.	525,789
263	Bloomington, Ill.	524,003
264	Missoula, Mont.	523,307
265	La Crosse, Wisc.	522,510
266	Longview, Tex.	522,408
267	Kingsport, Tenn.	520,752
268	Mentor, Ohio	519,892
269	Appleton, Wisc.	507,727
270	Muncie, Ind.	503,237
271	Hammond, Ind.	503,198
272	Arcadia, Cal.	503,153
273	Royal Oak, Mich.	501,048
274	Oceanside, Cal.	500,829
275	Greeley, Colo.	499,387
276	Fort Collins, Colo.	495,944
277	Pueblo, Colo.	495,460
278	Champaign, Ill.	493,329
279	Milford, Conn.	492,818
280	Yakima, Wash.	491,591
281	Albany, N.Y.	490,294
282	Vallejo, Cal.	488,042
283	Johnson City, Tenn.	487,553
284	Santa Fe, N.M.	485,138
285	Ogden, Utah	482,918
286	Hempstead, N.Y.	482,028
287	Santa Cruz, Cal.	480,653
288	Jackson, Tenn.	479,284
289	Covina, Cal.	478,260
290	Redding, Cal.	477,404
291	Fort Pierce, Fla.	476,290
292	Frederick, Md.	475,927
293	High Point, N.C.	475,528
294	Albany, Ga.	475,279
295	Pomona, Cal.	473,748
296	Duncan, Okla.	472,267
297	Waterloo, Ia.	472,075
298	Kenosha, Wisc.	471,471
299	Fairfield, Cal.	470,282
300	Lawton, Okla.	468,311
301	Gulfport, Miss.	467,103
302	Minot, N.D.	465,983
303	Sioux City, Ia.	465,127
304	Dubuque, Ia.	461,164
305	Port Arthur, Tex.	460,443
306	Danbury, Conn.	459,933
307	Arlington Heights, Ill.	459,864
308	St. Joseph, Mo.	459,664
309	Findlay, Ohio	455,198
310	Scranton, Pa.	454,542
311	Palm Springs, Cal.	454,016
312	Great Falls, Mont.	453,204
313	Simi Valley, Cal.	451,624
314	Meridian, Miss.	450,132
315	Gastonia, N.C.	449,551
316	Gary, Ind.	449,465
317	Orange, Tex.	448,890
318	Rosenberg, Tex.	448,822
319	Sequin, Tex.	444,232
320	Tallahassee, Fla.	443,868
321	Bismarck, N.D.	443,431
322	Medford, Mass.	443,325
323	Lancaster, Cal.	442,379
324	McKinney, Tex.	441,874
325	Dedham, Mass.	440,853
326	Rockville, Md.	440,022
327	Mount Prospect, Ill.	438,853
328	Lancaster, Pa.	438,065
329	Big Spring, Tex.	437,196
330	Youngstown, Ohio	436,901
331	Mansfield, Ohio	436,199
332	Elgin, Ill.	435,779
333	Napa, Cal.	432,064
334	Burlington, N.C.	431,979
335	Jefferson City, Mo	431,391
336	Monterey, Cal.	431,322
337	Las Cruces, N.M.	430,620
338	Savannah, Ga.	430,371
339	Belleville, Ill.	429,027
340	Norwich, Conn.	427,518
341	Medford, Ore.	427,339
342	Myrtle Beach, S.C.	426,669
343	Erie, Pa.	425,946
344	Plano, Tex.	424,762
345	Bangor, Me.	424,285
346	Cheyenne, Wyo.	423,660
347	Lafayette, Ind.	422,319
348	Panama City, Fla.	422,155
349	Kokomo, Ind.	421,352
350	Pocatello, Ida.	418,432
351	Marietta, Ga.	418,380
352	Elizabeth, N.J.	418,213
353	Binghamton, N.Y.	417,940
354	Valdosta, Ga.	417,161
355	Parsippany, N.J.	416,968
356	Greenville, N.C.	416,909
357	1Huntington, W.Va.	416,631
358	Roswell, N.M.	416,050
359	Moline, Ill.	415,382
360	Duluth, Minn.	412,757
361	St. Augustine, Fla.	409,777
362	Casper, Wyo.	409,761
363	Portland, Me.	407,390
364	Frankfort, Ky.	406,818
365	Elkhart, Ind.	405,699
366	Gainesville, Ga.	405,516
367	Vero Beach, Fla.	405,108
368	Winter Haven, Fla.	400,400
369	Rock Hill, S.C.	399,845
370	Morristown, N.J.	399,517
371	Biloxi, Miss.	398,190
372	Bloomington, Ind.	395,786
373	Palestine, Tex.	395,296
374	Pleasanton, Cal.	394,865
375	Racine, Wisc.	392,509
376	Redondo Beach, Cal.	390,753
377	Clifton, N.J.	390,724
378	Tuscaloosa, Ala.	390,442
379	Mount Vernon, N.Y.	389,865
380	Grand Forks, N.D.	389,821
381	Rocky Mount, N.C.	388,176
382	Bryan, Tex.	387,200
383	Niles, Ohio	385,709
384	Fayetteville, Ark.	385,416
385	Monroe, La.	384,038
386	Hattiesburg, Miss.	383,987
387	Farmington, N.M.	383,913
388	Paducah, Ky.	379,907
389	Brea, Cal.	377,718
390	Manchester, Conn.	376,662
391	Woodbridge, Va.	376,540
392	Cape Girardeau, Mo.	376,049
393	Merced, Cal.	376,033
394	Richmond, Cal.	375,680
395	Pensacola, Fla.	374,910
396	Annapolis, Md.	372,973
397	Des Plaines, Ill.	370,563
398	Bellingham, Wash.	370,501
399	Corsicana, Tex.	370,046
400	Greenville, Miss.	368,154
401	Ardmore, Okla.	367,934
402	Pawtucket, R.I.	363,179
403	Kennewick, Wash.	362,307
404	Anderson, S.C.	361,435
405	Galveston, Tex.	361,419
406	Corona, Cal.	360,438
407	Peabody, Mass.	359,624
408	Bradenton, Fla.	359,608
409	Athens, Ga.	358,957
410	Quincy, Ill.	356,632
411	Council Bluffs, Ia.	356,432
412	Florence, S.C.	355,919
413	Alameda, Cal.	355,220
414	Concord, N.H.	354,098
415	San Luis Obispo, Cal.	353,641
416	Bremerton, Wash.	353,470
417	Poughkeepsie, N.Y.	353,460
418	Tupelo, Miss.	352,775
419	Hobbs, N.M.	350,993
420	Sumter, S.C.	350,049
421	Twin Falls, Ida.	349,116
422	Alexandria, La.	348,751
423	Hickory, N.C.	347,772
424	Houma, La.	347,444
425	Garden City, N.Y.	347,283
426	Alvin, Tex.	345,177
427	Pontiac, Mich.	345,171
428	Greensburg, Pa.	345,122
429	Auburn, Wash.	343,600
430	Ashland, Ky.	343,588
431	Iowa City, Ia.	343,432
432	Augusta, Ga.	341,930
433	Gadsden, Ala.	341,667
434	Gallup, N.M.	341,520
435	Provo, Utah	340,611
436	Alton, Ill.	339,779
437	Fall River, Mass.	335,567
438	Anderson, Ind.	335,136
439	Parkersburg, W.Va.	335,042
440	Sanford, Fla.	334,282
441	Hackensack, N.J.	332,890
442	Janesville, Wisc.	332,150
443	Murfreesboro, Tenn.	331,783
444	Upland, Cal.	331,576
445	Hot Springs, Ark.	330,917
446	Enfield, Conn.	330,668
447	Redlands, Cal.	330,433
448	Clarksville, Tenn.	330,228
449	Lynn, Mass.	330,199
450	Rock Springs, Wyo.	329,518
451	Traverse City, Mich.	329,448
452	Portsmouth, Ohio	327,081
453	Midland, Mich.	326,981
454	Roseville, Cal.	325,871
455	Eau Claire, Wisc.	325,588
456	1Bethlehem, Pa.	325,438
457	Idaho Falls, Ida.	324,884
458	Ames, Ia.	324,869
459	Bozeman, Mont.	322,241
460	Richmond, Ind.	320,044
461	Dothan, Ala.	319,282
462	Covington, Ky.	317,832
463	Yuma, Ariz.	317,495
464	Marshall, Tex.	317,261
465	Chico, Cal.	317,054
466	Eureka, Cal.	316,686
467	Utica, N.Y.	315,755
468	Manhattan Beach, Cal.	315,699
469	La Habra, Cal.	315,618
470	Dalton, Ga.	314,939
471	Killeen, Tex.	314,501
472	Vicksburg, Miss.	313,152
473	Olympia, Wash.	313,119
474	Oshkosh, Wisc.	312,045
475	Lodi, Cal.	309,601
476	Salisbury, Md.	309,027
477	Elyria, Ohio	308,891
478	Stevens Point, Wisc.	308,766
479	Rome, N.Y.	308,517
480	Cleveland, Tenn.	307,157
481	Warren, Pa.	306,322
482	Hamilton, Ohio	305,926
483	Rome, Ga.	304,978
484	Altoona, Pa.	304,044
485	Wilson, N.C.	303,287
486	Woburn, Mass.	302,617
487	Fairbanks, Ak.	302,492
488	Washington, Pa.	301,244
489	Alice, Tex.	301,065
490	Bend, Ore.	299,730
491	Salina, Kans.	299,054
492	Laurel, Miss.	298,992
493	Hagerstown, Md.	298,888
494	Longmont, Colo.	298,539
495	Haverhill, Mass.	298,067
496	Indio, Cal.	297,892
497	Anniston, Ala.	297,650
498	Jacksonville, N.C.	297,635
499	Carbondale, Ill.	296,990
500	Victorville, Cal.	295,870
501	Kingston, N.Y.	295,427
502	Salisbury, N.C.	294,402

503	Pine Bluff, Ark.	293,726
504	Temple, Tex.	293,326
505	Burlington, Vt.	292,870
506	Henderson, Ky.	292,610
507	Jonesboro, Ark.	290,822
508	Pittsfield, Mass.	290,036
509	Newark, Del.	290,022
510	Lawrence, Mass.	289,166
511	Flagstaff, Ariz.	287,756
512	Hanover, Pa.	287,561
513	Antioch, Cal.	287,490
514	Glendora, Cal.	287,424
515	Nampa, Ida.	286,612
516	Prescott, Ariz.	286,176
517	Vancouver, Wash.	284,953
518	New Bedford, Mass.	284,172
519	Hutchinson, Kans.	284,060
520	Grand Island, Neb.	283,566
521	Columbus, Ind.	283,171
522	Danville, Ill.	283,116
523	Fort Walton Beach, Fla.	283,012
524	Warren, Ohio	280,270
525	Cullman, Ala.	279,154
526	Holland, Mich.	279,029
527	Waukesha, Wisc.	278,259
528	Grand Prairie, Tex.	277,334
529	Middletown, N.J.	277,219
530	Marion, Ind.	275,992
531	Mount Kisco, N.Y.	274,504
532	Newark, Cal.	273,244
533	Chillicothe, Ohio	273,091
534	York, Pa.	271,359
535	Olathe, Kans.	269,738
536	Natchez, Miss.	269,605
537	Augusta, Me.	269,362
538	Plattsburgh, N.Y.	269,317
539	Griffin, Ga.	269,006
540	Mount Vernon, Ill.	268,178
541	Lawrence, Kans.	268,014
542	Lancaster, Ohio	266,506
543	Reading, Pa.	266,342
544	Columbus, Miss.	266,334
545	Hemet, Cal.	265,973
546	Somerset, Ky.	265,789
547	Vernon, Conn.	265,410
548	Muskogee, Okla.	264,527
549	Goldsboro, N.C.	263,995
550	Fairmont, W.Va.	263,684
551	Fitchburg, Mass.	263,674
552	Edmond, Okla.	263,063
553	Michigan City, Ind.	262,839
554	Monroe, N.C.	262,482
555	Sheboygan, Wisc.	261,897
556	Meriden, Conn.	261,487
557	Russellville, Ark.	259,962
558	Mishawaka, Ind.	259,541
559	Vineland, N.J.	259,531
560	Brunswick, Ga.	259,360
561	Sheridan, Wyo.	259,232
562	Malden, Mass.	259,184
563	Sherman, Tex.	257,306
564	Jersey Shore, Pa.	256,704
565	Corvallis, Ore.	256,697
566	Stuart, Fla.	256,385
567	Clute, Tex.	255,811
568	Dover, Del.	255,499
569	Port Huron, Mich.	254,684
570	Somerville, N.J.	254,662
571	Shawnee, Okla.	253,817
572	Great Bend, Kans.	253,804
573	Florence, Ala.	253,514
574	Sedalia, Mo.	253,324
575	Zanesville, Ohio	253,218
576	Newburgh, N.Y.	252,429
577	Hanford, Cal.	252,136
578	Helena, Mont.	252,043
579	Cedar Falls, Ia.	251,977
580	Beverly, Mass.	251,466
581	Livermore, Cal.	251,218
582	Huntington Park, Cal.	250,218
583	Coeur d'Alene, Ida.	250,045
584	Elk City, Okla.	249,812
585	South Lake Tahoe, Cal.	249,284
586	Yuba City, Cal.	248,430
587	South Gate, Cal.	248,407
588	Uniontown, Pa.	248,365
589	New Britain, Conn.	247,134
590	Longview, Wash.	246,918
591	Kent, Wash.	245,663
592	Leesburg, Fla.	245,645
593	Porterville, Cal.	245,161
594	Lawrenceville, Ga.	245,143
595	Jamestown, N.Y.	244,484
596	Hendersonville, N.C.	244,364
597	Oswego, N.Y.	244,287
598	Woonsocket, R.I.	244,279
599	Chambersburg, Pa.	242,721
600	Lufkin, Tex.	242,162
601	Albert Lea, Minn.	242,017
602	Gainesville, Tex.	241,199
603	Carson City, Nev.	241,084
604	Wallingford, Conn.	241,039
605	Oregon City, Ore.	240,867
606	Morgan City, La.	239,974
607	Mason City, Ia.	239,630
608	Clinton, Ia.	238,870
609	Jasper, Ala.	238,379
610	Newark, Ohio	237,884
611	Del Rio, Tex.	237,617
612	Vernon, Tex.	236,202
613	Middletown, Ohio	235,928
614	Jackson, Mich.	235,640
615	Battle Creek, Mich.	235,229
616	Dover, N.J.	234,594
617	Bay City, Tex.	234,326
618	Wheeling, W.Va.	233,989
619	Marion, Ill.	233,849
620	Juneau, Ak.	233,487
621	Fort Dodge, Ia.	232,377
622	Lorain, Ohio	230,714
623	Jacksonville, Ark.	230,318
624	Lewisville, Tex.	230,097
625	Abbeville, La.	230,070
626	Paterson, N.J.	229,498
627	Morristown, Tenn.	229,256
628	Oak Ridge, Tenn.	229,236
629	La Grange, Ga.	229,153
630	Marlborough, Mass.	229,060
631	Petaluma, Cal.	229,049
632	Fond du Lac, Wisc.	229,029
633	Pekin, Ill.	228,986
634	Palm Beach, Fla.	227,424
635	Galesburg, Ill.	227,283
636	Kearney, Neb.	227,230
637	Wheaton, Ill.	227,087
638	Kalispell, Mont.	226,471
639	Barstow, Cal.	226,460
640	Auburn, N.Y.	226,361
641	Mount Pleasant, Mich.	225,720
642	Wooster, Ohio	225,691
643	Warner Robins, Ga.	225,076
644	Chapel Hill, N.C.	224,454
645	Asheboro, N.C.	224,006
646	Glens Falls, N.Y.	223,816
647	Rolling Meadows, Ill.	223,679
648	Saginaw, Mich.	223,485
649	Wilmington, Del.	223,447
650	West Memphis, Ark.	223,319
651	Chickasha, Okla.	223,122
652	Concord, N.C.	223,095
653	Jennings, La.	223,052
654	Haltom City, Tex.	222,902
655	Key West, Fla.	222,454
656	Springfield, Ohio	222,356
657	Cookeville, Tenn.	222,043
658	Pottstown, Pa.	222,016
659	Middletown, N.Y.	221,635
660	Rolla, Mo.	221,183
661	Niagara Falls, N.Y.	221,149
662	Harrisburg, Pa.	221,071
663	Warrensburg, Mo.	220,507
664	Madisonville, Ky.	220,491
665	El Centro, Cal.	219,066
666	Orangeburg, S.C.	219,010
667	Torrington, Conn.	218,892
668	Johnstown, Pa.	218,785
669	Lumberton, N.C.	218,298
670	Quakertown, Pa.	218,298
671	Warminster, Pa.	218,176
672	Effingham, Ill.	217,857
673	Nacogdoches, Tex.	217,198
674	Logan, Utah	217,168
675	Woodland, Cal.	216,933
676	Westfield, Mass.	216,865
677	Clarksburg, W.Va.	216,654
678	Wausau, Wisc.	216,321
679	Sanford, N.C.	216,045
680	Pampa, Tex.	215,861
681	Morgantown, W.Va.	215,586
682	Thibodaux, La.	215,323
683	Peekskill, N.Y.	214,443
684	Elk Grove Village, Ill.	214,381
685	El Dorado, Ark.	214,159
686	Muskegon, Mich.	214,015
687	Kankakee, Ill.	213,971
688	Lenoir, N.C.	213,411
689	Woodward, Okla.	212,786
690	New London, Conn.	212,519
691	Watertown, N.Y.	212,145
692	Hays, Kans.	212,140
693	Fontana, Cal.	212,114
694	Fulton, N.Y.	211,459
695	Ponca City, Okla.	211,354
696	Aberdeen, S.D.	211,141
697	Beloit, Wisc.	210,927
698	Schenectady, N.Y.	210,807
699	Middletown, Conn.	210,769
700	Ithaca, N.Y.	210,758
701	Kinston, N.C.	210,501
702	Lewiston, Me.	210,000
703	Decatur, Ala.	209,999
704	Carlisle, Pa.	209,982
705	Wilkes-Barre, Pa.	209,896
706	Conyers, Ga.	209,409
707	Williamsport, Pa.	208,182
708	Bristol, Conn.	208,110

TOTAL FOOD SALES

Metropolitan Statistical Areas (thousands)

1	Los Angeles-Long Beach, Ca	10,084,237
2	New York, N.Y	8,288,569
3	Chicago, Il	6,249,950
4	Philadelphia, Pa-N.J	5,610,737
5	Houston, Tx	5,480,423
6	Nassau-Suffolk, N.Y	4,915,649
7	Boston, Ma	4,883,233
8	Detroit, Mi	4,557,727
9	Washington, D.C-Md-Va	4,306,114
10	Atlanta, Ga	3,017,630
11	Dallas, Tx	2,971,058
12	Anaheim-Santa Ana, Ca	2,922,767
13	Tampa-St. Petersburg-Clearwater, Fl	2,918,028
14	Newark, N.J	2,755,221
15	Pittsburgh, Pa	2,700,095
16	Minneapolis-St. Paul, Mn-Wi	2,653,542
17	Baltimore, Md	2,618,406
18	San Francisco, Ca	2,589,248
19	Oakland, Ca	2,575,870
20	Seattle, Wa	2,547,827
21	St. Louis, Mo-Il	2,546,724
22	San Diego, Ca	2,317,456
23	Denver, Co	2,277,809
24	Cleveland, Oh	2,266,866
25	Miami-Hialeah, Fl	2,224,344
26	Riverside-San Bernardino, Ca	2,222,860
27	Phoenix, Az	2,222,484
28	San Jose, Ca	2,118,807
29	New Orleans, La	2,013,011
30	Indianapolis, In	1,863,289
31	Bergen-Passaic, N.J	1,846,845
32	Cincinnati, Oh-Ky-In	1,804,930
33	Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,791,077
34	Sacramento, Ca	1,689,874
35	Fort Worth-Arlington, Tx	1,619,281
36	Norfolk-Virginia Beach-Newport News, Va	1,574,997
37	San Antonio, Tx	1,521,135
38	Rochester, N.Y	1,515,918
39	Portland, Or	1,497,363
40	Milwaukee, Wi	1,486,931
41	Middlesex-Somerset-Hunterdon, N.J	1,432,367
42	Oklahoma City, Ok	1,386,888
43	Monmouth-Ocean, N.J	1,327,484
44	Columbus, Oh	1,289,238
45	Orlando, Fl	1,287,940
46	Charlotte-Gastonia-Rock Hill, N.C-S.C	1,245,298
47	Buffalo, N.Y	1,194,589
48	Memphis, Tn-Ar-Ms	1,181,516
49	Birmingham, Al	1,177,664
50	Richmond-Petersburg, Va	1,142,884
51	West Palm Beach-Boca Raton-Delray, Fl	1,138,482
52	Hartford, Ct	1,112,438
53	Kansas City, Mo	1,046,231
54	Syracuse, N.Y	1,044,513
55	Louisville, Ky-In	1,035,990
56	Nashville, Tn	1,028,625
57	Salt Lake City-Ogden, Ut	1,022,936
58	Tucson, Az	993,008
59	Greensboro-Winston-Salem-High Point, N.C	962,378
60	Dayton-Springfield, Oh	925,856
61	Albany-Schenectady-Troy, N.Y	903,600
62	Tulsa, Ok	897,622
63	Atlantic City, N.J	840,610
64	Jacksonville, Fl	830,506
65	Oxnard-Ventura, Ca	816,613
66	Akron, Oh	810,358
67	Allentown-Bethlehem, Pa-N.J	788,205
68	Honolulu, Hi	786,001
69	Toledo, Oh	772,994
70	Austin, Tx	761,702
71	Grand Rapids, Mi	758,930
72	Las Vegas, Nv	753,237
73	Greenville-Spartanburg, S.C	747,789
74	Scranton-Wilkes Barre, Pa	747,628
75	Raleigh-Durham, N.C	743,161
76	Beaumont-Port Arthur, Tx	740,713
77	Gary-Hammond, In	733,277
78	Springfield, Ma	724,148
79	Wilmington, De-N.J- Md	720,004
80	Knoxville, Tn	717,303
81	Corpus Christi, Tx	714,668
82	Fresno, Ca	713,836
83	Youngstown-Warren, Oh	673,978
84	Bridgeport-Milford, Ct	664,209
85	Harrisburg-Lebanon-Carlisle, Pa	652,231
86	Providence, R.I	642,385
87	Omaha, Ne-Ia	636,129
88	Little Rock-North Little Rock, Ar	627,619
89	Columbia, S.C	622,102
90	Poughkeepsie, N.Y	616,824
91	Brownsville-Harlingen, Tx	612,929
92	Bakersfield, Ca	601,403
93	New Haven-Meriden, Ct	596,324
94	Kansas City, Ks	581,933
95	Wichita, Ks	565,283
96	Lawrence-Haverhill, Ma-N.H.	564,373
97	Albuquerque, N.M	548,518
98	Orange, N.Y	521,681
99	Lake County, Il	518,306
100	Johnson City-Kingsport-Bristol, Tn-Va	512,811
101	Santa Rosa-Petaluma, Ca	505,759
102	Charleston, W.V	499,080
103	Worcester, Ma	481,780
104	York, Pa	475,061
105	Baton Rouge, La	473,978
106	Brazoria, Tx	472,160
107	Mobile, Al	467,759
108	Lakeland-Winter Haven, Fl	467,257
109	Canton, Oh	467,088
110	Des Moines, Ia	457,083
111	Saginaw-Bay City-Midland, Mi	456,805
112	Fort Myers, Fl	456,617
113	Chattanooga, Tn-Ga	454,425
114	Santa Barbara-Santa Maria-Lompoc, Ca	451,357
115	Lansing-East Lansing, Mi	443,518
116	Stockton, Ca	439,837
117	Charleston, S.C	437,855
118	Jackson, Ms	431,655
119	Lafayette, La	429,630
120	Vallejo-Fairfield-Napa, Ca	428,775
121	Jersey City, N.J	427,770
122	Tacoma, Wa	426,673
123	Trenton, N.J	426,638
124	Lancaster, Pa	416,448
125	Stamford, Ct	413,310
126	Salem-Gloucester, Ma	407,419
127	Salinas-Seaside-Monterey, Ca	398,612

128	El Paso, Tx	398,341
129	Portsmouth-Dover-Rochester, N.H.-Me	397,596
130	Fort Wayne, In	388,756
131	Daytona Beach, Fl	384,007
132	McAllen-Edinburg-Mission, Tx	382,134
133	Davenport-Rock Island-Moline, Ia-Il	379,135
134	New London-Norwich, Ct-R.I.	377,654
135	Alton-Granite City, Il	372,792
136	Tyler, Tx	370,835
137	Colorado Springs, Co	370,110
138	Lubbock, Tx	364,270
139	Augusta, Ga-S.C	362,680
140	Huntington-Ashland, W.V-Ky-Oh	362,552
141	Lowell, Ma-N.H.	362,464
142	Sarasota, Fl	361,138
143	Melbourne-Titusville-Palm Bay, Fl	361,072
144	Flint, Mi	358,710
145	Peoria, Il	358,039
146	Modesto, Ca	347,277
147	Utica-Rome, N.Y	345,280
148	Ann Arbor, Mi	343,151
149	Lake Charles, La	343,108
150	Binghamton, N.Y	339,430
151	Appleton-Oshkosh-Neenah, Wi	337,161
152	Roanoke, Va	336,689
153	Reading, Pa	329,433
154	Lexington-Fayette, Ky	329,036
155	Visalia-Tulare-Porterville, Ca	327,787
156	Amarillo, Tx	325,469
157	Evansville, In-Ky	321,644
158	Spokane, Wa	316,462
159	Shreveport, La	315,425
160	Pensacola, Fl	313,084
161	Houma-Thibodaux, La	306,025
162	Madison, Wi	300,140
163	Wheeling, W.V-Oh	299,644
164	Portland, Me	295,940
165	Boulder-Longmont, Co	295,280
166	Rockford, Il	292,184
167	East St. Louis-Belleville, Il	288,607
168	Aurora-Elgin, Il	287,565
169	Reno, Nv	284,433
170	Santa Cruz, Ca	275,670
171	Springfield, Mo	271,210
172	Bradenton, Fl	271,208
173	Johnstown, Pa	269,534
174	Gainesville, Fl	269,448
175	Waterbury, Ct	269,048
176	Kalamazoo, Mi	265,710
177	Macon-Warner Robins, Ga	261,302
178	Savannah, Ga	259,710
179	San Angelo, Tx	256,964
180	Lorain-Elyria, Oh	255,841
181	Odessa, Tx	253,124
182	Joliet, Il	250,441
183	Erie, Pa	249,925
184	Danbury, Ct	248,595
185	Longview-Marshall, Tx	247,310
186	Norwalk, Ct	247,203
187	Laredo, Tx	243,816
188	Anchorage, Ak	243,275
189	Waco, Tx	243,125
190	Biloxi-Gulfport, Ms	242,876
191	Hamilton-Middletown, Oh	241,621
192	Galveston-Texas City, Tx	240,046
193	Eugene-Springfield, Or	238,076
194	Nashua, N.H.	232,916
195	Hickory, N.C	232,862
196	Fort Smith, Ar-Ok	230,083
197	Fayetteville, N.C	229,021
198	Provo-Orem, Ut	221,812
199	Duluth, Mn-Wi	221,226
200	Fort Pierce, Fl	221,140
201	South Bend-Mishawaka, In	217,647
202	Salem, Or	217,282
203	Boise City, Id	214,142
204	Columbus, Ga-Al	210,160
205	Midland, Tx	209,462
206	Tallahassee, Fl	208,496
207	Montgomery, Al	207,139
208	Billings, Mt	206,662
209	Springfield, Il	205,618
210	Niagara Falls, N.Y	203,323
211	Asheville, N.C	200,587
212	Olympia, Wa	200,174
213	Beaver, Pa	200,109
214	Lynchburg, Va	199,914
215	New Britain, Ct	194,306
216	Cedar Rapids, Ia	193,238
217	Green Bay, Wi	192,754
218	Texarkana, Tx-Ar	192,267
219	Manchester, N.H.	190,766
220	Wilmington, N.C	190,039
221	Brockton, Ma	189,699
222	Mansfield, Oh	183,692
223	Chico, Ca	181,029
224	Charlottesville, Va	178,774
225	Ocala, Fl	176,303
226	Lincoln, Ne	173,380
227	Joplin, Mo	173,197
228	Abilene, Tx	173,108
229	Parkersburg-Marietta, W.V-Oh	170,918
230	Florence, Al	170,474
231	Redding, Ca	168,109
232	Topeka, Ks	167,601
233	Steubenville-Weirton, Oh-W.V	167,557
234	Racine, Wi	167,201
235	Killeen-Temple, Tx	166,185
236	Vancouver, Wa	163,806
237	Champaign-Urbana-Rantoul, Il	163,462
238	Fort Collins-Loveland, Co	163,408
239	Yakima, Wa	163,392
240	Richland-Kennewick-Pasco, Wa	163,364
241	Huntsville, Al	162,519
242	Lima, Oh	161,690
243	Bremerton, Wa	161,460
244	Waterloo-Cedar Falls, Ia	159,243
245	Fargo-Moorhead, N.D-Mn	157,104
246	Fall River, Ma-R.I.	153,213
247	New Bedford, Ma	152,335
248	Altoona, Pa	151,232
249	Benton Harbor, Mi	150,873
250	Jackson, Mi	150,143
251	Kenosha, Wi	149,464
252	Owensboro, Ky	147,399
253	Bangor, Me	143,854
254	Muskegon, Mi	143,612
255	Wichita Falls, Tx	143,124
256	Greeley, Co	142,579
257	Anderson, S.C	141,236
258	Glens Falls, N.Y	140,943
259	State College, Pa	140,644
260	Sharon, Pa	139,887
261	St. Cloud, Mn	139,833
262	Vineland-Millville-Bridgeton, N.J	139,794
263	Bloomington-Normal, Il	139,299
264	Danville, Va	139,093
265	Medford, Or	138,333
266	Williamsport, Pa	136,427
267	Decatur, Il	135,112
268	Burlington, N.C	135,019
269	Fitchburg-Leominster, Ma	134,806
270	Athens, Ga	134,321
271	Enid, Ok	134,201
272	Janesville-Beloit, Wi	133,857
273	Terre Haute, In	133,089
274	Sioux City, Ia-Ne	132,704
275	Yuba City, Ca	130,397
276	Muncie, In	128,172
277	Pueblo, Co	127,666
278	Elkhart-Goshen, In	126,692
279	Victoria, Tx	125,604
280	Columbia, Mo	124,864
281	Tuscaloosa, Al	123,237
282	Burlington, Vt	122,713
283	Florence, S.C	121,589
284	Anderson, In	121,269
285	Monroe, La	118,809
286	Battle Creek, Mi	116,333
287	Sioux Falls, S.D	114,977
288	Fort Walton Beach, Fl	111,784
289	Eau Claire, Wi	110,991
290	Bryan-College Station, Tx	110,899
291	Fayetteville-Springdale, Ar	110,639
292	Lafayette, In	110,351
293	Pittsfield, Ma	108,723
294	La Crosse, Wi	107,263
295	Anniston, Al	107,033
296	Panama City, Fl	106,515
297	Sherman-Denison, Tx	105,948
298	Hagerstown, Md	105,277
299	Bismarck, N.D	104,737
300	Rochester, Mn	103,881
301	Lawton, Ok	103,171
302	Albany, Ga	102,873
303	Las Cruces, N.M	101,612
304	Dothan, Al	101,504
305	Alexandria, La	100,558
306	St. Joseph, Mo	99,970
307	Kokomo, In	99,697
308	Elmira, N.Y	99,241
309	Gadsden, Al	99,101
310	Cumberland, Md-W.V	98,485
311	Bellingham, Wa	97,766
312	Dubuque, Ia	97,562
313	Great Falls, Mt	95,435
314	Sheboygan, Wi	92,322
315	Bloomington, In	91,265
316	Clarksville-Hopkinsville, Tn- Ky	91,031
317	Kankakee, Il	88,536
318	Iowa City, Ia	87,705
319	Lewiston-Auburn, Me	85,422
320	Wausau, Wi	82,543
321	Casper, Wy	81,796
322	Pascagoula, Ms	75,039
323	Middletown, Ct	74,680
324	Pine Bluff, Ar	70,542
325	Jacksonville, N.C	68,487
326	Bristol, Ct	64,359
327	Lawrence, Ks	63,088
328	Grand Forks, N.D	58,073

Leading counties (thousands)

1	Los Angeles, Cal.	10,084,237
2	Cook, Ill.	5,259,598
3	Harris, Tex.	4,705,328
4	Orange, Cal.	2,922,767
5	Middlesex, Mass.	2,531,962
6	Nassau, N.Y.	2,524,883
7	Suffolk, N.Y.	2,390,766
8	San Diego, Cal.	2,317,456
9	Dallas, Tex.	2,267,338
10	Dade, Fla.	2,224,344
11	Maricopa, Ariz.	2,222,484
12	Santa Clara, Cal.	2,118,807
13	King, Wash.	2,062,489
14	New York, N.Y.	1,881,901
15	Wayne, Mich.	1,868,489
16	Broward, Fla.	1,791,077
17	Allegheny, Pa.	1,783,673
18	Cuyahoga, Ohio	1,757,608
19	Westchester, N.Y.	1,717,159
20	Alameda, Cal.	1,622,634
21	St. Louis, Mo.	1,579,087
22	Oakland, Mich.	1,561,374
23	Queens, N.Y.	1,525,743
24	Tarrant, Tex.	1,475,307
25	Marion, Ind.	1,474,709
26	Kings, N.Y.	1,402,768
27	Bergen, N.J.	1,349,942
28	Bexar, Tex.	1,320,960
29	Fairfield, Conn.	1,316,034
30	Hillsborough, Fla.	1,313,074
31	Philadelphia, Pa.	1,306,664
32	Pinellas, Fla.	1,278,674
33	San Bernardino, Cal.	1,236,924
34	Hennepin, Minn.	1,228,518
35	Erie, N.Y.	1,194,589
36	Monroe, N.Y.	1,189,636
37	Jefferson, La.	1,180,907
38	Sacramento, Cal.	1,178,296
39	Hartford, Conn.	1,160,272
40	Morris, N.J.	1,152,553
41	Palm Beach, Fla.	1,138,482
42	Norfolk, Mass.	1,117,597
43	San Francisco, Cal.	1,112,160
44	Baltimore, Md.	1,087,898
45	Hamilton, Ohio	1,053,756
46	San Mateo, Cal.	1,042,685
47	Shelby, Tenn.	1,041,349
48	Oklahoma, Okla.	1,038,411
49	New Haven, Conn.	1,023,965
50	Orange, Fla.	1,006,832
51	Pima, Ariz.	993,006
52	Riverside, Cal.	985,936
53	Jefferson, Ala.	981,040
54	Franklin, Ohio	965,476
55	Contra Costa, Cal.	953,236
56	Montgomery, Pa.	943,470
57	Milwaukee, Wisc.	932,166
58	Monmouth, N.J.	921,630
59	Prince Georges, Md.	919,837
60	Montgomery, Md.	902,627
61	Middlesex, N.J.	899,034
62	Bronx, N.Y.	894,380
63	Du Page, Ill.	845,594
64	Ventura, Cal.	816,613
65	Fairfax, Va.	808,643
66	Jefferson, Ky.	808,095
67	Essex, N.J.	786,992
68	Honolulu, Hi.	786,001
69	Worcester, Mass.	785,168
70	Essex, Mass.	784,982
71	Salt Lake, Utah	775,243
72	Macomb, Mich.	767,003
73	Clark, Nev.	753,237
74	Delaware, Pa.	750,493
75	Onondaga, N.Y.	744,184
76	De Kalb, Ga.	735,028
77	Fulton, Ga.	729,729
78	Fresno, Cal.	713,836
79	Suffolk, Mass.	710,886
80	Jackson, Mo.	701,114
81	Camden, N.J.	695,321
82	Summit, Ohio	692,043
83	Tulsa, Okla.	685,481
84	Bucks, Pa.	684,500
85	Atlantic, N.J.	677,891
86	Denver, Colo.	667,406
87	Rockingham, N.H.	662,687
88	Lake, Ind.	643,614
89	Davidson, Tenn.	635,073
90	Nueces, Tex.	634,280
91	Union, N.J.	631,249
92	Lucas, Ohio	624,335
93	Dutchess, N.Y.	616,824
94	Travis, Tex.	615,059
95	Cameron, Tex.	612,929
96	Kern, Cal.	601,403
97	Baltimore City, Md.	601,207
98	Kent, Mich.	597,046
99	Mecklenburg, N.C.	596,151
100	New Castle, Del.	590,967
101	Providence, R.I.	590,929
102	Montgomery, Ohio	590,322
103	Ramsey, Minn.	589,586
104	Duval, Fla.	577,154
105	Anne Arundel, Md.	561,555
106	Arapahoe, Colo.	558,814
107	Jefferson, Colo.	556,264
108	Bernalillo, N.M.	548,518
109	Plymouth, Mass.	536,512
110	Burlington, N.J.	524,294
111	District of Columbia, D.C.	522,771
112	Orange, N.Y.	521,681
113	Washington, Ore.	518,694
114	Lake, Ill.	518,306
115	Pulaski, Ark.	517,913
116	Hampden, Mass.	508,158
117	Sedgewick, Kans.	506,535
118	Sonoma, Cal.	505,759
119	Jefferson, Tex.	502,624
120	Cobb, Ga.	502,218
121	Passaic, N.J.	496,903
122	Bristol, Mass.	490,008
123	Multnomah, Ore.	489,783
124	Snohomish, Wash.	485,338
125	Chester, Pa.	482,143
126	Westmoreland, Pa.	482,112
127	Brazoria, Tex.	472,160
128	Douglas, Neb.	470,536
129	Adams, Colo.	468,683
130	Greenville, S.C.	467,400
131	Polk, Fla.	467,257
132	Kanawha, W.Va.	465,141
133	Lee, Fla.	456,617
134	Santa Barbara, Cal.	451,357
135	Hillsborough, N.H.	445,789
136	Stark, Ohio	442,444
137	San Joaquin, Cal.	439,837
138	Marin, Cal.	434,403
139	Waukesha, Wisc.	430,119
140	Wake, N.C.	430,108
141	Hudson, N.J.	427,770
142	Pierce, Wash.	426,673
143	Mercer, N.J.	426,638
144	York, Pa.	419,034
145	Lehigh, Pa.	418,393
146	Orleans, La.	416,920
147	Lancaster, Pa.	416,448
148	Guilford, N.C.	415,062
149	Clackamas, Ore.	414,519
150	Knox, Tenn.	408,752
151	Richmond, N.Y.	407,620
152	Ocean, N.J.	405,854
153	Polk, Ia.	400,858
154	Monterey, Cal.	398,612
155	El Paso, Tex.	398,341
156	Richland, S.C.	397,273
157	Virginia Beach, Va.	387,541
158	Albany, N.Y.	385,902
159	Lafayette, La.	385,373
160	Volusia, Fla.	384,007
161	Rockland, N.Y.	383,338
162	Hidalgo, Tex.	382,134
163	Montgomery, Tex.	375,349
164	Cumberland, Me.	373,524
165	Barnstable, Mass.	372,452
166	Smith, Tex.	370,835
167	El Paso, Colo.	370,110
168	St. Louis City, Mo.	364,372
169	Lubbock, Tex.	364,270
170	Sarasota, Fla.	361,138
171	Brevard, Fla.	361,072
172	Mobile, Ala.	360,184
173	Genesee, Mich.	358,710
174	Somerset, N.J.	356,205
175	Madison, Ill.	355,688
176	Stanislaus, Cal.	347,277
177	Johnson, Kans.	344,942
178	Anoka, Minn.	344,508
179	Washtenaw, Mich.	343,151
180	Mahoning, Ohio	343,127
181	Calcasieu, La.	343,108
182	Luzerne, Pa.	332,281
183	Trumbull, Ohio	330,851
184	Hinds, Miss.	330,467
185	Berks, Pa.	329,433
186	Tulare, Cal.	327,787
187	East Baton Rouge, La.	322,801
188	Collin, Tex.	321,604
189	Lake, Ohio	319,748
190	Dauphin, Pa.	318,897
191	New London, Conn.	317,716

192 Spokane, Wash.	316,462
193 Henrico, Va.	314,678
194 Ingham, Mich.	311,330
195 Forsyth, N.C.	310,435
196 Hamilton, Tenn.	306,903
197 St. Charles, Mo.	305,400
198 Allen, Ind.	304,353
199 Chesterfield, Va.	300,186
200 Dane, Wisc.	300,140
201 Ulster, N.Y.	299,750
202 Oneida, N.Y.	297,022
203 Boulder, Colo.	295,280
204 Norfolk, Va.	294,717
205 Gwinnett, Ga.	290,714
206 Solano, Cal.	288,983
207 Broome, N.Y.	288,905
208 Charleston, S.C.	287,128
209 Washoe, Nev.	284,433
210 Fort Bend, Tex.	276,764
211 Santa Cruz, Cal.	275,670
212 Manatee, Fla.	271,208
213 Kalamazoo, Mich.	265,710
214 Winnebago, Ill.	264,456
215 St. Clair, Ill.	264,391
216 Kane, Ill.	263,901
217 Pasco, Fla.	260,442
218 Richmond, Va.	259,707
219 Tom Green, Tex.	256,964
220 Lorain, Ohio	255,841
221 St. Tammany, La.	255,624
222 Greene, Mo.	253,626
223 Ector, Tex.	253,124
224 Washington, Pa.	252,864
225 Saginaw, Mich.	252,462
226 Erie, Pa.	249,925
227 Chatham, Ga.	249,604
228 Caddo, La.	248,806
229 Webb, Tex.	243,816
230 Anchorage, Ak.	243,275
231 McLennan, Tex.	243,125
232 Clayton, Ga.	241,881
233 Butler, Ohio	241,621
234 Galveston, Tex.	240,046
235 Alachua, Fla.	239,932
236 Hawaii, Hi.	239,297
237 Denton, Tex.	239,080
238 Lane, Ore.	238,076
239 Lackawanna, Pa.	237,188
240 Cumberland, N.C.	229,021
241 Belmont, Ohio	228,016
242 Lexington, S.C.	224,829
243 Gloucester, N.J.	223,852
244 Arlington, Va.	222,170
245 Utah, Utah	221,812
246 Spartanburg, S.C.	221,456
247 Oswego, N.Y.	219,959
248 San Luis Obispo, Cal.	218,821
249 Will, Ill.	218,756
250 St. Joseph, Ind.	217,647
251 Clay, Mo.	214,741
252 Placer, Cal.	214,325
253 Ada, Ida.	214,142
254 Northampton, Pa.	211,912
255 Midland, Tex.	209,462
256 Clermont, Ohio	207,682
257 Escambia, Fla.	207,638
258 Durham, N.C.	207,201
259 Yellowstone, Mont.	206,662
260 Outagamie, Wisc.	206,075
261 Harrison, Miss.	205,918
262 Niagara, N.Y.	203,323
263 Cumberland, Pa.	202,806
264 Kenton, Ky.	201,903
265 Fayette, Ky.	201,381
266 Sussex, Del.	200,786
267 Buncombe, N.C.	200,387
268 Chesapeake, Va.	200,177
269 Thurston, Wash.	200,174
270 Beaver, Pa.	200,109
271 Vanderburgh, Ind.	199,472
272 Sangamon, Ill.	199,107
273 Butler, Pa.	197,479
274 Sullivan, Tenn.	196,407
275 Linn, Ia.	193,238
276 Seminole, Fla.	193,023
277 Brown, Wisc.	192,754
278 Terrebonne, La.	192,711
279 Penobscot, Me.	192,433
280 Raleigh, W.Va.	191,254
281 Peoria, Ill.	190,377
282 New Hanover, N.C.	190,039
283 Kent, R.I.	188,412
284 Prince William, Va.	187,517
285 Orange, Tex.	187,492
286 Chautauqua, N.Y.	186,920
287 Marion, Ore.	186,895
288 Cambria, Pa.	186,824
289 Collier, Fla.	185,768
290 Jefferson, Mo.	185,520
291 Hampton, Va.	185,084
292 Sussex, N.J.	184,427
293 Richland, Ohio	183,692
294 St. Louis, Minn.	182,364
295 Leon, Fla.	182,192
296 Fayette, Pa.	181,446
297 Butte, Cal.	181,029
298 Iberia, La.	180,731
299 Gaston, N.C.	177,805
300 Hunterdon, N.J.	177,128
301 Litchfield, Conn.	176,927
302 Marion, Fla.	176,303
303 Richmond, Ga.	175,942
304 Muscogee, Ga.	174,527
305 Alexandria, Va.	173,801
306 Lancaster, Neb.	173,380
307 Taylor, Tex.	173,108
308 Newport News, Va.	172,202
309 Dakota, Minn.	170,976
310 Wyandotte, Kans.	170,927
311 Schenectady, N.Y.	169,302
312 Randall, Tex.	169,211
313 Berkshire, Mass.	168,475
314 Cleveland, Okla.	168,234
315 Shasta, Cal.	168,109
316 Shawnee, Kans.	167,601
317 Racine, Wisc.	167,201
318 Scott, Ia.	166,929
319 Imperial, Cal.	166,337
320 Rock Island, Ill.	164,350
321 Bibb, Ga.	164,075
322 Clark, Wash.	163,806
323 Champaign, Ill.	163,462
324 Larimer, Colo.	163,408
325 Yakima, Wash.	163,392
326 Cape May, N.J.	162,719
327 Madison, Ala.	162,519
328 Yolo, Cal.	161,938
329 Ottawa, Mich.	161,884
330 Humboldt, Cal.	161,730
331 Kitsap, Wash.	161,460
332 Weber, Utah	159,675
333 Sebastian, Ark.	158,366
334 Tolland, Conn.	156,518
335 Potter, Tex.	156,258
336 Gregg, Tex.	155,744
337 Horry, S.C.	154,070
338 Merced, Cal.	152,886
339 Mesa, Colo.	151,881
340 Indian River, Fla.	151,362
341 Blair, Pa.	151,232
342 Kennebec, Me.	151,229
343 Berrien, Mich.	150,873
344 Jackson, Mich.	150,143
345 Kenosha, Wisc.	149,464
346 Daviess, Ky.	147,399
347 Montgomery, Ala.	145,674
348 Merrimack, N.H.	145,583
349 Tazewell, Ill.	145,325
350 Catawba, N.C.	145,091
351 Middlesex, Conn.	144,994
352 McHenry, Ill.	144,758
353 Muskegon, Mich.	143,612
354 Stephens, Okla.	143,295
355 Wichita, Tex.	143,124
356 Rensselaer, N.Y.	143,064
357 Lake, Fla.	142,585
358 Weld, Colo.	142,579
359 York, S.C.	142,206
360 Scioto, Ohio	142,012
361 Anderson, S.C.	141,236
362 Centre, Pa.	140,644
363 Bowie, Tex.	140,584
364 Guadalupe, Tex.	140,332
365 St. Mary, La.	140,119
366 Mercer, Pa.	139,887
367 Cumberland, N.J.	139,794
368 Napa, Cal.	139,792
369 Hampshire, Mass.	139,605
370 McLean, Ill.	139,299
371 Roanoke, Va.	138,850
372 Harford, Md.	138,617
373 Yavapai, Ariz.	138,489
374 Bell, Tex.	138,433
375 Jackson, Ore.	138,333
376 Washington, Minn.	137,218
377 Black Hawk, Ia.	136,521
378 Lycoming, Pa.	136,427
379 Portsmouth, Va.	135,667
380 El Dorado, Cal.	135,315
381 Macon, Ill.	135,112
382 Tazewell, Va.	135,107
383 Alamance, N.C.	135,019
384 Ontario, N.Y.	134,254
385 Garfield, Okla.	134,201
386 Rock, Wisc.	133,857
387 York, Me.	133,357
388 Aiken, S.C.	132,084
389 Washington, Okla.	129,246
390 La Salle, Ill.	128,981
391 Cabell, W.Va.	128,581
392 Delaware, Ind.	128,172
393 Pueblo, Colo.	127,666
394 Howard, Md.	127,395
395 Warren, Ky.	127,084
396 Roanoke, Va.	127,047
397 Greene, Ohio	126,859
398 Charlottesville, Va.	126,738
399 Elkhart, Ind.	126,692
400 Lawrence, Pa.	125,809
401 Victoria, Tex.	125,604
402 Anderson, Tex.	125,518
403 Boone, Mo.	124,864
404 St. Clair, Mich.	124,498
405 Chittenden, Vt.	123,634
406 Tuscaloosa, Ala.	123,237
407 Benton, Wash.	122,579
408 Jasper, Mo.	122,184
409 Hall, Ga.	122,022
410 St. Landry, La.	121,594
411 Florence, S.C.	121,589
412 Madison, Ind.	121,269
413 Clark, Ohio	120,464
414 Frederick, Md.	120,248
415 Clinton, N.Y.	119,996
416 Lea, N.M.	119,831
417 Monroe, Fla.	119,376
418 Ouachita, La.	118,809
419 Washington, R.I.	118,380
420 Portage, Ohio	118,315
421 Fairfax, Va.	117,889
422 Carter, Okla.	117,828
423 Spotsylvania, Va.	117,435
424 Calhoun, Mich.	116,333
425 Lynchburg, Va.	116,148
426 Columbiana, Ohio	115,530
427 Warren, N.J.	115,103
428 Minnehaha, S.D.	114,977
429 Franklin, Ky.	114,486
430 Campbell, Ky.	114,022
431 Allen, Ohio	113,915
432 San Juan, N.M.	113,892
433 Saratoga, N.Y.	113,846
434 Pike, Ky.	113,722
435 Schuylkill, Pa.	113,385
436 Lafourche, La.	113,314
437 Beaufort, S.C.	113,303
438 Clearfield, Pa.	113,259
439 St. Johns, Fla.	112,747
440 Okaloosa, Fla.	111,784
441 St. Lucie, Fla.	111,594
442 Canyon, Ida.	111,397
443 Steuben, N.Y.	111,074
444 Brazos, Tex.	110,899
445 Washington, Ark.	110,639
446 Wayne, Ohio	110,519
447 Tippecanoe, Ind.	110,351
448 Woodbury, Ia.	110,287
449 Missoula, Mont.	109,947
450 Lebanon, Pa.	109,940
451 Martin, Fla.	109,546
452 St. Lawrence, N.Y.	109,233
453 Franklin, Pa.	109,146
454 Pitt, N.C.	108,767
455 Bay, Mich.	108,271
456 Danville, Va.	108,249
457 Wood, Ohio	108,084
458 Baldwin, Ala.	107,575
459 Vigo, Ind.	107,373
460 La Crosse, Wisc.	107,263
461 Calhoun, Ala.	107,033
462 Harrison, W.Va.	106,582
463 Hancock, Ohio	106,567
464 Bay, Fla.	106,515
465 Winnebago, Wisc.	106,505
466 Maui, Hi.	106,344
467 Grayson, Tex.	105,948
468 Rowan, N.C.	105,616
469 Deschutes, Ore.	105,497
470 Santa Rosa, Fla.	105,446
471 Washington, Md.	105,277
472 Lauderdale, Miss.	105,220
473 Cass, N.D.	104,971
474 Washington, Tenn.	104,644
475 Wayne, N.Y.	104,604
476 Beckham, Okla.	104,299
477 Washington, Miss.	104,016
478 Olmsted, Minn.	103,881
479 Jefferson, N.Y.	103,309
480 Stearns, Minn.	103,295
481 Hendricks, Ind.	103,268
482 Comanche, Okla.	103,171
483 Clay, Fla.	102,991
484 Sweetwater, Wyo.	102,974
485 Medina, Ohio	102,813
486 Indiana, Pa.	102,781
487 Colbert, Ala.	102,376
488 Tompkins, N.Y.	102,282
489 Custer, Okla.	102,065
490 Wood, W.Va.	101,693
491 Dona Ana, N.M.	101,612
492 Monroe, Mich.	101,581
493 Santa Fe, N.M.	100.952
494 Androscoggin, Me.	100,714
495 Rapides, La.	100,558
496 Clarke, Ga.	100,313
497 Mendocino, Cal.	100,052
498 Boone, Ky.	99,985
499 Madison, Tenn.	99,980
500 Buchanan, Mo.	99,970
501 Sullivan, N.Y.	99,653
502 Dougherty, Ga.	99,466
503 Chemung, N.Y.	99,241
504 Etowah, Ala.	99,101
505 Coconino, Ariz.	99,019
506 Licking, Ohio	98,875
507 Iredell, N.C.	98,716
508 Jim Wells, Tex.	98,650
509 La Porte, Ind.	98,228
510 Cayuga, N.Y.	98,031
511 Whatcom, Wash.	97,766
512 Dubuque, Ia.	97,562
513 Loudoun, Va.	96,915
514 Yuma, Ariz.	96,434
515 Franklin, Mo.	96,188
516 Midland, Mich.	96,072
517 Grafton, N.H.	95,944
518 Williamson, Tex.	95,899
519 Cabarrus, N.C.	95,852
520 Flathead, Mont.	95,640
521 Aroostook, Me.	95,601
522 Strafford, N.H.	95,458
523 Cascade, Mont.	95,435
524 Robeson, N.C.	94,687
525 Sumner, Tenn.	94,531
526 Jefferson, Ohio	94,444
527 Warren, N.Y.	94,112
528 Henderson, N.C.	93,847
529 Lowndes, Ga.	93,475
530 Grand Traverse, Mich.	93,197
531 Liberty, Tex.	92,850
532 Rockingham, N.C.	92,725
533 Pottawattamie, Ia.	92,471
534 Pennington, S.D.	92,442
535 Sheboygan, Wisc.	92,322
536 Sumter, S.C.	92,284
537 Harrison, Tex.	91,566
538 Kings, Cal.	91,481
539 Monroe, Ind.	91,265
540 Warren, Miss.	91,259
541 Cattaraugus, N.Y.	90,755
542 Warren, Ohio	90,465
543 Carroll, Ga.	90,416
544 Nevada, Cal.	90,186
545 Tangipahoa, La.	90,185
546 Lenawee, Mich.	90,170
547 Rutherford, Tenn.	90,050
548 Live Oak, Tex.	89,680
549 Porter, Ind.	89,663
550 Benton, Ark.	89,660
551 Anderson, Tenn.	89,427
552 Kootenai, Ida.	89,015
553 Fairfield, Ohio	89,009
554 Kankakee, Ill.	88,536
555 McCracken, Ky.	88,510
556 Miami, Ohio	88,211
557 Bannock, Ida.	88,183
558 Osceola, Fla.	88,085
559 Creek, Okla.	88,030
560 Davis, Utah	88,018
561 Washington, Fla.	87,955
562 Johnson, Ia.	87,705
563 Vermilion, Ill.	87,618
564 Howard, Tex.	87,374
565 Johnston, N.C.	87,056
566 Nash, N.C.	86,755
567 McKinley, N.M.	86,702
568 Geauga, Ohio	86,697
569 Armstrong, Pa.	86,651
570 Pulaski, Ky.	86,549
571 Fond du Lac, Wisc.	86,539
572 Glynn, Ga.	86,483
573 Carroll, Md.	86,478
574 Marion, W.Va.	86,398
575 Vermilion, La.	86,194
576 Union, N.C.	85,876
577 Newport, R.I.	85,764
578 Shiawassee, Mich.	85,543
579 Jones, Miss.	85,483
580 Citrus, Fla.	85,456
581 Adams, Ill.	85,199
582 Davidson, N.C.	85,174
583 Whitfield, Ga.	84,952
584 Cleveland, N.C.	84,265
585 Monroe, Pa.	83,973
586 Parker, Tex.	83,945
587 Allegany, Md.	83,759
588 Cullman, Ala.	83,717
589 Floyd, Ga.	83,415
590 Wicomico, Md.	83,314
591 Navarro, Tex.	83,128
592 Randolph, N.C.	83,110
593 Cole, Mo.	83,097
594 Blount, Tenn.	82,850
595 Somerset, Pa.	82,710
596 Marathon, Wisc.	82,543
597 Skagit, Wash.	82,426
598 Livingston, Mich.	82,340
599 Pottawatomie, Okla.	82,179
600 Somerset, Me.	82,122
601 Wilson, N.C.	81,994
602 Natrona, Wyo.	81,796
603 Kent, Del.	81,546
604 Hancock, Me.	81,435
605 Sandusky, Ohio	81,419
606 Howard, Ind.	81,365
607 Burleigh, N.D.	81,247
608 Orange, N.C.	81,199
609 Craven, N.C.	81,168
610 Garland, Ark.	81,094
611 Boyd, Ky.	81,082
612 Sutter, Cal.	80,881

613	Walker, Ala.	80,753
614	San Patricio, Tex.	80,388
615	Madison, N.Y.	80,370
616	Hanover, Va.	80,370
617	Crawford, Pa.	79,818
618	Chaves, N.M.	79,796
619	Ashtabula, Ohio	79,742
620	Williamson, Tenn.	79,530
621	Williamson, Ill.	79,486
622	Cape Girardeau, Mo.	79,303
623	Lee, Miss.	79,204
624	Eaton, Mich.	78,954
625	Talladega, Ala.	78,638
626	Mohave, Ariz.	78,552
627	Kay, Okla.	78,510
628	Ellis, Tex.	78,397
629	Ward, N.D.	78,257
630	Douglas, Ga.	78,021
631	Muskingum, Ohio	77,633
632	Worcester, Md.	77,141
633	Grays Harbor, Wash.	77,05[illegible]
634	St. Bernard, La.	76,[illegible]
635	Dorchester, S.C.	76,447
636	Muskogee, Okla.	76,345
637	Cecil, Md.	76,344
638	Washington, Vt.	76,133
639	Cochise, Ariz.	75,893
640	Putnam, N.Y.	75,660
641	Angelina, Tex.	75,333
642	Wayne, Ind.	75,312
643	Wayne, N.C.	75,305
644	Troup, Ga.	75,282
645	Hunt, Tex.	75,089
646	Jackson, Miss.	75,039
647	Tuscarawas, Ohio	74,515
648	Yamhill, Ore.	74,367
649	Story, Ia.	74,365
650	Berkeley, S.C.	74,280
651	Windham, Conn.	73,873
652	Carteret, N.C.	73,815
653	Pinal, Ariz.	73,722
654	Charles, Md.	73,578
655	Clark, Ind.	73,413
656	Adams, Miss.	73,220
657	Orangeburg, S.C.	73,123
658	Wood, Wisc.	72,975
659	Bradley, Tenn.	72,954
660	Kauai, Hi.	72,635
661	Valencia, N.M.	72,612
662	Laramie, Wyo.	72,467
663	Sevier, Tenn.	72,218
664	Cheshire, N.H.	71,774
665	Hopkins, Ky.	71,693
666	Caldwell, N.C.	71,612
667	Madera, Cal.	71,206
668	Dodge, Wisc.	71,156
669	Spalding, Ga.	71,111
670	Winchester, Va.	70,764
671	Matagorda, Tex.	70,755
672	Jefferson, Wisc.	70,632
673	Portage, Wisc.	70,631
674	Isabella, Mich.	70,596
675	Burke, N.C.	70,544
676	Jefferson, Ark.	70,542
677	Grant, Ind.	70,496
678	Mercer, W.Va.	70,460
679	Cowlitz, Wash.	70,379
680	Washington, Wisc.	70,284
681	Ross, Ohio	70,083
682	Umatilla, Ore.	70,032
683	Van Buren, Mich.	69,560
684	Reno, Kans.	69,488
685	Genesee, N.Y.	69,314
686	Washington, Ohio	69,225
687	Lake, Cal.	69,223
688	Gallatin, Mont.	69,128
689	Petersburg, Va.	68,987
690	Allegan, Mich.	68,934
691	Morgan, Ind.	68,855
692	Onslow, N.C.	68,487
693	Clallam, Wash.	68,468
694	Eddy, N.M.	68,442
695	Garfield, Colo.	68,375
696	Lauderdale, Ala.	68,098
697	Bartholomew, Ind.	67,772
698	Santa Cruz, Ariz.	67,714
699	Columbia, N.Y.	67,689
700	Martinsville, Va.	67,678
701	Marquette, Mich.	67,657
702	Houston, Ga.	67,567
703	Manitowoc, Wisc.	66,757
704	Bossier, La.	66,619
705	Harrisonburg, Va.	66,562
706	Marshall, Ala.	66,398
707	Logan, W.Va.	66,357
708	Mingo, W.Va.	66,091
709	Douglas, Ore.	65,990
710	Lee, Ala.	65,955
711	Hernando, Fla.	65,838
712	Twin Falls, Ida.	65,819
713	Jefferson Davis, La.	65,678
714	Erie, Ohio	65,519
715	Ascension, La.	65,403
716	Rutland, Vt.	65,400
717	Forrest, Miss.	65,167
718	Belknap, N.H.	65,101
719	Highlands, Fla.	64,911
720	Rankin, Miss.	64,820
721	Northumberland, Pa.	64,730
722	Lenoir, N.C.	64,722
723	Bell, Ky.	64,682
724	Clinton, Ia.	64,543
725	Lawrence, Ohio	64,487
726	Putnam, Fla.	64,282
727	Walworth, Wisc.	64,146
728	Lewis and Clark, Mont.	64,075
729	Surry, N.C.	64,021
730	Houston, Ala.	63,965
731	Payne, Okla.	63,878
732	Itasca, Minn.	63,687
733	Fayette, W.Va.	63,462
734	Oconee, S.C.	63,456
735	Hamilton, Ind.	63,158
736	Grady, Okla.	63,155
737	Douglas, Kans.	63,088
738	Pope, Ark.	62,906
739	Kleberg, Tex.	62,847
740	Edgecombe, N.C.	62,660
741	Jackson, Ill.	62,561
742	Charlotte, Fla.	62,537
743	Marion, Ill.	62,435
744	Windham, Vt.	62,321
745	Huron, Ohio	62,096
746	Shelby, Ala.	62,050
747	Craighead, Ark.	61,926
748	Oxford, Me.	61,735
749	Fairbanks North Star, Ak.	61,633
750	Columbia, Pa.	61,632
751	St. Joseph, Mich.	61,471
752	Moore, N.C.	61,343
753	Cherokee, S.C.	61,294
754	White, Ark.	61,288
755	Floyd, Ind.	61,268
756	Maury, Tenn.	61,259
757	Henderson, Ky.	61,220
758	Sarpy, Neb	61,218
759	Wise, Va.	61,126
760	Lowndes, Miss.	61,013
761	Halifax, N.C.	60,927
762	Crittenden, Ark.	60,912
763	Juneau, Ak.	60,755
764	Kerr, Tex.	60,683
765	Crawford, Ohio	60,545
766	Nacogdoches, Tex.	60,471
767	Bonneville, Ida.	60,461
768	Benton, Ore.	60,200
769	Monongalia, W.Va.	60,159
770	Montgomery, Tenn.	60,113
771	Coweta, Ga.	60,070
772	Johnson, Tex.	60,029
773	Eau Claire, Wisc.	60,020
774	Johnson, Ind.	60,015
775	Comal, Tex.	59,843
776	Greenbrier, W.Va.	59,718
777	Vance, N.C.	59,644
778	Bradford, Pa.	59,623
779	Delaware, N.Y.	59,614
780	Salem, Va.	59,588
781	Saline, Kans.	59,570
782	Henderson, Tex.	59,314
783	Union, Ark.	59,220
784	Pickens, S.C.	58,933
785	Gray, Tex.	58,787
786	Butler, Kans.	58,728
787	Acadia, La.	58,685
788	Lewis, Wash.	58,647
789	Jefferson, Ill.	58,522
790	Darlington, S.C.	58,510
791	Cerro Gordo, Ia.	58,352
792	De Kalb, Ill.	58,265
793	Cooke, Tex.	58,236
794	Harlan, Ky.	58,099
795	Grand Forks, N.D.	58,073
796	Johnson, Mo.	58,059
797	Sheridan, Wyo.	57,910
798	Harnett, N.C.	57,836
799	Seneca, Ohio	57,836
800	Kaufman, Tex.	57,625
801	Whiteside, Ill.	57,548
802	Morgan, Ala.	57,487
803	Kosciusko, Ind.	57,381
804	Coos, Ore.	57,271
805	Windsor, Vt.	56,924
806	Des Moines, Ia.	56,744
807	Callaway, Mo.	56,726
808	Jackson, Ohio	56,213
809	Knox, Ill.	56,210
810	Palo Pinto, Tex.	56,182
811	Adams, Pa.	56,027
812	Klamath, Ore.	55,999
813	Siskiyou, Cal.	55,860
814	Crow Wing, Minn.	55,857
815	Lee, N.C.	55,718
816	Manassas, Va.	55,620
817	Woodward, Okla.	55,455
818	Val Verde, Tex.	55,396
819	Montgomery, Kans.	55,324
820	Washington, Tex.	55,231
821	Livingston, N.Y.	55,003
822	Rusk, Tex.	54,839
823	Seminole, Okla.	54,527
824	De Kalb, Ind.	54,495
825	Rutherford, N.C.	54,469
826	Franklin, Mass.	54,464
827	Rogers, Okla.	54,447
828	Marion, Ohio	54,409
829	Ozaukee, Wisc.	54,362
830	Hamblen, Tenn.	54,289
831	Wilbarger, Tex.	54,207
832	Barton, Kans.	54,126
833	Haywood, N.C.	54,115
834	Pulaski, Va.	54,061
835	St. Francois, Mo.	54,025
836	Barren, Ky.	53,911
837	Athens, Ohio	53,835
838	Sauk, Wisc.	53,781
839	Rockdale, Ga.	53,755
840	Livingston, La.	53,506
841	Hancock, W.Va.	53,423
842	Clinton, Mich.	53,234
843	Gila, Ariz.	53,204
844	Navajo, Ariz.	53,109
845	De Soto, Miss.	53,065
846	Wharton, Tex.	52,996
847	Shelby, Tex.	52,993
848	McDowell, W.Va.	52,827
849	Brunswick, N.C.	52,772
850	Salem, N.J.	52,693
851	Ottawa, Ohio	52,543
852	Hale, Tex.	52,461
853	Lapeer, Mich.	52,442
854	Thomas, Ga.	52,353
855	Lincoln, Miss.	52,345
856	Greenwood, S.C.	52,151
857	Clay, Minn.	52,133
858	Leflore, Miss.	52,047
859	Muscatine, Ia.	52,046
860	Pontotoc, Okla.	51,944
861	Walker, Ga.	51,899
862	Knox, Me.	51,862
863	Linn, Ore.	51,840
864	Sullivan, N.H.	51,838
865	Chelan, Wash.	51,829
866	Delta, Mich.	51,720
867	McKean, Pa.	51,719
868	Beaufort, N.C.	51,701
869	Miller, Ark.	51,683
870	Bennington, Vt.	51,652
871	La Plata, Colo.	51,629
872	Otsego, N.Y.	51,558
873	Staunton, Va.	51,546
874	Madison, Neb.	51,436
875	Natchitoches, La.	51,430
876	Grant, Wash.	51,396
877	Lee, Ia.	51,355
878	Chambers, Ala.	51,310
879	Silver Bow, Mont.	51,202
880	Suffolk, Va.	51,153
881	Okmulgee, Okla.	51,151
882	Greene, N.Y.	51,057
883	Newton, Mo.	51,013
884	Chippewa, Wisc.	50,971
885	Hays, Tex.	50,744
886	Chenango, N.Y.	50,717
887	Pettis, Mo.	50,693
888	Cass, Mo.	50,617
889	Hardin, Tex.	50,597
890	Tioga, N.Y.	50,525
891	Rice, Minn.	50,448
892	Freeborn, Minn.	50,432
893	Macoupin, Ill.	50,272
894	[illegible] Okla.	50,116
895	Roane, Tenn.	50,001

Leading cities (thousands)

1	New York City, N.Y.	6,112,412
2	Los Angeles, Cal.	3,850,368
3	Houston, Tex.	2,994,525
4	Chicago, Ill.	2,523,366
5	San Fernando Valley, Cal.	2,150,968
6	Indianapolis, Ind.	1,387,180
7	Philadelphia, Pa.	1,206,664
8	Dallas, Tex.	1,195,780
9	San Francisco, Cal.	1,112,160
10	San Diego, Cal.	1,101,125
11	San Antonio, Tex.	1,090,649
12	Phoenix, Ariz.	998,844
13	Memphis, Tenn.	981,376
14	South Bay, Cal.	949,523
15	San Jose, Cal.	847,013
16	Tucson, Ariz.	738,823
17	Denver, Colo.	667,406
18	Oklahoma City, Okla.	643,471
19	Nashville, Tenn.	629,588
20	Tampa, Fla.	604,844
21	Baltimore, Md.	601,207
22	Boston, Mass.	589,557
23	Detroit, Mich.	581,763
24	Seattle, Wash.	581,141
25	Austin, Tex.	577,866
26	Corpus Christi, Tex.	576,763
27	Columbus, Ohio	560,222
28	Tulsa, Okla.	558,879
29	Jacksonville, Fla.	552,254
30	Fort Worth, Tex.	547,194
31	Washington, D.C.	522,771
32	Albuquerque, N.M.	473,470
33	Cleveland, Ohio	472,880
34	Milwaukee, Wisc.	461,385
35	Wichita, Kans.	440,238
36	San Gabriel Valley, Cal.	439,129
37	Honolulu, Hi.	436,145
38	Sacramento, Cal.	429,373
39	Fresno, Cal.	419,065
40	New Orleans, La.	416,920
41	Omaha, Neb.	407,415
42	Toledo, Ohio	402,842
43	Charlotte, N.C.	398,628
44	Miami, Fla.	397,596
45	2Atlanta, Ga.	395,756
46	1Kansas City, Mo.	388,598
47	Long Beach, Cal.	385,168
48	El Paso, Tex.	379,057
49	Oakland, Cal.	370,704
50	St. Louis, Mo.	364,372
51	Hollywood, Fla.	363,490
52	Lubbock, Tex.	345,745
53	Arlington, Tex.	344,395
54	Colorado Springs, Colo.	336,665
55	Tyler, Tex.	332,040
56	Lafayette, La.	330,655
57	Knoxville, Tenn.	325,974
58	Cincinnati, Ohio	314,549
59	Portland, Ore.	314,242
60	Yonkers, N.Y.	313,509
61	Buffalo, N.Y.	306,754
62	Louisville, Ky.	303,012
63	Jackson, Miss.	301,258
64	Brownsville, Tex.	301,136
65	Conroe, Tex.	296,905
66	Birmingham, Ala.	295,853
67	Amarillo, Tex.	295,233
68	Anaheim, Cal.	294,701
69	Torrance, Cal.	291,255
70	Minneapolis, Minn.	286,797
71	Des Moines, Ia.	272,971
72	Akron, Ohio	270,807
73	Mesa, Ariz.	262,649
74	Pittsburgh, Pa.	262,609
75	Greensboro, N.C.	257,714
76	Huntington Beach, Cal.	256,930
77	San Angelo, Tex.	256,323
78	Orlando, Fla.	256,173
79	Pasadena, Cal.	255,787
80	St. Paul, Minn.	255,611
81	Little Rock, Ark.	250,848
82	Las Vegas, Nev	247,868
83	Glendale, Cal.	246,514
84	Odessa, Tex.	246,153
85	Fort Lauderdale, Fla.	244,496
86	Anchorage, Ak.	243,275
87	Winston-Salem, N.C.	241,474
88	Springfield, Mo.	240,161
89	Fort Myers, Fla.	238,387
90	Beaumont, Tex.	237,964
91	Bakersfield, Cal.	232,491
92	Laredo, Tex.	232,028
93	Shreveport, La.	228,987
94	Grand Rapids, Mich.	221,123
95	Raleigh, N.C.	220,111
96	Lake Charles, La.	220,102
97	Syracuse, N.Y.	219,534
98	Mobile, Ala.	217,782
99	Santa Ana, Cal.	214,304
100	Thousand Oaks, Cal.	212,911
101	Fort Wayne, Ind.	208,845
102	Stamford, Conn.	208,181
103	Gainesville, Fla.	202,845
104	Midland, Tex.	201,536
105	1Lexington, Ky.	201,381
106	Scottsdale, Ariz.	201,271
107	Riverside, Cal.	200,717
108	Baton Rouge, La.	194,115
109	Rockford, Ill.	193,418
110	Bellevue, Wash.	192,986
111	Santa Monica, Cal.	190,051
112	Modesto, Cal.	189,879
113	Salt Lake City, Utah	189,211
114	Tempe, Ariz.	188,756
115	Burbank, Cal.	186,992
116	Irving, Tex.	186,212
117	Garland, Tex.	185,021
118	Santa Rosa, Cal.	184,809
119	Santa Barbara, Cal.	183,907
120	Worcester, Mass.	183,400
121	Durham, N.C.	182,628
122	Costa Mesa, Cal.	182,070
123	Evansville, Ind.	181,937
124	Pasadena, Tex.	180,016
125	McAllen, Tex.	179,610
126	Springfield, Mass.	179,310
127	Spokane, Wash.	178,327
128	Lakeland, Fla.	177,635
129	Harlingen, Tex.	175,646
130	Rochester, N.Y.	175,536
131	Reno, Nev.	175,000
132	Columbus, Ga.	174,527
133	Stockton, Cal.	173,531
134	West Palm Beach, Fla.	169,353
135	Fremont, Cal.	168,899

136	Chattanooga, Tenn.	167,594
137	Salinas, Cal.	167,545
138	Ann Arbor, Mich.	166,981
139	Boise City, Ida.	165,139
140	Kansas City, Kans.	164,333
141	Abilene, Tex.	162,805
142	Bridgeport, Conn.	162,738
143	Midwest City, Okla.	162,294
144	Lincoln, Neb.	161,915
145	Boulder, Colo.	161,553
146	San Mateo, Cal.	161,447
147	Billings, Mont.	160,450
148	Berkeley, Cal.	158,802
149	Clearwater, Fla.	157,705
150	Springfield, Ill.	157,682
151	Lansing, Mich.	157,623
152	Waco, Tex.	157,257
153	Charleston, W.Va.	155,454
154	Madison, Wisc.	154,869
155	Nashua, N.H.	153,474
156	Texarkana, Ark.- Texarkana, Tex., Ark.	152,129
157	1Texarkana, Tex.	152,129
158	Cherry Hill, N.J.	151,110
159	Topeka, Kans.	150,188
160	Woodbridge, N.J.	150,109
161	Macon, Ga.	149,348
162	Parsippany, N.J.	149,255
163	Simi Valley, Cal.	148,252
164	Schaumberg, Ill.	147,543
165	Cedar Rapids, Ia.	147,481
166	Huntsville, Ala.	146,973
167	Pompano Beach, Fla.	144,259
168	Pleasanton, Cal.	143,215
169	Ontario, Cal.	142,921
170	Boca Raton, Fla.	142,536
171	San Buenaventura, Cal. Ventura, Cal.	141,830
172	Naples, Fla.	141,461
173	Oxnard, Cal.	141,404
174	Hilo, Hi.	141,153
175	New Iberia, La.	140,542
176	Canton, Ohio	139,883
177	Norwalk, Conn.	139,755
178	North Little Rock, Ark.	139,572
179	Jersey City, N.J.	139,557
180	Brockton, Mass.	139,163
181	Flint, Mich.	138,666
182	Quincy, Mass.	138,583
183	Walnut Creek, Cal.	138,407
184	Baytown, Tex.	137,966
185	Montgomery, Ala.	137,890
186	Hayward, Cal.	137,396
187	Tacoma, Wash.	137,211
188	Beckley, W.Va.	135,117
189	Sarasota, Fla.	134,963
190	Slidell, La.	134,026
191	Medford, Mass.	133,140
192	Fullerton, Cal.	132,848
193	San Bernardino, Cal.	132,448
194	Framingham, Mass.	132,357
195	Newark, N.J.	132,112
196	Enid, Okla.	130,716
197	Plano, Tex.	130,689
198	Palo Alto, Cal.	130,674
199	Denton, Tex.	129,975
200	Joliet, Ill.	129,926
201	Fort Smith, Ark.	129,799
202	Downey, Cal.	129,612
203	Waltham, Mass.	129,157
204	Fayetteville, N.C.	128,893
205	Waterbury, Conn.	128,653
206	Owensboro, Ky.	128,609
207	West Covina, Cal.	128,422
208	Redwood City, Cal.	126,580
209	Independence, Mo.	126,439
210	New Haven, Conn.	126,294
211	Bartlesville, Okla.	125,821
212	Greenwich, Conn.	125,326
213	Bowling Green, Ky.	124,949
214	El Cajon, Cal.	124,726
215	Victoria, Tex.	124,622
216	Providence, R.I.	124,116
217	Grand Junction, Colo.	123,931
218	Hicksville, N.Y.	123,622
219	Ocala, Fla.	122,520
220	Whittier, Cal.	122,324
221	Green Bay, Wisc.	121,289
222	Spartanburg S.C.	121,088
223	Hammond, Ind.	121,033
224	Newport Beach, Cal.	120,802
225	Orange, Tex.	120,600
226	Clifton, N.J.	120,459
227	Pueblo, Colo.	120,184
228	Everett, Wash.	119,560
229	Peoria, Ill.	118,982
230	Allentown, Pa.	117,292
231	Elizabeth, N.J.	117,056
232	Wichita Falls, Tex.	116,662
233	Columbia, Mo.	116,649
234	Greeley, Colo.	116,351
235	Lowell, Mass.	116,330
236	Kenosha, Wisc.	116,290
237	Manchester, N.H.	116,239
238	Longview, Tex.	115,784
239	South Bend, Ind.	115,616
240	Bristol, Tenn.- Bristol, Va., Tenn.	115,354
241	Frankfort, Ky.	114,486
242	Charleston, S.C.	114,037
243	Hartford, Conn.	112,924
244	Norwich, Conn.	112,882
245	White Plains, N.Y.	111,777
246	Napa, Cal.	111,366
247	Rosenberg, Tex.	111,061
248	Palestine, Tex.	110,913
249	Davenport, Ia.	110,451
250	Decatur, Ill.	110,387
251	Port Arthur, Tex.	110,147
252	Dayton, Ohio	110,095
253	Appleton, Wisc.	109,755
254	Albany, N.Y.	109,733
255	Gulfport, Miss.	108,950
256	Escondido, Cal.	108,770
257	Wilmington, N.C.	108,199
258	Erie, Pa.	106,791
259	Norman, Okla.	106,781
260	Sequin, Tex.	106,734
261	Fort Collins, Colo.	106,694
262	Duncan, Okla.	105,953
263	Manchester, Conn.	105,544
264	Richardson, Tex.	105,506
265	Racine, Wisc.	104,703
266	Kingsport, Tenn.	104,665
267	Sioux City, Ia.	104,608
268	Greenville, S.C.	104,608
269	Vallejo, Cal.	104,445
270	Vero Beach, Fla.	104,434
271	Redondo Beach, Cal.	104,345
272	Rock Hill, S.C.	103,972
273	Missoula, Mont.	103,828
274	Fort Pierce, Fla.	103,718
275	St. Augustine, Fla.	103,021
276	Youngstown, Ohio	102,826
277	Muncie, Ind.	102,690
278	Newark, Cal.	102,653
279	Tallahassee, Fla.	102,596
280	Terre Haute, Ind.	102,463
281	Yakima, Wash.	102,378
282	Alvin, Tex.	102,231
283	Meridian, Miss.	102,214
284	Savannah, Ga.	101,969
285	High Point, N.C.	101,571
286	Visalia, Cal.	101,192
287	Utica, N.Y.	100,456
288	Middletown, N.J.	100,290
289	Gary, Ind.	100,123
290	Las Cruces, N.M.	99,601
291	1Bethlehem, Pa.	98,894
292	Findlay, Ohio	98,882
293	Santa Fe, N.M.	98,620
294	St. Joseph, Mo.	98,249
295	Asheville, N.C.	97,808
296	Rochester, Minn.	97,803
297	Eugene, Ore.	97,645
298	Greenville, Miss.	97,297
299	Renton, Wash.	97,266
300	Johnson City, Tenn.	97,243
301	Jackson, Tenn.	97,073
302	Waukegan, Ill.	96,212
303	Frederick, Md.	95,974
304	Sioux Falls, S.D.	95,754
305	Arcadia, Cal.	95,448
306	New Rochelle, N.Y.	94,087
307	Houma, La.	93,967
308	2Joplin, Mo.	93,918
309	Portland, Me.	93,495
310	Alameda, Cal.	93,398
311	Milford, Conn.	92,876
312	Albany, Ga.	92,621
313	Winter Haven, Fla.	92,614
314	1Huntington, W.Va.	92,267
315	Burlington, N.C.	92,136
316	San Rafael, Cal.	91,887
317	Covina, Cal.	91,475
318	Lawton, Okla.	91,005
319	Gastonia, N.C.	90,842
320	Pomona, Cal.	90,777
321	Oceanside, Cal.	90,744
322	Binghamton, N.Y.	90,682
323	Portsmouth, N.H.	90,554
324	Bloomington, Ill.	90,191
325	Royal Oak, Mich.	90,094
326	Mentor, Ohio	89,716
327	Santa Cruz, Cal.	89,676
328	Vicksburg, Miss.	89,365
329	Scranton, Pa.	89,337
330	Lafayette, Ind.	89,124
331	Mount Vernon, N.Y.	88,854
332	Rapid City, S.D.	88,758
333	Ardmore, Okla.	88,379
334	Dubuque, Ia.	88,345
335	Alice, Tex.	87,368
336	Niles, Ohio	87,283
337	Midland, Mich.	87,240
338	Fall River, Mass.	86,881
339	Farmington, N.M.	86,544
340	Daytona Beach, Fla.	86,042
341	Antioch, Cal.	85,855
342	La Crosse, Wisc.	85,762
343	Greenville, N.C.	85,631
344	Fargo, N.D.	85,607
345	Great Falls, Mont.	85,540
346	Columbia, S.C.	85,244
347	Valdosta, Ga.	84,849
348	Greensburg, Pa.	84,552
349	Gainesville, Ga.	84,471
350	Washington, Pa.	84,421
351	Sumter, S.C.	84,306
352	Pocatello, Ida.	84,278
353	Waterloo, Ia.	84,239
354	Mesquite, Tex.	83,900
355	Marshall, Tex.	83,736
356	Big Spring, Tex.	83,732
357	Parkersburg, W.Va.	83,544
358	Lancaster, Pa.	83,503
359	Aurora, Ill.	83,485
360	Ogden, Utah	83,389
361	Corona, Cal.	83,385
362	Woodbridge, Va.	82,750
363	Brea, Cal.	82,612
364	Peekskill, N.Y.	82,041
365	Council Bluffs, Ia.	81,899
366	Quincy, Ill.	81,715
367	Rocky Mount, N.C.	80,798
368	Bismarck, N.D.	80,482
369	Galveston, Tex.	80,347
370	Laurel, Miss.	80,142
371	Santa Maria, Cal.	80,060
372	Duluth, Minn.	80,031
373	Lynn, Mass.	79,950
374	Prescott, Ariz.	79,[illegible]
375	Bloomington, Ind.	79,[illegible]
376	Hurst, Tex.	79,67[illegible]
377	Rockville, Md.	79,540
378	Lancaster, Cal.	[illegible]
379	Longmont, Colo.	[illegible]
380	Kokomo, Ind.	79,473
381	Altoona, Pa.	79,361
382	Roswell, N.M.	78,883
383	Biloxi, Miss.	78,688
384	Hobbs, N.M.	78,684
385	Gallup, N.M.	78,638
386	Mount Prospect, Ill.	78,582
387	Hot Springs, Ark.	78,034
388	Danbury, Conn.	77,915
389	Elgin, Ill.	77,643
390	Hickory, N.C.	77,558
391	Woburn, Mass.	77,394
392	Rome, Ga.	77,174
393	Pawtucket, R.I.	77,056
394	Fairfield, Cal.	77,017
395	Hamilton, Ohio	76,974
396	Bryan, Tex.	76,971
397	Jefferson City, Mo.	76,952
398	Casper, Wyo.	76,840
399	Rock Springs, Wyo.	76,704
400	Fitchburg, Mass.	76,478
401	Athens, Ga.	76,168
402	Upland, Cal.	76,048
403	1Salem, Ore.	76,046
404	Corsicana, Tex.	75,789
405	Grand Prairie, Tex.	75,776
406	Vernon, Conn.	75,611
407	Elk City, Okla.	75,477
408	Livermore, Cal.	75,221
409	Champaign, Ill.	75,170
410	Wilson, N.C.	75,000
411	Atlantic City, N.J.	74,255
412	Monroe, N.C.	74,175
413	Waukesha, Wisc.	73,951
414	Alton, Ill.	73,903
415	Concord, N.H.	73,841
416	Dalton, Ga.	73,577
417	Warminster, Pa.	73,304
418	Pittsfield, Mass.	73,119
419	Myrtle Beach, S.C.	72,978
420	Rome, N.Y.	72,829
421	Porterville, Cal.	72,708
422	Bristol, Pa.	72,684
423	Murfreesboro, Tenn.	72,395
424	Panama City, Fla.	72,284
425	Marietta, Ga.	72,263
426	Yuba City, Cal.	72,175
427	Elkhart, Ind.	72,137
428	Somerset, Ky.	71,930
429	Kingston, N.Y.	71,865
430	Fayetteville, Ark.	71,796
431	Pensacola, Fla.	71,792
432	Vineland, N.J.	71,720
433	Salisbury, Md.	71,262
434	Sanford, Fla.	71,148
435	Des Plaines, Ill.	70,958
436	Palm Springs, Cal.	70,881
437	Ashland, Ky.	70,786
438	Covington, Ky.	70,769
439	McKinney, Tex.	70,737
440	1St. Cloud, Minn.	70,681
441	Mansfield, Ohio	70,678
442	Willingboro, N.J.	70,567
443	Provo, Utah	70,545
444	Chico, Cal.	70,398
445	Belleville, Ill.	70,391
446	Redding, Cal.	70,359
447	Bremerton, Wash.	70,354
448	Auburn, N.Y.	70,332
449	Paducah, Ky.	70,255
450	Manhattan Beach, Cal.	70,055
451	Tuscaloosa, Ala.	69,968
452	Minot, N.D.	69,967
453	Florence, S.C.	69,778
454	Kennewick, Wash.	69,634
455	North Las Vegas, Nev.	69,357
456	South Gate, Cal.	69,337
457	Glendora, Cal.	69,130
458	Melrose, Mass.	69,072
459	Lancaster, Ohio	68,984
460	Yuma, Ariz.	68,982
461	Poughkeepsie, N.Y.	68,903
462	Natchez, Miss.	68,684
463	Anniston, Ala.	68,653
464	Haverhill, Mass.	68,471
465	Janesville, Wisc.	68,339
466	Hendersonville, N.C.	68,328
467	Brunswick, Ga.	68,232
468	Clute, Tex.	67,729
469	Merced, Cal.	67,686
470	Bangor, Me.	67,665
471	Kalamazoo, Mich.	67,571
472	Cullman, Ala.	67,265
473	Enfield, Conn.	66,867
474	Fairmont, W.Va.	66,833
475	Anderson, S.C.	66,735
476	San Luis Obispo, Cal.	66,731
477	Salisbury, N.C.	66,722
478	Petaluma, Cal.	66,699
479	Lewisville, Tex.	66,536
480	Griffin, Ga.	66,193
481	Hutchinson, Kans.	66,139
482	Temple, Tex.	66,004
483	Huntington Park, Cal.	65,847
484	Gadsden, Ala.	65,831
485	Cape Girardeau, Mo.	65,826
486	Cleveland, Tenn.	65,601
487	Muskogee, Okla.	65,256
488	Beverly, Mass.	65,229
489	Iowa City, Ia.	65,039
490	Nampa, Ida.	65,021
491	Lodi, Cal.	64,910
492	Middletown, Ohio	64,634
493	Stuart, Fla.	64,388
494	Olympia, Wash.	64,355
495	Flagstaff, Ariz.	64,218
496	Sheboygan, Wisc.	64,206
497	Pine Bluff, Ark.	64,090
498	Arlington Heights, Ill.	63,969
499	Augusta, Me.	63,932
500	Traverse City, Mich.	63,876
501	Pekin, Ill.	63,860
502	Hattiesburg, Miss.	63,774
503	Alexandria, La.	63,766
504	Baldwin Park, Cal.	63,736
505	Bend, Ore.	63,500
506	Hagerstown, Md.	63,480
507	Lufkin, Tex.	63,351
508	Newton, N.J.	63,272
509	Dedham, Mass.	63,192
510	Angleton, Tex.	63,170
511	Monterey, Cal.	63,103
512	Niagara Falls, N.Y.	63,038
513	Milford, Mass.	62,997
514	Carrollton, Ga.	62,964
515	Torrington, Conn.	62,940
516	Hemet, Cal.	62,892
517	Kalispell, Mont.	62,868
518	Chillicothe, Ohio	62,555
519	La Grange, Ga.	62,510
520	Newburgh, N.Y.	62,448
521	Anderson, Ind.	62,394
522	New Britain, Conn.	62,293
523	Pinole, Cal.	62,236
524	Wilkes-Barre, Pa.	62,179
525	Ames, Ia.	62,177
526	Oswego, N.Y.	62,144
527	Jersey Shore, Pa.	62,077
528	New Bedford, Mass.	61,846
529	Stevens Point, Wisc.	61,744
530	Portsmouth, Ohio	61,685
531	Woodland, Cal.	61,669
532	Morgan City, La.	61,658
533	Tupelo, Miss.	61,468
534	Bradenton, Fla.	61,444
535	Mamaroneck, N.Y.	61,030
536	Helena, Mont.	61,026
537	Bellingham, Wash.	60,954
538	Fulton, N.Y.	60,866
539	Juneau, Ak.	60,755
540	South Lake Tahoe, Cal.	60,654
541	Columbus, Ind.	60,396
542	Cheyenne, Wyo.	60,297
543	Elyria, Ohio	60,239
544	Auburn, Wash.	60,217
545	Monroe, La.	60,182
546	Marion, Ind.	59,826
547	Twin Falls, Ida.	59,810
548	Roseville, Cal.	59,737
549	Moline, Ill.	59,690
550	Richmond, Ind.	59,677
551	Lorain, Ohio	59,578
552	Salina, Kans.	59,436
553	Bozeman, Mont.	59,285

554	Idaho Falls, Ida.	59,164
555	Lawrence, Kans.	59,102
556	Westfield, Mass.	59,086
557	Newark, Ohio	58,859
558	Jamestown, N.Y.	58,728
559	Wallingford, Conn.	58,631
560	Pontiac, Mich.	58,568
561	Edmond, Okla.	58,565
562	Rolling Meadows, Ill.	58,286
563	Holyoke, Mass.	58,214
564	Salem, Mass.	58,159
565	La Habra, Cal.	58,059
566	Hanover, Pa.	58,028
567	Mishawaka, Ind.	57,974
568	Bristol, Conn.	57,887
569	Ponca City, Okla.	57,793
570	Columbus, Miss.	57,775
571	Madisonville, Ky.	57,749
572	Marlborough, Mass.	57,663
573	Fontana, Cal.	57,646
574	Oshkosh, Wisc.	57,509
575	Michigan City, Ind.	57,453
576	Florence, Ala.	57,424
577	Coeur d'Alene, Ida.	57,409
578	Richmond, Cal.	57,389
579	Nacogdoches, Tex.	57,359
580	Vista, Cal.	57,294
581	Clarksville, Tenn.	57,097
582	Abbeville, La.	56,920
583	Phillipsburg, N.J.	56,859
584	Woonsocket, R.I.	56,829
585	Euless, Tex.	56,784
586	Hanford, Cal.	56,734
587	Fairbanks, Ak.	56,623
588	Pampa, Tex.	56,582
589	Bay City, Tex.	56,511
590	Jonesboro, Ark.	56,473
591	Kerrville, Tex.	56,402
592	Freeport, Tex.	56,336
593	Grass Valley, Cal.	56,302
594	Morgantown, W.Va.	56,237
595	Plattsburgh, N.Y.	56,032
596	Watertown, N.Y.	55,939
597	Kent, Wash.	55,880
598	Chickasha, Okla.	55,621
599	Eau Claire, Wisc.	55,551
600	Mount Vernon, Ill.	55,435
601	Cape Coral, Fla.	55,388
602	Malden, Mass.	55,354
603	Del Rio, Tex.	55,273
604	Columbia, Tenn.	55,187
605	Middletown, Conn.	54,969
606	Dothan, Ala.	54,938
607	Leesburg, Fla.	54,929
608	Lawrence, Mass.	54,894
609	Corvallis, Ore.	54,833
610	Mount Pleasant, Mich.	54,719
611	Eureka, Cal.	54,409
612	Medford, Ore.	54,374
613	Thibodaux, La.	54,313
614	Glens Falls, N.Y.	54,220
615	Vernon, Tex.	54,207
616	Henderson, Ky.	54,119
617	Annapolis, Md.	53,995
618	Lenoir, N.C.	53,977
619	El Dorado, Ark.	53,938
620	Turlock, Cal.	53,834
621	Woodward, Okla.	53,827
622	Lawrenceville, Ga.	53,781
623	Shawnee, Okla.	53,731
624	Lake Jackson, Tex.	53,727
625	Fremont, Ohio	53,470
626	Danville, Ill.	53,257
627	Saginaw, Mich.	53,240
628	Massillon, Ohio	53,221
629	Concord, N.C.	53,174
630	Grand Forks, N.D.	53,141
631	Mineral Wells, Tex.	53,048
632	Sanford, N.C.	52,971
633	Meriden, Conn.	52,922
634	Wheaton, Ill.	52,921
635	Warner Robins, Ga.	52,903
636	Sheridan, Wyo.	52,881
637	New Albany, Ind.	52,727
638	Key West, Fla.	52,717
639	Warren, Ohio	52,687
640	Homestead, Fla.	52,655
641	Russellville, Ark.	52,654
642	Morganton, N.C.	52,637
643	Morristown, N.J.	52,474
644	Orangeburg, S.C.	52,395
645	Chambersburg, Pa.	52,300
646	Gainesville, Tex.	51,983
647	Easton, Pa.	51,980
648	Brookhaven, Miss.	51,950
649	Asheboro, N.C.	51,834
650	Gilroy, Cal.	51,768
651	Aberdeen, Wash.	51,691
652	Blue Springs, Mo.	51,663
653	Brenham, Tex.	51,568
654	Haltom City, Tex.	51,537
655	Newark, Del.	51,516
656	Vancouver, Wash.	51,473
657	Springfield, Ohio	51,466
658	Burlington, Ia.	51,440
659	Zanesville, Ohio	51,394
660	Kinston, N.C.	51,329
661	Oak Ridge, Tenn.	51,271
662	Wheeling, Ill.	51,263
663	Jennings, La.	51,217
664	Davis, Cal.	51,168
665	Morristown, Tenn.	51,028
666	Chapel Hill, N.C.	50,983
667	Butte, Mont.	50,747
668	Wooster, Ohio	50,703
669	Victorville, Cal.	50,659
670	Williamsport, Pa.	50,351
671	Holland, Mich.	50,234
672	Paterson, N.J.	50,187
673	Beloit, Wisc.	50,169
674	Sedalia, Mo.	50,164
675	Manteca, Cal.	50,084
676	Keene, N.H.	50,052

DISPOSABLE INCOME PER HOUSEHOLD

Metropolitan Statistical Areas (thousands)

1	Anchorage, Ak	46,818
2	San Jose, Ca	46,395
3	Lake County, Il	46,063
4	Anaheim-Santa Ana, Ca	44,472
5	Midland, Tx	43,791
6	Nassau-Suffolk, N.Y	43,341
7	Oxnard-Ventura, Ca	43,096
8	Danbury, Ct	42,527
9	Stamford, Ct	41,686
10	Brazoria, Tx	41,674
11	Norwalk, Ct	41,514
12	Washington, D.C-Md-Va	41,296
13	Middlesex-Somerset-Hunterdon, N.J	40,280
14	Joliet, Il	40,056
15	Oakland, Ca	40,055
16	San Francisco, Ca	39,939
17	Vallejo-Fairfield-Napa, Ca	39,872
18	Aurora-Elgin, Il	39,363
19	Houston, Tx	38,663
20	Casper, Wy	37,198
21	Bloomington-Normal, Il	37,192
22	Odessa, Tx	37,167
23	Honolulu, Hi	37,105
24	Bergen-Passaic, N.J	36,752
25	Peoria, Il	36,703
26	Bridgeport-Milford, Ct	36,468
27	Middletown, Ct	36,239
28	Santa Barbara-Santa Maria-Lompoc, Ca	35,917
29	Dallas, Tx	35,691
30	Bismarck, N.D	35,311
31	Richland-Kennewick-Pasco, Wa	35,222
32	Kansas City, Ks	35,035
33	Lafayette, La	34,704
34	Davenport-Rock Island-Moline, Ia-Il	34,556
35	Nashua, N.H.	34,454
36	Newark, N.J	34,425
37	New London-Norwich, Ct-R.I.	34,141
38	Sacramento, Ca	33,909
39	San Diego, Ca	33,894
40	Salinas-Seaside-Monterey, Ca	33,889
41	Rockford, Il	33,819
42	Champaign-Urbana-Rantoul, Il	33,562
43	Monmouth-Ocean, N.J	33,469
44	Santa Rosa-Petaluma, Ca	33,466
45	Bakersfield, Ca	33,274
46	Santa Cruz, Ca	33,174
47	Bristol, Ct	33,113
48	Minneapolis-St. Paul, Mn-Wi	32,907
49	Denver, Co	32,880
50	Trenton, N.J	32,854
51	Decatur, Il	32,793
52	Visalia-Tulare-Porterville, Ca	32,728
53	Riverside-San Bernardino, Ca	32,644
54	Seattle, Wa	32,516
55	Brockton, Ma	32,476
56	Lowell, Ma-N.H.	32,467
57	Beaumont-Port Arthur, Tx	32,446
58	Alton-Granite City, Il	32,369
59	Springfield, Il	32,369
60	Boulder-Longmont, Co	32,308
61	Waterbury, Ct	32,300
62	Salem-Gloucester, Ma	32,234
63	Ann Arbor, Mi	32,049
64	Grand Rapids, Mi	31,999
65	Houma-Thibodaux, La	31,916
66	New Haven-Meriden, Ct	31,856
67	Sioux Falls, S.D	31,830
68	Fresno, Ca	31,823
69	Wichita, Ks	31,769
70	New Britain, Ct	31,731
71	Wilmington, De-N.J-Md	31,481
72	Philadelphia, Pa-N.J	31,472
73	Atlantic City, N.J	31,453
74	St. Louis, Mo-Il	31,438
75	Amarillo, Tx	31,374
76	Olympia, Wa	31,337
77	Hartford, Ct	31,238
78	West Palm Beach-Boca Raton-Delray, Fl	31,197
79	Rochester, N.Y	31,195
80	Milwaukee, Wi	31,193
81	Detroit, Mi	31,103
82	Modesto, Ca	31,066
83	New Orleans, La	31,055
84	Tulsa, Ok	31,030
85	Lake Charles, La	31,025
86	Burlington, Vt	31,013
87	Harrisburg-Lebanon-Carlisle, Pa	30,990
88	Saginaw-Bay City-Midland, Mi	30,937
89	Abilene, Tx	30,920
90	Cleveland, Oh	30,891
91	Des Moines, Ia	30,812
92	Fort Lauderdale-Hollywood-Pompano Beach, Fl	30,542
93	Poughkeepsie, N.Y	30,508
94	Jersey City, N.J	30,490
95	Rochester, Mn	30,483
96	New York, N.Y	30,414
97	Jackson, Ms	30,380
98	Omaha, Ne-Ia	30,343
99	Baton Rouge, La	30,284
100	Lawrence-Haverhill, Ma-N.H.	30,266
101	Atlanta, Ga	30,258
102	Cincinnati, Oh-Ky-In	30,213
103	Fort Worth-Arlington, Tx	30,073
104	East St. Louis-Belleville, Il	30,053
105	Victoria, Tx	30,019
106	Topeka, Ks	30,007
107	Grand Forks, N.D	30,006
108	Billings, Mt	29,873
109	Lafayette, In	29,859
110	Boston, Ma	29,810
111	Racine, Wi	29,761
112	Beaver, Pa	29,758
113	Allentown-Bethlehem, Pa-N.J	29,754
114	Cedar Rapids, Ia	29,691
115	Waterloo-Cedar Falls, Ia	29,579
116	Lansing-East Lansing, Mi	29,511
117	Boise City, Id	29,458
118	Galveston-Texas City, Tx	29,446
119	Tyler, Tx	29,418
120	Enid, Ok	29,391
121	Pittsfield, Ma	29,386
122	Manchester, N.H.	29,378
123	Indianapolis, In	29,338
124	Yuba City, Ca	29,325
125	Vancouver, Wa	29,321
126	Oklahoma City, Ok	29,317
127	Pittsburgh, Pa	29,211
128	Kalamazoo, Mi	29,177
129	Redding, Ca	29,134
130	Madison, Wi	29,086
131	Phoenix, Az	29,079
132	Stockton, Ca	29,046
133	Fargo-Moorhead, N.D-Mn	28,997
134	Reno, Nv	28,988
135	Shreveport, La	28,980
136	Melbourne-Titusville-Palm Bay, Fl	28,964
137	Hamilton-Middletown, Oh	28,927
138	Lancaster, Pa	28,855
139	Toledo, Oh	28,844
140	Corpus Christi, Tx	28,812
141	Flint, Mi	28,801
142	Wichita Falls, Tx	28,797
143	Gary-Hammond, In	28,780
144	Kankakee, Il	28,773
145	Fitchburg-Leominster, Ma	28,770
146	Reading, Pa	28,760
147	Worcester, Ma	28,608
148	Chicago, Il	28,504
149	Green Bay, Wi	28,499
150	Kansas City, Mo	28,242
151	Orlando, Fl	28,224
152	Raleigh-Durham, N.C	28,215
153	Columbus, Oh	28,169
154	Portsmouth-Dover-Rochester, N.H.-Me	28,140
155	Miami-Hialeah, Fl	28,134
156	Richmond-Petersburg, Va	28,116
157	Portland, Or	28,104
158	Longview-Marshall, Tx	27,979
159	Appleton-Oshkosh-Neenah, Wi	27,945
160	Syracuse, N.Y	27,943
161	Iowa City, Ia	27,923
162	Louisville, Ky-In	27,893
163	Niagara Falls, N.Y	27,865
164	Battle Creek, Mi	27,854
165	York, Pa	27,851
166	Steubenville-Weirton, Oh-W.V	27,817
167	Lincoln, Ne	27,794
168	Bremerton, Wa	27,789
169	Sharon, Pa	27,741
170	Springfield, Ma	27,738
171	Huntsville, Al	27,733
172	Charleston, W.V	27,707
173	Akron, Oh	27,664
174	Fort Walton Beach, Fl	27,647
175	Dubuque, Ia	27,603
176	Salt Lake City-Ogden, Ut	27,598
177	Charlotte-Gastonia-Rock Hill, N.C-S.C	27.505
178	Providence, R.I	27,456
179	Bloomington, In	27,447
180	Albuquerque, N.M	27,375
181	Nashville, Tn	27,363
182	Lorain-Elyria, Oh	27,308
183	Las Vegas, Nv	27,304
184	Columbia, S.C	27,294
185	Fort Wayne, In	27,285
186	Kokomo, In	27,201
187	Evansville, In-Ky	27,198
188	Austin, Tx	27,167
189	Fort Collins-Loveland, Co	27,130
190	Charleston, S.C	27,050
191	State College, Pa	27,048
192	Binghamton, N.Y	27,041
193	Roanoke, Va	27,034
194	Sioux City, Ia-Ne	27,004
195	Sheboygan, Wi	26,992
196	Memphis, Tn-Ar-Ms	26,974
197	Chico, Ca	26,954
198	Albany-Schenectady-Troy, N.Y	26,932
199	Jackson, Mi	26,902
200	Dayton-Springfield, Oh	26,873
201	Charlottesville, Va	26,808
202	Erie, Pa	26,805
203	La Crosse, Wi	26,766
204	Canton, Oh	26,760
205	Baltimore, Md	26,743
206	Pascagoula, Ms	26,742
207	Fort Myers, Fl	26,729
208	Bellingham, Wa	26,700
209	Elkhart-Goshen, In	26,691
210	Orange, N.Y	26,675
211	Kenosha, Wi	26,661
212	Little Rock-North Little Rock, Ar	26,629
213	Portland, Me	26,617
214	Parkersburg-Marietta, W.V-Oh	26,592
215	Las Cruces, N.M	26,515
216	Colorado Springs, Co	26,434
217	Tucson, Az	26,412
218	Tallahassee, Fl	26,389
219	Greensboro-Winston-Salem-High Point, N.C	26,339
220	Sarasota, Fl	26,261
221	Tacoma, Wa	26,208
222	Bryan-College Station, Tx	26,182
223	Burlington, N.C	26,178
224	Norfolk-Virginia Beach-Newport News, Va	26,158
225	Bangor, Me	26,152
226	Buffalo, N.Y	26,137
227	Benton Harbor, Mi	26,095

228	San Angelo, Tx	26,094
229	Lawrence, Ks	26,071
230	Lynchburg, Va	26,063
231	Columbia, Mo	26,001
232	Lexington-Fayette, Ky	25,897
233	San Antonio, Tx	25,876
234	St. Cloud, Mn	25,772
235	Spokane, Wa	25,768
236	Sherman-Denison, Tx	25,740
237	Youngstown-Warren, Oh	25,638
238	Great Falls, Mt	25,599
239	Greenville-Spartanburg, S.C	25,541
240	Jacksonville, Fl	25,522
241	Owensboro, Ky	25,492
242	Wausau, Wi	25,481
243	Lubbock, Tx	25,414
244	Anderson, In	25,405
245	Terre Haute, In	25,388
246	South Bend-Mishawaka, In	25,337
247	Vineland-Millville-Bridgeton, N.J	25,318
248	Florence, Al	25,316
249	Wheeling, W.V-Oh	25,120
250	Wilmington, N.C	25,108
251	Fayetteville-Springdale, Ar	25,096
252	Hickory, N.C	25,039
253	Yakima, Wa	25,023
254	Birmingham, Al	24,969
255	Lima, Oh	24,947
256	Janesville-Beloit, Wi	24,919
257	Muncie, In	24,899
258	Muskegon, Mi	24,832
259	Monroe, La	24,808
260	Mansfield, Oh	24,804
261	Texarkana, Tx-Ar	24,795
262	Fort Pierce, Fl	24,747
263	Dothan, Al	24,717
264	Huntington-Ashland, W.V-Ky-Oh	24,714
265	Knoxville, Tn	24,697
266	Augusta, Ga-S.C	24,657
267	Athens, Ga	24,567
268	Eau Claire, Wi	24,463
269	Gainesville, Fl	24,405
270	Williamsport, Pa	24,368
271	Utica-Rome, N.Y	24,204
272	Tampa-St. Petersburg-Clearwater, Fl	24,172
273	Provo-Orem, Ut	24,163
274	Greeley, Co	24,152
275	Fall River, Ma-R.I.	24,141
276	Lakeland-Winter Haven, Fl	24,133
277	Albany, Ga	24,123
278	Scranton-Wilkes Barre, Pa	24,109
279	New Bedford, Ma	24,052
280	Panama City, Fl	24,032
281	Pensacola, Fl	24,013
282	Alexandria, La	23,967
283	Biloxi-Gulfport, Ms	23,830
284	Waco, Tx	23,769
285	Chattanooga, Tn-Ga	23,735
286	Macon-Warner Robins, Ga	23,706
287	Anniston, Al	23,681
288	Lewiston-Auburn, Me	23,660
289	Montgomery, Al	23,608
290	Bradenton, Fl	23,549
291	Salem, Or	23,488
292	Elmira, N.Y	23,483
293	Eugene-Springfield, Or	23,462
294	Columbus, Ga-Al	23,437
295	Altoona, Pa	23,417
296	Fort Smith, Ar-Ok	23,393
297	Glens Falls, N.Y	23,294
298	Asheville, N.C	23,263
299	Johnstown, Pa	23,164
300	Springfield, Mo	23,113
301	Pine Bluff, Ar	23,103
302	Pueblo, Co	23,086
303	Duluth, Mn-Wi	23,073
304	Mobile, Al	23,018
305	Jacksonville, N.C	22,979
306	Laredo, Tx	22,899
307	Florence, S.C	22,827
308	Savannah, Ga	22,768
309	St. Joseph, Mo	22,659
310	Medford, Or	22,584
311	Daytona Beach, Fl	22,478
312	Hagerstown, Md	22,385
313	Anderson, S.C	22,316
314	Killeen-Temple, Tx	22,195
315	El Paso, Tx	22,126
316	Brownsville-Harlingen, Tx	22,041
317	Tuscaloosa, Al	22,021
318	Lawton, Ok	21,862
319	Johnson City-Kingsport-Bristol, Tn-Va	21,617
320	Fayetteville, N.C	21,467
321	McAllen-Edinburg-Mission, Tx	21,359
322	Ocala, Fl	21,239
323	Clarksville-Hopkinsville, Tn-Ky	21,018
324	Gadsden, Al	20,734
325	Danville, Va	20,717
326	Cumberland, Md-W.V	20,590
327	Joplin, Mo	20,164
328	Los Angeles-Long Beach, Ca	19,924

Leading counties (thousands)

1	Loving, Tex.	57,143
2	Juneau, Ak.	53,065
3	Montgomery, Md.	51,990
4	Ketchikan Gateway, Ak.	51,933
5	Sitka, Ak.	51,023
6	Valdez-Cordova, Ak.	49,671
7	Fairfax, Va.	49,480
8	Los Alamos, N.M.	49,457
9	Du Page, Ill.	49,408
10	Marin, Cal.	48,570
11	Bristol Bay, Ak.	48,268
12	Anchorage, Ak.	46,818
13	Santa Clara, Cal.	46,395
14	Lake, Ill.	46,063
15	Nassau, N.Y.	45,965
16	San Mateo, Cal.	45,768
17	Prince of Wales-Outer Ketchikan, Ak.	45,002
18	Wrangell-Petersburg, Ak.	44,728
19	Orange, Cal.	44,472
20	Contra Costa, Cal.	44,448
21	Rockland, N.Y.	43,846
22	Midland, Tex.	43,791
23	Fairfax, Va.	43,548
24	Kodiak Island, Ak.	43,354
25	Somerset, N.J.	43,160
26	Ventura, Cal.	43,096
27	Westchester, N.Y.	42,479
28	Kenai Peninsula, Ak.	42,269
29	Johnson, Kans.	42,244
30	Morris, N.J.	42,181
31	Falls Church, Va.	42,119
32	Prince Georges, Md.	41,682
33	Brazoria, Tex.	41,674
34	Napa, Cal.	41,498
35	Fairbanks North Star, Ak.	41,046
36	McHenry, Ill.	41,011
37	Douglas, Colo.	40,796
38	Will, Ill.	40,516,
39	Suffolk, N.Y.	40,439
40	Fairfield, Conn.	40,320
41	Carson City, Nev.	40,290
42	Kendall, Ill.	40,248
43	Hunterdon, N.J.	40,073
44	Bergen, N.J.	40,004
45	Matanuska-Susitna, Ak.	39,755
46	Ozaukee, Wisc.	39,367
47	Middlesex, N.J.	39,324
48	Kane, Ill.	39,250
49	Solano, Cal.	39,139
50	Harris, Tex.	38,988
51	Campbell, Wyo.	38,967
52	Arlington, Va.	38,767
53	Prince William, Va.	38,761
54	Fort Bend, Tex.	38,695
55	Collin, Tex.	38,583
56	Douglas, Nev.	38,466
57	North Slope, Ak.	38,438
58	Tolland, Conn.	38,438
59	Waukesha, Wisc.	38,319
60	Montgomery, Pa.	38,190
61	Jefferson, Colo.	38,167
62	Randall, Tex.	38,156
63	Tazewell, Ill.	38,045
64	Pitkin, Colo.	37,770
65	Manassas, Va.	37,723
66	Chattahoochee, Ga.	37,654
67	Alameda, Cal.	37,544
68	Arapahoe, Colo.	37,478
69	Richmond, N.Y.	37,337
70	Monmouth, N.J.	37,307
71	Sussex, N.J.	37,298
72	Natrona, Wyo.	37,198
73	McLean, Ill.	37,192
74	Lafayette, La.	37,187
75	Monroe, Mich.	37,168
76	Ector, Tex.	37,167
77	Rock Island, Ill.	37,153
78	Honolulu, Hi.	37,105
79	St. Louis, Mo.	37,102
80	Oakland, Mich.	37,097
81	Woodford, Ill.	37,095
82	Loudoun, Va.	37,039
83	Haines, Ak.	37,026
84	Burlington, N.J.	36,945
85	Montgomery, Tex.	36,912
86	Burleigh, N.D.	36,879
87	Chester, Pa.	36,792
88	Rockwall, Tex.	36,690
89	Dakota, Minn.	36,609
90	Benton, Wash.	36,431
91	Washington, Minn.	36,265
92	Dallas, Tex.	36,076
93	Jefferson, La.	36,052
94	Union, N.J.	36,013
95	Middlesex, Conn.	36,012
96	Alexandria, Va.	36,005
97	Santa Barbara, Cal.	35,917
98	Howard, Md.	35,829
99	Peoria, Ill.	35,783
100	Norfolk, Mass.	35,742
101	Midland, Mich.	35,675
102	Geauga, Ohio	35,666
103	Grundy, Ill	35,651
104	Bucks, Pa.	35,568
105	Anoka, Minn.	35,440
106	Skagway-Yakutat-Angoon, Ak.	35,427
107	Manassas Park, Va.	35,418
108	Fayette, Ga.	35,346
109	Livingston, Mich.	35,341
110	Sweetwater, Wyo.	35,327
111	Yukon-Koyukuk, Ak.	35,130
112	Aleutian Islands, Ak.	35,066
113	Cumberland, Pa.	34,952
114	Hamilton, Ind.	34,929
115	Kobuk, Ak.	34,920
116	New London, Conn.	34,775
117	Dillingham, Ak	34,754
118	Chesterfield, Va.	34,701
119	Hinsdale, Colo.	34,645
120	Putnam, Ill.	34,644
121	St. Charles, La.	34,573
122	Sacramento, Cal.	34,419
123	Summit, Colo.	34,395
124	Platte, Mo.	34,376
125	Henry, Ill.	34,356
126	Orange, Tex.	34,312
127	St. Bernard, La.	34,216
128	Boone, Ill.	34,155
129	Nome, Ak.	34,040
130	Teton, Wyo.	34,015
131	Atlantic, N.J.	34,013
132	Storey, Nev.	33,989
133	De Kalb, Ga.	33,988
134	Litchfield, Conn.	33,955
135	San Diego, Cal.	33,894
136	Monterey, Cal.	33,889
137	Macomb, Mich.	33,881
138	Placer, Cal.	33,809
139	Winnebago, Ill.	33,782
140	Delaware, Pa.	33,746
141	Denton, Tex.	33,724
142	Roanoke, Va.	33,641
143	Putnam, N.Y.	33,616
144	Plymouth, Mass.	33,567
145	Champaign, Ill.	33,562
146	Hughes, S.D.	33,494
147	Randolph, Ill.	33,491
148	Sonoma, Cal.	33,466
149	Warren, Ohio	33,443
150	St. Tammany, La.	33,440
151	Livingston, Ill.	33,398
152	Middlesex, Mass.	33,386
153	Williams, N.D.	33,376
154	Piatt, Ill.	33,373
155	Monroe, Ill.	33,320
156	Washington, Wisc.	33,286
157	San Bernardino, Cal.	33,285
158	Kern, Cal.	33,274
159	Gloucester, N.J.	33,227
160	Hennepin, Minn.	33,212
161	St. Charles, Mo.	33,191
162	Santa Cruz, Cal.	33,174
163	Washington, Okla.	33,134
164	Marshall, Ill.	33,101
165	Warren, N.J.	33,080
166	Logan, N.D.	33,080
167	Hartford, Conn.	33,049
168	San Francisco, Cal.	33,046
169	Carbon, Wyo.	33,024
170	Sarpy, Neb.	33,016
171	Eagle, Colo.	33,010
172	New Haven, Conn.	32,981
173	De Kalb, Ill.	32,932
174	Clear Creek, Colo.	32,927
175	Cobb, Ga.	32,915
176	Uinta, Wyo.	32,879
177	Perry, Ill.	32,876
178	Mercer, N.J.	32,854
179	King, Wash.	32,841
180	Queens, N.Y.	32,837
181	Knox, Ill.	32,816
182	Mono, Cal.	32,809
183	Macon, Ill.	32,793
184	Ottawa, Mich.	32,777
185	Camden, N.J.	32,745
186	Tulare, Cal.	32,728
187	Terrebonne, La.	32,720
188	New Castle, Del.	32,605
189	Madison, Ill.	32,587
190	Crawford, Ill.	32,553
191	St. John the Baptist, La.	32,540
192	Tulsa, Okla.	32,532
193	Archer, Tex.	32,514
194	Jefferson, Ill.	32,492
195	Jefferson, Tex.	32,474
196	Hendricks, Ind.	32,469
197	Grant, Kans.	32,467
198	Bristol, R.I.	32,462
199	Sangamon, Ill.	32,459
200	Alpine, Cal.	32,411
201	Charles, Md.	32,409
202	Monroe, N.Y.	32,339
203	Billings, N.D.	32,339
204	Lake, Ohio	32,333
205	Collier, Fla.	32,324
206	Boulder, Colo.	32,308
207	Hartley, Tex.	32,265
208	Washington, Ore.	32,208
209	Poquoson, Va.	32,196
210	Texas, Okla.	32,181
211	Cass, N.D.	32,160
212	Stevens, Kans.	32,148
213	Mercer, N.D.	32,131
214	Clermont, Ohio	32,130
215	Bureau, Ill.	32,066
216	Sedgwick, Kans.	32,050
217	Washtenaw, Mich.	32,049
218	El Dorado, Cal.	32,041
219	Sublette, Wyo.	32,034
220	Plaquemines, La.	32,021
221	Clay, Mo.	32,005
222	West Feliciana, La.	31,974
223	St. Mary, La.	31,945
224	Rankin, Miss.	31,912
225	Medina, Ohio	31,892
226	Hillsborough, N.H.	31,884
227	Seward, Kans.	31,865
228	Chittenden, Vt.	31,856
229	Yolo, Cal.	31,844
230	Riverside, Cal.	31,838
231	Minnehaha, S.D.	31,830
232	Fresno, Cal.	31,823
233	Sutter, Cal.	31,807
234	Scott, Ia.	31,777
235	Whiteside, Ill.	31,773
236	Oliver, N.D.	31,768
237	Gwinnett, Ga.	31,748
238	Kent, Mich.	31,748
239	Morton, N.D.	31,746
240	Henrico, Va.	31,735
241	Eaton, Mich.	31,684
242	Stark, N.D.	31,630
243	Woodward, Okla.	31,619
244	Converse, Wyo.	31,611
245	Adams, Colo.	31,581
246	District of Columbia, D.C.	31,570
247	Mercer, Ill.	31,561
248	Cameron, La.	31,550
249	Clackamas, Ore.	31,539
250	Wabash, Ill.	31,468
251	Porter, Ind.	31,465
252	Clayton, Ga.	31,440
253	Borden, Tex.	31,412
254	Rockdale, Ga.	31,404
255	Beadle, S.D.	31,404
256	Douglas, Ill.	31,388
257	Stark, Ill.	31,388
258	Scott, Minn.	31,351
259	Jasper, Ill.	31,343
260	Hinds, Miss.	31,340
261	Thurston, Wash.	31,337
262	Williamson, Tenn.	31,322
263	Oldham, Ky.	31,299
264	Canadian, Okla.	31,289
265	Ramsey, Minn.	31,288
266	East Baton Rouge, La.	31,256
267	Southeast Fairbanks, Ak.	31,241
268	Finney, Kans.	31,240
269	Jackson, Colo.	31,231
270	Effingham, Ill.	31,212
271	Snohomish, Wash.	31,207
272	Palm Beach, Fla.	31,197
273	Franklin, Wash.	31,194
274	Slope, N.D.	31,145
275	Routt, Colo.	31,117
276	Fremont, Wyo.	31,108
277	York, Va.	31,081
278	Mineral, Colo.	31,077
279	Polk, Ia.	31,073
280	Stanislaus, Cal.	31,066
281	Morgan, Utah	31,059
282	Calcasieu, La.	31,025
283	Ogle, Ill.	31,008
284	Hancock, Ind.	30,997
285	McKenzie, N.D.	30,995
286	Lafourche, La.	30,993
287	Johnson, Ind.	30,975
288	Chambers, Tex.	30,965
289	Logan, Ill.	30,963
290	Taylor, Tex.	30,920
291	Colusa, Cal.	30,881
292	Warren, Ia.	30,876
293	Menard, Ill.	30,862
294	Saginaw, Mich.	30,858
295	Nantucket, Mass.	30,851
296	Beaver, Okla.	30,839
297	Powder River, Mont.	30,819
298	Douglas, Ga.	30,810
299	Lee, Ill.	30,808
300	La Salle, Ill.	30,800
301	Cleveland, Okla.	30,777
302	McDonough, Ill.	30,765

303	Pennington, S.D.	30,764
304	Elko, Nev.	30,757
305	St. James, La.	30,731
306	Hanover, Va.	30,722
307	Davis, Utah	30,711
308	Douglas, Neb.	30,680
309	Kent, R.I.	30,648
310	De Witt, Ill.	30,628
311	Lake, Colo.	30,611
312	Morton, Kans.	30,603
313	Boone, Ky.	30,570
314	Broward, Fla.	30,542
315	Glasscock, Tex.	30,525
316	Virginia Beach, Va.	30,515
317	Seminole, Fla.	30,514
318	Dutchess, N.Y.	30,508
319	Yankton, S.D.	30,498
320	Hudson, N.J.	30,490
321	Olmsted, Minn.	30,483
322	Clinton, Mich.	30,478
323	Tarrant, Tex.	30,465
324	Cuyahoga, Ohio	30,445
325	Laramie, Wyo.	30,441
326	Steele, N.D.	30,440
327	Calhoun, Tex.	30,431
328	Anne Arundel, Md.	30,410
329	Carver, Minn.	30,384
330	Ochiltree, Tex.	30,376
331	San Benito, Cal.	30,375
332	Passaic, N.J.	30,364
333	Maui, Hi.	30,339
334	Addison, Vt.	30,335
335	Bowman, N.D.	30,333
336	Hamilton, Ohio	30,333
337	Nye, Nev.	30,233
338	Morgan, Ill.	30,222
339	Albemarle, Va.	30,222
340	Mineral, Nev.	30,206
341	Grand, Colo.	30,205
342	Bonneville, Ida.	30,194
343	Ford, Ill.	30,191
344	Rockingham, N.H.	30,184
345	Hampshire, Mass.	30,169
346	Warrick, Ind.	30,151
347	Baltimore, Md.	30,149
348	Allegheny, Pa.	30,142
349	Warren, Ill.	30,136
350	Clark, Ill.	30,090
351	Haskell, Kans.	30,085
352	Hancock, W.Va.	30,082
353	Andrews, Tex.	30,076
354	St. Clair, Ill.	30,074
355	Grand, Utah	30,044
356	Victoria, Tex.	30,019
357	Lehigh, Pa.	30,017
358	Merced, Cal.	30,009
359	Mecklenburg, N.C.	30,009
360	Shawnee, Kans.	30,007
361	Grand Forks, N.D.	30,006
362	Black Hawk, Ia.	30,000
363	Dauphin, Pa.	29,968
364	Williamson, Ill.	29,953
365	Rio Blanco, Colo.	29,947
366	Washington, R.I.	29,943
367	Wood, Ohio	29,939
368	Delaware, Ohio	29,936
369	Humboldt, Nev.	29,926
370	Lea, N.M.	29,912
371	Moffat, Colo.	29,902
372	McIntosh, N.D.	29,898
373	Henry, Ga.	29,877
374	Clinton, Ill.	29,877
375	Madera, Cal.	29,876
376	Yellowstone, Mont.	29,873
377	Tippecanoe, Ind.	29,859
378	Oklahoma, Okla.	29,842
379	Leavenworth, Kans.	29,839
380	Golden Valley, N.D.	29,836
381	Ward, N.D.	29,832
382	Grand Isle, Vt.	29,816
383	Union, Ky.	29,797
384	Lyon, Nev.	29,797
385	Meade, S.D.	29,791
386	Stafford, Va.	29,782
387	Wake, N.C.	29,773
388	Scott, Kans.	29,762
389	Racine, Wisc.	29,761
390	Beaver, Pa.	29,758
391	Dakota, Neb.	29,724
392	Liberty, Mont.	29,723
393	Linn, Ia.	29,691
394	Weston, Wyo.	29,691
395	Fulton, Ill.	29,667
396	Kingfisher, Okla.	29,664
397	White Pine, Nev.	29,657
398	Story, Ia.	29,633
399	Essex, Mass.	29,629
400	Moultrie, Ill.	29,617
401	White, Ill.	29,614
402	Essex, N.J.	29,607
403	Cumberland, Ill.	29,605
404	Vermilion, Ill.	29,601
405	Garfield, Colo.	29,599
406	Greenlee, Ariz.	29,578
407	New York, N.Y.	29,562
408	Lassen, Cal.	29,551
409	Jersey, Ill.	29,542
410	Liberty, Tex.	29,506
411	Northampton, Pa.	29,505
412	Barnstable, Mass.	29,487
413	Salem, N.J.	29,480
414	Jefferson, Mo.	29,467
415	Washington, Ill.	29,459
416	Ada, Ida.	29,458
417	Galveston, Tex.	29,446
418	Smith, Tex.	29,418
419	Bartholomew, Ind.	29,409
420	McLean, N.D.	29,409
421	Butler, Kans.	29,399
422	Garfield, Okla.	29,391
423	Plumas, Cal.	29,389
424	Mason, Ill.	29,388
425	Bossier, La.	29,376
426	Marion, Ill.	29,363
427	Hansford, Tex.	29,354
428	Chouteau, Mont.	29,325
429	Matagorda, Tex.	29,321
430	Clark, Wash.	29,321
431	Bethel, Ak.	29,313
432	Coles, Ill.	29,306
433	Nevada, Cal.	29,278
434	Glenn, Cal.	29,271
435	Park, Wyo.	29,255
436	Gregg, Tex.	29,238
437	Hill, Mont.	29,231
438	Greene, Ohio	29,216
439	Woodford, Ky.	29,192
440	Kalamazoo, Mich.	29,177
441	Lincoln, Wyo.	29,177
442	Waller, Tex.	29,176
443	Worcester, Mass.	29,168
444	Calaveras, Cal.	29,165
445	San Luis Obispo, Cal.	29,155
446	St. Croix, Wisc.	29,152
447	Ford, Kans.	29,145
448	Campbell, Ky.	29,138
449	Shasta, Cal.	29,134
450	Hancock, Ohio	29,115
451	Dawson, Mont.	29,105
452	Scurry, Tex.	29,104
453	Henderson, Ill.	29,093
454	Dane, Wisc.	29,086
455	Maricopa, Ariz.	29,079
456	Barton, Kans.	29,073
457	Amador, Cal.	29,070
458	Lander, Nev.	29,067
459	Jasper, Ind.	29,060
460	Cortland, N.Y.	29,054
461	Dunn, N.D.	29,054
462	San Joaquin, Cal.	29,046
463	Nueces, Tex.	29,039
464	Tooele, Utah	29,039
465	Gray, Kans.	29,003
466	Washoe, Nev.	28,988
467	Calumet, Wisc.	28,983
468	Brevard, Fla.	28,964
469	Iroquois, Ill.	28,964
470	Kauai, Hi.	28,957
471	Geary, Kans.	28,944
472	Kay, Okla.	28,929
473	Kings, Cal.	28,927
474	Butler, Ohio	28,927
475	Boone, Ind.	28,914
476	Rogers, Okla.	28,897
477	Whitman, Wash.	28,890
478	Orange, N.C.	28,886
479	Reagan, Tex.	28,876
480	Tuolumne, Cal.	28,873
481	Caddo, La.	28,861
482	Lancaster, Pa.	28,855
483	Harper, Okla.	28,854
484	Albany, Wyo.	28,850
485	Moore, Tex.	28,843
486	Adams, N.D.	28,818
487	Genesee, Mich.	28,801
488	Saratoga, N.Y.	28,797
489	Wichita, Tex.	28,797
490	Foster, N.D.	28,796
491	Santa Fe, N.M.	28,791
492	Milwaukee, Wisc.	28,791
493	Crockett, Tex.	28,788
494	Tuscola, Mich.	28,785
495	Kankakee, Ill.	28,773
496	Westmoreland, Pa.	28,770
497	Stephenson, Ill.	28,767
498	Washakie, Wyo.	28,762
499	Berks, Pa.	28,760
500	Davison, S.D.	28,747
501	Ellis, Tex.	28,718
502	Johnson, Wyo.	28,716
503	Carson, Tex.	28,703
504	Muscatine, Ia.	28,691
505	Cowlitz, Wash.	28,688
506	Greeley, Kans.	28,667
507	Baldwin, Ga.	28,660
508	Sherman, Tex.	28,660
509	Hodgeman, Kans.	28,650
510	Erie, Ohio	28,648
511	Lucas, Ohio	28,646
512	Ingham, Mich.	28,629
513	Clallam, Wash.	28,566
514	Shiawassee, Mich.	28,560
515	Platte, Wyo.	28,549
516	Outagamie, Wisc.	28,548
517	Onondaga, N.Y.	28,545
518	Newport, R.I.	28,541
519	Emmons, N.D.	28,531
520	Hardin, Tex.	28,520
521	Iberia, La.	28,514
522	Livingston, N.Y.	28,513
523	Carbon, Utah	28,512
524	Marion, Ind.	28,505
525	Fauquier, Va.	28,499
526	Brown, Wisc.	28,499
527	Wichita, Kans.	28,490
528	Morgan, Ind.	28,483
529	Ocean, N.J.	28,477
530	Ward, Tex.	28,476
531	Brookings, S.D.	28,467
532	Harford, Md.	28,463
533	Butler, Pa.	28,462
534	Bond, Ill.	28,459
535	Lincoln, Neb.	28,453
536	Yoakum, Tex.	28,440
537	Ascension, La.	28,437
538	Inyo, Cal.	28,428
539	Hancock, Ill.	28,427
540	Ellis, Kans.	28,416
541	Sherburne, Minn.	28,416
542	Fulton, Ohio	28,414
543	Tioga, N.Y.	28,398
544	Clay, S.D.	28,396
545	Madison, Ohio	28,395
546	Box Elder, Utah	28,394
547	Saline, Ark.	28,391
548	Pershing, Nev.	28,387
549	Logan, Neb.	28,375
550	Stanley, S.D.	28,345
551	Franklin, Ohio	28,331
552	Wayne, N.Y.	28,321
553	Lawrence, Ill.	28,318
554	Divide, N.D.	28,295
555	Kimball, Neb.	28,279
556	Anderson, Tenn.	28,276
557	Lebanon, Pa.	28,273
558	Adams, Ill.	28,271
559	Clearwater, Ida.	28,259
560	Windham, Conn.	28,247
561	Tipton, Ind.	28,247
562	Lapeer, Mich.	28,226
563	Edwards, Ill.	28,224
564	York, Pa.	28,221
565	Bay, Mich.	28,216
566	Pecos, Tex.	28,203
567	Jefferson, Ky.	28,193
568	Mason, Wash.	28,193
569	Berkshire, Mass.	28,192
570	Woods, Okla.	28,188
571	Madison, Tex.	28,188
572	Custer, Mont.	28,183
573	Custer, S.D.	28,171
574	Park, Colo.	28,168
575	Lake, Ind.	28,158
576	Kanawha, W.Va.	28,155
577	Portage, Ohio	28,152
578	Defiance, Ohio	28,148
579	Clinton, Ia.	28,147
580	Orange, Fla.	28,143
581	Tehama, Cal.	28,140
582	Clay, Fla.	28,140
583	Dade, Fla.	28,134
584	Mercer, Ohio	28,126
585	Thomas, Kans.	28,124
586	Summit, Utah	28,104
587	Hawaii, Hi.	28,096
588	Franklin, Vt.	28,085
589	McKinley, N.M.	28,074
590	Davidson, Tenn.	28,069
591	Cumberland, Me.	28,067
592	King George, Va.	28,062
593	Hettinger, N.D.	28,048
594	James City, Va.	28,046
595	Miami, Kans.	28,041
596	Albany, N.Y.	28,031
597	Windsor, Vt.	28,024
598	Aiken, S.C.	28,010
599	Keith, Neb.	28,008
600	Comanche, Kans.	28,001
601	Stutsman, N.D.	27,998
602	San Juan, N.M.	27,986
603	Hutchinson, Tex.	27,984
604	Parker, Tex.	27,977
605	Boyd, Ky.	27,958
606	Harvey, Kans.	27,956
607	Calvert, Md.	27,949
608	Decatur, Ind.	27,941
609	Ottawa, Ohio	27,941
610	Sumner, Tenn.	27,932
611	Johnson, Ia.	27,923
612	Clark, Ind.	27,921
613	Dallas, Ia.	27,917
614	Morris, Tex.	27,913
615	Meade, Kans.	27,902
616	Kosciusko, Ind.	27,887
617	Richland, Mont.	27,882
618	Grays Harbor, Wash.	27,872
619	Niagara, N.Y.	27,865
620	Calhoun, Mich.	27,854
621	Lenawee, Mich.	27,852
622	Crane, Tex.	27,845
623	Fairfield, Ohio	27,837
624	Union, Ohio	27,825
625	Sheridan, Wyo.	27,825
626	Hampden, Mass.	27,816
627	Guilford, N.C.	27,816
628	Platte, Neb.	27,804
629	Leon, Fla.	27,795
630	Kearney, Neb.	27,794
631	Lancaster, Neb.	27,794
632	Jo Daviess, Ill.	27,793
633	Kitsap, Wash.	27,789
634	Martin, Tex.	27,779
635	Custer, Okla.	27,778
636	Refugio, Tex.	27,769
637	De Soto, Miss.	27,766
638	Richland, Ill.	27,762
639	Uintah, Utah	27,762
640	Wayne, Ohio	27,761
641	Mercer, Pa.	27,741
642	Salem, Va.	27,741
643	Christian, Ill.	27,740
644	Franklin, Ill.	27,735
645	Kearny, Kans.	27,734
646	Madison, Ala.	27,733
647	Merrimack, N.H.	27,733
648	Kittitas, Wash.	27,727
649	Lyman, S.D.	27,715
650	San Patricio, Tex.	27,705
651	Cedar, Ia.	27,701
652	Imperial, Cal.	27,698
653	Aransas, Tex.	27,696
654	Saline, Ill.	27,687
655	Grant, N.M.	27,672
656	Skamania, Wash.	27,651
657	Grand Traverse, Mich.	27,648
658	Okaloosa, Fla.	27,647
659	Sierra, Cal.	27,642
660	Humboldt, Cal.	27,638
661	St. Clair, Mich.	27,636
662	Charleston, S.C.	27,635
663	Ionia, Mich.	27,605
664	Dubuque, Ia.	27,603
665	Brooke, W.Va.	27,595
666	Allen, Ind.	27,587
667	Renville, N.D.	27,572
668	Pratt, Kans.	27,570
669	Washington, Pa.	27,568
670	Cimarron, Okla.	27,561
671	Ontario, N.Y.	27,558
672	Island, Wash.	27,555
673	Orleans, N.Y.	27,551
674	Summit, Ohio	27,549
675	Floyd, Ind.	27,546
676	Jackson, Mo.	27,519
677	Shelby, Tenn.	27,514
678	Barry, Mich.	27,507
679	Putnam, Ind.	27,501
680	Otero, N.M.	27,497
681	Caribou, Ida.	27,487
682	Brown, S.D.	27,483
683	Kenton, Ky.	27,472
684	Wright, Ia.	27,470
685	Lane, Kans.	27,454
686	Pawnee, Kans.	27,454
687	Monroe, Ind.	27,447
688	Wayne, Mich.	27,444
689	Williamsburg, Va.	27,442
690	Fredericksburg, Va.	27,437
691	Lexington, S.C.	27,412
692	Cole, Mo.	27,409
693	Schenectady, N.Y.	27,408
694	Bannock, Ida.	27,388
695	Wahkiakum, Wash	27,385
696	Box Butte, Neb.	27,378
697	Bernalillo, N.M.	27,375
698	Fall River, S.D.	27,371
699	Hall, Neb.	27,357
700	Indian River, Fla.	27,356
701	Winkler, Tex.	27,345
702	Valencia, N.M.	27,343
703	Grundy, Ia.	27,337
704	Rosebud, Mont.	27,327
705	Travis, Tex.	27,324
706	Newton, Ind.	27,315
707	Cass, Mo.	27,313
708	Washington, Vt.	27,313
709	McPherson, Kans.	27,311
710	Grant, Wash.	27,309
711	Lorain, Ohio	27,308
712	Clark, Nev.	27,304
713	Clay, Ia.	27,281
714	Denver, Colo.	27,280
715	Carroll, Ill.	27,270
716	Des Moines, Ia.	27,265
717	Campbell, Va.	27,257
718	Morgan, Ala.	27,248
719	Fulton, Ga.	27,242
720	Major, Okla.	27,240
721	Macoupin, Ill.	27,230
722	Bennington, Vt.	27,229
723	Forsyth, Ga.	27,227

724 Union, Pa.	27,227
725 Richland, S.C.	27,227
726 Bremer, Ia.	27,225
727 Richland, N.D.	27,225
728 Live Oak, Tex.	27,199
729 Siskiyou, Cal.	27,189
730 Isabella, Mich.	27,189
731 Montgomery, Ohio	27,187
732 Hood, Tex.	27,184
733 Salt Lake, Utah	27,175
734 Strafford, N.H.	27,169
735 Cherokee, Ga.	27,167
736 Winnebago, Wisc.	27,166
737 Trinity, Cal.	27,162
738 Jackson, Ill.	27,158
739 Lewis and Clark, Mont.	27,157
740 Cass, Ill.	27,147
741 Osage, Okla.	27,143
742 Sutton, Tex.	27,142
743 Emery, Utah	27,139
744 Larimer, Colo.	27,130
745 Franklin, Ky.	27,121
746 Washington, Neb.	27,095
747 Codington, S.D.	27,089
748 Gaines, Tex.	27,089
749 Modoc, Cal.	27,087
750 Clark, Kans.	27,084
751 Ramsey, N.D.	27,077
752 Howard, Tex.	27,076
753 Barber, Kans.	27,063
754 Sheridan, Mont.	27,063
755 Indiana, Pa.	27,061
756 Traill, N.D.	27,053
757 Centre, Pa.	27,048
758 Mendocino, Cal.	27,042
759 Licking, Ohio	27,036
760 Colonial Heights, Va.	27,032
761 Hampton, Va.	27,029
762 Shelby, Ill.	27,026
763 Jefferson, Wisc.	27,020
764 Skagit, Wash.	27,011
765 Seward, Neb.	27,010
766 Pulaski, Ark.	27,006
767 San Juan, Wash.	27,006
768 Wayne, Ill.	27,000
769 Howard, Ind.	26,997
770 Lincoln, Nev.	26,996
771 Sheboygan, Wisc.	26,992
772 Dodge, Wisc.	26,991
773 Carroll, Md.	26,990
774 Rutland, Vt.	26,985
775 La Porte, Ind.	26,979
776 Duchesne, Utah	26,978
777 Dewey, Okla.	26,964
778 Carter, Mont.	26,961
779 Butte, Cal.	26,954
780 Monroe, Pa.	26,954
781 Kaufman, Tex.	26,951
782 Posey, Ind.	26,928
783 Forsyth, N.C.	26,919
784 Jackson, Mich.	26,902
785 McCone, Mont.	26,895
786 Pottawattamie, Ia.	26,894
787 Stark, Ohio	26,891
788 Livingston, La.	26,889
789 Jefferson, Ohio	26,886
790 Lamoille, Vt.	26,878
791 Gray, Tex.	26,875
792 Coconino, Ariz.	26,869
793 Wilson, Tenn.	26,866
794 Towner, N.D.	26,861
795 Marshall, Ia.	26,860
796 Trumbull, Ohio	26,860
797 Fond du Lac, Wisc.	26,855
798 Seneca, Ohio	26,845
799 Scotts Bluff, Neb.	26,844
800 Williamson, Tex.	26,843
801 Madison, N.Y.	26,830
802 Kendall, Tex.	26,822
803 Chesapeake, Va.	26,819
804 Fallon, Mont.	26,814
805 Bowie, Tex.	26,810
806 Erie, Pa.	26,805
807 Powhatan, Va.	26,805
808 Madison, Neb.	26,796
809 Shelby, Ind.	26,790
810 Alfalfa, Okla.	26,787
811 Fayette, Ill.	26,786
812 Sandusky, Ohio	26,773
813 Henry, Ohio	26,772
814 Teton, Mont.	26,770
815 Union, Ill.	26,768
816 La Crosse, Wisc.	26,766
817 Jefferson, W.Va.	26,760
818 Goochland, Va.	26,759
819 Sherman, Kans.	26,758
820 Vanderburgh, Ind.	26,754
821 Gaston, N.C.	26,753
822 Cheshire, N.H.	26,745
823 Broome, N.Y.	26,745
824 Wagoner, Okla.	26,745
825 Jackson, Miss.	26,742
826 Sheridan, N.D.	26,738
827 Jefferson, Wash.	26,738
828 Weber, Utah	26,733
829 Gratiot, Mich.	26,732
830 Lee, Fla.	26,729
831 Wood, W.Va.	26,707
832 Cooke, Tex.	26,701
833 Whatcom, Wash.	26,700
834 Elkhart, Ind.	26,691
835 Mills, Ia.	26,691
836 Oconee, Ga.	26,688
837 Pondera, Mont.	26,682
838 Orange, N.Y.	26,675
839 Franklin, Pa.	26,663
840 Kenosha, Wisc.	26,661
841 Greenup, Ky.	26,659
842 Gunnison, Colo.	26,650
843 Benton, Ind.	26,649
844 Webster, Ia.	26,636
845 Ashtabula, Ohio	26,615
846 Jasper, Ia.	26,608
847 Jefferson, Kans.	26,596
848 Ellis, Okla.	26,590
849 Bristol, Mass.	26,585
850 Edgar, Ill.	26,576
851 Woodbury, Ia.	26,573
852 Berkeley, S.C.	26,564
853 Vermilion, La.	26,558
854 Lee, Ia.	26,553
855 Assumption, La.	26,548
856 Bastrop, Tex.	26,548
857 Otsego, Mich.	26,542
858 Warren, Pa.	26,541
859 Spotsylvania, Va.	26,535
860 Pembina, N.D.	26,525
861 Montgomery, Ill.	26,522
862 Wells, Ind.	26,517
863 Walla Walla, Wash.	26,517
864 Marquette, Mich.	26,516
865 Pickaway, Ohio	26,516
866 Dona Ana, N.M.	26,515
867 Valley, Mont.	26,510
868 Greenville, S.C.	26,503
869 Wright, Minn.	26,497
870 Saline, Kans.	26,495
871 Terry, Tex.	26,491
872 Walworth, Wisc.	26,491
873 Crook, Wyo.	26,488
874 Eddy, N.M.	26,487
875 Freestone, Tex.	26,486
876 Henderson, Ky.	26,480
877 Treutlen, Ga.	26,472
878 La Plata, Colo.	26,468
879 Hockley, Tex.	26,465
880 Dukes, Mass.	26,455
881 Yuba, Cal.	26,444
882 Dodge, Neb.	26,441
883 El Paso, Colo.	26,434
884 Catawba, N.C.	26,427
885 Potter, Tex.	26,424
886 Washington, Ohio	26,418
887 Jefferson Davis, La.	26,413
888 Barnes, N.D.	26,413
889 Pima, Ariz.	26,412
890 Benton, Ore.	26,403
891 Huron, Ohio	26,400
892 Phelps, Neb.	26,397
893 Palo Pinto, Tex.	26,395
894 Mesa, Colo.	26,394
895 Houston, Ga.	26,385
896 Reno, Kans.	26,381
897 Blaine, Ida.	26,378
898 Stephens, Okla.	26,374
899 Portage, Wisc.	26,373
900 Del Norte, Cal.	26,370
901 Kewaunee, Wisc.	26,367
902 Perkins, Neb.	26,363
903 Windham, Vt.	26,362
904 Warren, Miss.	26,358
905 Kiowa, Kans.	26,354
906 Hemphill, Tex.	26,352
907 Pierce, Wisc.	26,339
908 Lawrence, S.D.	26,334
909 Riley, Kans.	26,326
910 East Feliciana, La.	26,322
911 Jackson, W.Va.	26,321
912 Russell, Kans.	26,319
913 Klickitat, Wash.	26,316
914 Jim Wells, Tex.	26,309
915 Schleicher, Tex.	26,300
916 Durham, N.C.	26,298
917 Johnson, Tex.	26,296
918 Deaf Smith, Tex.	26,293
919 Wood, Wisc.	26,287
920 Clay, Tex.	26,282
921 Upton, Tex.	26,275
922 Lake, Minn.	26,273
923 Sarasota, Fla.	26,261
924 Deuel, Neb.	26,257
925 Prince George, Va.	26,249
926 Perry, Pa.	26,247
927 Douglas, Wash.	26,247
928 Wabash, Ind.	26,246
929 Iberville, La.	26,245
930 Perkins, S.D.	26,242
931 Schuyler, Ill.	26,232
932 Montour, Pa.	26,227
933 Union, N.C.	26,217
934 York, Neb.	26,215
935 Pierce, Wash.	26,208
936 Glynn, Ga.	26,206
937 Roger Mills, Okla.	26,201
938 Bottineau, N.D.	26,197
939 Reeves, Tex.	26,190
940 Martin, Fla.	26,187
941 Gilpin, Colo.	26,186
942 Pulaski, Ind.	26,186
943 Dawson, Neb.	26,185
944 Nicollet, Minn.	26,184
945 Brazos, Tex.	26,182
946 Alamance, N.C.	26,178
947 Orleans, La.	26,166
948 Newton, Ga.	26,163
949 Adams, Wash.	26,163
950 Manitowoc, Wisc.	26,159
951 Nassau, Fla.	26,153
952 Monroe, Fla.	26,148
953 Buena Vista, Ia.	26,142
954 Bullitt, Ky.	26,140
955 Erie, N.Y.	26,137
956 Dawson, Tex.	26,133
957 Wise, Tex.	26,129
958 Transylvania, N.C.	26,118
959 Shelby, Ohio	26,118
960 Marion, Ia.	26,112
961 Clay, Ill.	26,096
962 Berrien, Mich.	26,095
963 Toole, Mont.	26,094
964 Tom Green, Tex.	26,094
965 Washington, Tex.	26,089
966 Mountrail, N.D.	26,088
967 Adams, Pa.	26,075
968 Douglas, Kans.	26,071
969 Clarion, Pa.	26,065
970 Ross, Ohio	26,062
971 Ashland, Ohio	26,057
972 Lincoln, La.	26,056
973 Humphreys, Tenn.	26,048
974 Marion, Ohio	26,038
975 Lawrence, Pa.	26,034
976 Louisa, Ia.	26,031
977 Grant, Neb.	26,026
978 Eureka, Nev.	26,021
979 Autauga, Ala.	26,014
980 San Juan, Colo.	26,014
981 Hall, Ga.	26,006
982 Bexar, Tex.	26,004
983 Boone, Mo.	26,001
984 Wyandotte, Kans.	25,998
985 Cass, Mich.	25,998
986 Pickens, S.C.	25,990
987 Logan, Kans.	25,984
988 King, Tex.	25,961
989 West Baton Rouge, La.	25,955
990 Roosevelt, Mont.	25,955
991 Lincoln, Wash.	25,950
992 Cape May, N.J.	25,937
993 Mohave, Ariz.	25,932
994 Allegan, Mich.	25,928
995 Gallatin, Ill.	25,927
996 Young, Tex.	25,926
997 Fayette, Ky.	25,925
998 Hillsborough, Fla.	25,919
999 Tompkins, N.Y.	25,918
1000 Rice, Minn.	25,917
1001 Hays, Tex.	25,916
1002 Scott, Mo.	25,913
1003 Bingham, Ida.	25,894
1004 Cecil, Md.	25,894
1005 Providence, R.I.	25,893
1006 Oswego, N.Y.	25,889
1007 Green, Wisc.	25,888
1008 La Moure, N.D.	25,883
1009 Lee, Tex.	25,881
1010 Wharton, Tex.	25,876
1011 Adams, Ind.	25,872
1012 Frederick, Md.	25,853
1013 Hamilton, Ia.	25,850
1014 Franklin, Mo.	25,849
1015 Scott, Ill.	25,837
1016 Whitley, Ind.	25,835
1017 Missoula, Mont.	25,829
1018 Luce, Mich.	25,827
1019 Cheatham, Tenn.	25,818
1020 Franklin, Mass.	25,815
1021 Clark, Ky.	25,805
1022 Vigo, Ind.	25,804
1023 Waynesboro, Va.	25,800
1024 Camas, Ida.	25,795
1025 Washington, Ia.	25,794
1026 Berkeley, W.Va.	25,792
1027 Angelina, Tex.	25,786
1028 Hamilton, Kans.	25,780
1029 Redwillow, Neb.	25,779
1030 Spokane, Wash.	25,768
1031 Adams, Neb.	25,767
1032 Jones, Tex.	25,757
1033 Boone, Ia.	25,755
1034 Auglaize, Ohio	25,753
1035 Lyon, Kans.	25,740
1036 Grayson, Tex.	25,740
1037 Crawford, Ohio	25,738
1038 Harrisonburg, Va.	25,728
1039 Leelanau, Mich.	25,727
1040 Haakon, S.D.	25,725
1041 Daniels, Mont.	25,720
1042 Elbert, Colo.	25,715
1043 Carroll, Ind.	25,714
1044 Champaign, Ohio	25,714
1045 Monroe, Ga.	25,713
1046 Buffalo, Neb.	25,705
1047 Paulding, Ohio	25,703
1048 Rensselaer, N.Y.	25,692
1049 Radford, Va.	25,686
1050 Scott, Ky.	25,674
1051 Lynchburg, Va.	25,646
1052 Benton, Ia.	25,645
1053 Venango, Pa.	25,645
1054 Somervell, Tex.	25,643
1055 Williams, Ohio	25,640
1056 Chaves, N.M.	25,634
1057 De Kalb, Ind.	25,624
1058 Snyder, Pa.	25,609
1059 Lauderdale, Ala.	25,607
1060 Lee, Ga.	25,602
1061 Cook, Ill.	25,600
1062 Cascade, Mont.	25,599
1063 Daggett, Utah	25,598
1064 Chisago, Minn.	25,591
1065 Mariposa, Cal.	25,590
1066 Titus, Tex.	25,583
1067 Jefferson, Ala.	25,577
1068 Sargent, N.D.	25,571
1069 Belmont, Ohio	25,566
1070 Jessamine, Ky.	25,562
1071 Lincoln, S.D.	25,553
1072 Cochise, Ariz.	25,544
1073 Burke, N.D.	25,541
1074 Edwards, Kans.	25,538
1075 Gallatin, Mont.	25,536
1076 Oldham, Tex.	25,536
1077 Hot Springs, Wyo	25,531
1078 Kings, N.Y	25,526
1079 Harrison, Tex.	25,525
1080 Nez Perce, Ida.	25,524
1081 Jones, Ia.	25,522
1082 Logan, Colo.	25,517
1083 Garza, Tex.	25,516
1084 Burleson, Tex.	25,512
1085 Van Buren, Mich.	25,506
1086 Cherry, Neb.	25,506
1087 Lipscomb, Tex.	25,504
1088 Armstrong, Tex.	25,495
1089 Jackson, Tex.	25,494
1090 Daviess, Ky.	25,492
1091 New Kent, Va.	25,490
1092 Shackelford, Tex.	25,481
1093 Marathon, Wisc.	25,481
1094 Sumner, Kans.	25,478
1095 York, S.C.	25,477
1096 Noble, Okla.	25,476
1097 Montgomery, Ind.	25,473
1098 Shelby, Ala.	25,472
1099 Massac, Ill.	25,470
1100 Johnson, Ill.	25,468
1101 Sully, S.D.	25,468
1102 Miami, Ohio	25,466
1103 Newport News, Va.	25,464
1104 Chaffee, Colo.	25,461
1105 Cabarrus, N.C.	25,461
1106 Union, Fla.	25,455
1107 Anderson, Tex.	25,452
1108 Cass, Ind.	25,446
1109 St. Marys, Md.	25,445
1110 Walsh, N.D.	25,438
1111 Poweshiek, Ia.	25,433
1112 Stearns, Minn.	25,430
1113 Clarke, Ga.	25,429
1114 Hand, S.D.	25,427
1115 St. Joseph, Mich.	25,422
1116 Stanton, Kans.	25,420
1117 Cherokee, Ia.	25,416
1118 Knox, Tenn.	25,415
1119 Crawford, Pa.	25,414
1120 Lubbock, Tex.	25,414
1121 Lewis, Ida.	25,413
1122 Cerro Gordo, Ia.	25,413
1123 Power, Ida.	25,412
1124 Stafford, Kans.	25,407
1125 Madison, Ind.	25,405
1126 Multnomah, Ore.	25,397
1127 Rich, Utah	25,389
1128 Terrell, Tex.	25,388
1129 Spencer, Ind.	25,386
1130 Jackson, Ia.	25,381
1131 Walker, Tex.	25,378
1132 Kidder, N.D.	25,367
1133 Creek, Okla.	25,367
1134 Shoshone, Ida.	25,356
1135 Jefferson, Ind.	25,354
1136 Churchill, Nev.	25,349
1137 Montrose, Colo.	25,345
1138 Nacogdoches, Tex.	25,344
1139 Franklin, Kans.	25,342
1140 Deuel, S.D.	25,342
1141 St. Joseph, Ind.	25,337
1142 Kleberg, Tex.	25,335
1143 Duval, Fla.	25,323
1144 Lexington, Va.	25,321

1145	Cumberland, N.J.	25,318
1146	Treasure, Mont.	25,302
1147	Cabell, W.Va.	25,301
1148	Jones, Ga.	25,298
1149	Dickinson, Ia.	25,292
1150	Graham, Kans.	25,289
1151	Benewah, Ida.	25,285
1152	Big Horn, Wyo.	25,283
1153	Wheeler, Tex.	25,273
1154	McCracken, Ky.	25,271
1155	Sebastian, Ark.	25,262
1156	Wells, N.D.	25,262
1157	Huntington, Ind.	25,252
1158	Cavalier, N.D.	25,252
1159	Bee, Tex.	25,252
1160	Columbia, Ga.	25,251
1161	Whitfield, Ga.	25,247
1162	Amherst, Va.	25,231
1163	Iron, Utah	25,222
1164	Emmet, Ia.	25,217
1165	Yamhill, Ore.	25,217
1166	Humboldt, Ia.	25,215
1167	Hamilton, Tenn.	25,214
1168	Pacific, Wash.	25,213
1169	Columbiana, Ohio	25,206
1170	Payne, Okla.	25,202
1171	Fergus, Mont.	25,200
1172	Cheyenne, Neb.	25,194
1173	Ransom, N.D.	25,192
1174	Penobscot, Me.	25,186
1175	Dare, N.C.	25,184
1176	Darke, Ohio	25,182
1177	Butte, S.D.	25,182
1178	Chelan, Wash.	25,180
1179	Grady, Okla.	25,168
1180	Lewis, Wash.	25,162
1181	Camden, Ga.	25,146
1182	Lenoir, N.C.	25,142
1183	Garfield, Mont.	25,139
1184	McMullen, Tex.	25,137
1185	Curry, N.M.	25,129
1186	Morrow, Ohio	25,127
1187	Henry, Ia.	25,122
1188	Cass, Neb.	25,122
1189	Emmet, Mich.	25,118
1190	Morrow, Ore.	25,118
1191	Parmer, Tex.	25,118
1192	Kennebec, Me.	25,117
1193	Shelby, Ky.	25,111
1194	New Hanover, N.C.	25,108
1195	Sheridan, Neb.	25,104
1196	Walworth, S.D.	25,098
1197	Raleigh, W.Va.	25,098
1198	White, Ind.	25,097
1199	Washington, Ark.	25,096
1200	Glacier, Mont.	25,094
1201	Dorchester, S.C.	25,089
1202	Orange, Vt.	25,085
1203	Clarke, Va.	25,085
1204	Sioux, N.D.	25,083
1205	Hardin, Ia.	25,082
1206	Bailey, Tex.	25,079
1207	Delta, Mich.	25,069
1208	Houston, Ala.	25,055
1209	Bleckley, Ga.	25,049
1210	Dolores, Colo.	25,038
1211	Hamilton, Neb.	25,035
1212	Gibson, Ind.	25,031
1213	Grant, Ind.	25,030
1214	Wallace, Kans.	25,026
1215	Davidson, N.C.	25,024
1216	Yakima, Wash.	25,023
1217	Ulster, N.Y.	25,019
1218	Latah, Ida.	25,018
1219	Rush, Ind.	25,010
1220	Walton, Ga.	25,006
1221	Belknap, N.H.	25,005
1222	Warren, Ky.	24,991
1223	Spalding, Ga.	24,987
1224	Dubois, Ind.	24,982
1225	Comal, Tex.	24,978
1226	Fulton, Ind.	24,973
1227	Marshall, W.Va.	24,970
1228	Kossuth, Ia.	24,969
1229	Rice, Kans.	24,966
1230	Knox, Ohio	24,952
1231	Putnam, Ohio	24,951
1232	Mower, Minn.	24,945
1233	Culberson, Tex.	24,942
1234	Kerr, Tex.	24,933
1235	Sauk, Wisc.	24,932
1236	Spink, S.D.	24,924
1237	Norton, Va.	24,920
1238	Rock, Wisc.	24,919
1239	Pierce, N.D.	24,907
1240	Hidalgo, N.M.	24,904
1241	Stonewall, Tex.	24,901
1242	Delaware, Ind.	24,899
1243	Twin Falls, Ida.	24,895
1244	Steele, Minn.	24,890
1245	Isanti, Minn.	24,886
1246	Colbert, Ala.	24,884
1247	Carroll, Ia.	24,878
1248	Orleans, Vt.	24,869
1249	Wyandot, Ohio	24,859
1250	Baker, Fla.	24,857
1251	Coweta, Ga.	24,856
1252	Yuma, Ariz.	24,854
1253	Plymouth, Ia.	24,854
1254	Lincoln, Mont.	24,845
1255	Valley, Ida.	24,838
1256	Putnam, W.Va.	24,835
1257	Cowley, Kans.	24,833
1258	Muskegon, Mich.	24,832
1259	Hardin, Ohio	24,832
1260	Pike, Pa.	24,832
1261	Tripp, S.D.	24,828
1262	Madison, Ida.	24,826
1263	Washita, Okla.	24,820
1264	Jennings, Ind.	24,815
1265	Ouachita, La.	24,808
1266	Charlottesville, Va.	24,808
1267	Lynn, Tex.	24,806
1268	Richland, Ohio	24,804
1269	Blue Earth, Minn.	24,803
1270	Lincoln, N.C.	24,799
1271	Hardin, Ky.	24,794
1272	Grafton, N.H.	24,790
1273	Faulkner, Ark.	24,789
1274	Beaufort, S.C.	24,784
1275	Iowa, Ia.	24,782
1276	Columbia, Wisc.	24,782
1277	Jackson, Ind.	24,776
1278	Goshen, Wyo.	24,775
1279	Columbia, Ore.	24,761
1280	Eau Claire, Wisc.	24,761
1281	Kent, Del.	24,757
1282	Buchanan, Ia.	24,752
1283	Putnam, Ga.	24,746
1284	Jefferson, Mont.	24,735
1285	Rutherford, Tenn.	24,733
1286	Genesee, N.Y.	24,729
1287	Butts, Ga.	24,726
1288	Staunton, Va.	24,723
1289	Elk, Pa.	24,720
1290	Kent, Tex.	24,720
1291	Union, S.D.	24,719
1292	Cass, Tex.	24,719
1293	Jackson, S.D.	24,713
1294	Acadia, La.	24,711
1295	Branch, Mich.	24,710
1296	Lincoln, N.M.	24,707
1297	Carroll, Ohio	24,706
1298	Wyoming, W.Va.	24,701
1299	Paulding, Ga.	24,697
1300	Rusk, Tex.	24,684
1301	Harding, S.D.	24,682
1302	Winneshiek, Ia.	24,680
1303	Jefferson, Pa.	24,674
1304	Hendry, Fla.	24,667
1305	Sagadahoc, Me.	24,657
1306	Greene, Ia.	24,653
1307	Allen, Ohio	24,643
1308	Mitchell, Kans.	24,640
1309	Logan, W.Va.	24,637
1310	Sioux, Ia.	24,636
1311	Ohio, W.Va.	24,633
1312	Hopkins, Tex.	24,632
1313	Mahoning, Ohio	24,621
1314	York, Me.	24,620
1315	Shelby, Ia.	24,617
1316	Alachua, Fla.	24,616
1317	Anderson, Ky.	24,616
1318	Wayne, Ga.	24,615
1319	Van Zandt, Tex.	24,609
1320	Philadelphia, Pa.	24,607
1321	Castro, Tex.	24,605
1322	Jefferson, Ia.	24,604
1323	Morgan, Colo.	24,599
1324	Worth, Ia.	24,593
1325	Noble, Ind.	24,592
1326	Botetourt, Va.	24,590
1327	Oneida, N.Y.	24,588
1328	Ida, Ia.	24,586
1329	Henderson, Tex.	24,582
1330	Blount, Tenn.	24,581
1331	Delaware, Ia.	24,578
1332	Fillmore, Neb.	24,574
1333	Sanilac, Mich.	24,571
1334	Randolph, N.C.	24,568
1335	Hancock, Ia.	24,563
1336	Clinton, Ohio	24,553
1337	Clark, Ohio	24,552
1338	Gove, Kans.	24,544
1339	Preble, Ohio	24,534
1340	Juab, Utah	24,530
1341	Kootenai, Ida.	24,529
1342	Flathead, Mont.	24,529
1343	Boyle, Ky.	24,525
1344	Winnebago, Ia.	24,520
1345	Grant, N.D.	24,519
1346	Callaway, Mo.	24,518
1347	Fisher, Tex.	24,514
1348	Coshocton, Ohio	24,513
1349	Clinton, Ind.	24,511
1350	Calhoun, Ill.	24,508
1351	Caldwell, Tex.	24,504
1352	Griggs, N.D.	24,496
1353	Roberts, Tex.	24,493
1354	Palo Alto, Ia.	24,486
1355	Cheyenne, Kans.	24,482
1356	Carter, Okla.	24,478
1357	Fremont, Ida.	24,474
1358	Pocahontas, Ia.	24,474
1359	Waseca, Minn.	24,464
1360	Campbell, S.D.	24,463
1361	Upshur, Tex.	24,463
1362	Jackson, Kans.	24,462
1363	Grimes, Tex.	24,460
1364	Mercer, W.Va.	24,458
1365	Caledonia, Vt.	24,450
1366	Buchanan, Va.	24,437
1367	Hunt, Tex.	24,429
1368	Grant, Okla.	24,426
1369	Seneca, N.Y.	24,416
1370	Tazewell, Va.	24,413
1371	Decatur, Kans.	24,406
1372	Door, Wisc.	24,405
1373	Kit Carson, Colo.	24,404
1374	Warren, Mo.	24,403
1375	Sedgwick, Colo.	24,398
1376	Osceola, Ia.	24,394
1377	Pinellas, Fla.	24,390
1378	Clearfield, Pa.	24,390
1379	Minidoka, Ida.	24,389
1380	Mecosta, Mich.	24,387
1381	St. Martin, La.	24,377
1382	Mitchell, Ia.	24,376
1383	Teller, Colo.	24,368
1384	Lycoming, Pa.	24,368
1385	Tuscarawas, Ohio	24,363
1386	Lancaster, S.C.	24,362
1387	Wilson, Tex.	24,359
1388	Wyoming, Pa.	24,355
1389	Saunders, Neb.	24,353
1390	Harris, Ga.	24,349
1391	Merrick, Neb.	24,334
1392	Coke, Tex.	24,323
1393	Warren, Ind.	24,322
1394	Sterling, Tex.	24,321
1395	Carbon, Pa.	24,320
1396	McClain, Okla.	24,304
1397	Panola, Tex.	24,303
1398	Montcalm, Mich.	24,302
1399	Wasatch, Utah	24,301
1400	Dickey, N.D.	24,292
1401	Hale, Tex.	24,286
1402	Marshall, Ky.	24,282
1403	Pike, Ky.	24,273
1404	Saline, Neb.	24,266
1405	Kane, Utah	24,266
1406	Lee, Ala.	24,265
1407	Dearborn, Ind.	24,265
1408	Colorado, Tex.	24,264
1409	Floyd, Ia.	24,257
1410	Effingham, Ga.	24,256
1411	Calhoun, Ia.	24,252
1412	Laurens, Ga.	24,241
1413	Lackawanna, Pa.	24,240
1414	Benton, Minn.	24,226
1415	Niobrara, Wyo.	24,211
1416	Douglas, Wisc.	24,209
1417	Austin, Tex.	24,203
1418	Santa Cruz, Ariz.	24,202
1419	Madison, Ia.	24,199
1420	Henry, Ind.	24,197
1421	St. Johns, Fla.	24,192
1422	Trego, Kans.	24,185
1423	Steuben, Ind.	24,184
1424	Sullivan, Tenn.	24,181
1425	Pinal, Ariz.	24,180
1426	Monongalia, W.Va.	24,180
1427	Utah, Utah	24,163
1428	Hillsdale, Mich.	24,159
1429	Franklin, Ind.	24,157
1430	Weld, Colo.	24,152
1431	Boone, W.Va.	24,145
1432	McKean, Pa.	24,138
1433	Polk, Fla.	24,133
1434	Starke, Ind.	24,126
1435	Dale, Ala.	24,124
1436	Santa Rosa, Fla.	24,121
1437	Haskell, Tex.	24,112
1438	Grant, Wisc.	24,112
1439	Greene, Ill.	24,109
1440	Guadalupe, Tex.	24,098
1441	Goodhue, Minn.	24,095
1442	Grant, S.D.	24,093
1443	Coffee, Ala.	24,092
1444	Nolan, Tex.	24,084
1445	King William, Va.	24,077
1446	Harrison, Miss.	24,076
1447	Esmeralda, Nev.	24,076
1448	Blaine, Okla.	24,072
1449	Iowa, Wisc.	24,071
1450	Alpena, Mich.	24,070
1451	Marshall, Ind.	24,065
1452	Rowan, N.C.	24,065
1453	Osage, Kans.	24,062
1454	Callahan, Tex.	24,062
1455	Cassia, Ida.	24,061
1456	Potter, S.D.	24,060
1457	Karnes, Tex.	24,047
1458	Bay, Fla.	24,032
1459	Wood, Tex.	24,027
1460	Greene, Pa.	24,017
1461	Loup, Neb.	24,013
1462	Davie, N.C.	24,011
1463	Wapello, Ia.	[illegible]
1464	Lee, Miss.	23,997
1465	Stanton, Neb.	23,993
1466	Escambia, Fla.	23,988
1467	Rooks, Kans.	23,983
1468	Rawlins, Kans.	23,982
1469	Chippewa, Wisc.	23,981
1470	Adair, Ia.	23,974
1471	Jasper, Tex.	23,972
1472	Iredell, N.C.	23,969
1473	Rapides, La.	23,967
1474	Nemaha, Neb.	23,966
1475	Lagrange, Ind.	23,960
1476	Spartanburg, S.C.	23,960
1477	Dougherty, Ga.	23,959
1478	Wyoming, N.Y.	23,955
1479	Peach, Ga.	23,943
1480	Hamilton, Ill.	23,938
1481	Logan, Okla.	23,936
1482	Swisher, Tex.	23,933
1483	McLeod, Minn.	23,932
1484	Maverick, Tex.	23,931
1485	Benton, Ark.	23,926
1486	Powell, Mont.	23,923
1487	Franklin, Me.	23,922
1488	Hood River, Ore.	23,916
1489	Jackson, Okla.	23,907
1490	Alamosa, Colo.	23,906
1491	Bradford, Pa.	23,905
1492	Otoe, Neb.	23,903
1493	Dawes, Neb.	23,901
1494	Frederick, Va.	23,892
1495	Wayne, Ind.	23,890
1496	Linn, Ore.	23,885
1497	Roane, Tenn.	23,882
1498	Wasco, Ore.	23,873
1499	Ouray, Colo.	23,870
1500	Appomattox, Va.	23,867
1501	Taylor, Ga.	23,864
1502	Cleveland, N.C.	23,864
1503	Sac, Ia.	23,860
1504	Montezuma, Colo.	23,852
1505	Bradley, Tenn.	23,850
1506	Culpeper, Va.	23,850
1507	Pontotoc, Okla.	23,847
1508	Butler, Ia.	23,845
1509	Mineral, Mont.	23,843
1510	Judith Basin, Mont.	23,840
1511	Gage, Neb.	23,837
1512	Gosper, Neb.	23,836
1513	Pike, Ill.	23,833
1514	Leon, Tex.	23,829
1515	Wheatland, Mont.	23,823
1516	Idaho, Ida.	23,822
1517	Bronx, N.Y.	23,818
1518	Le Sueur, Minn.	23,816
1519	Kingman, Kans.	23,800
1520	Warren, N.Y.	23,799
1521	Pitt, N.C.	23,799
1522	Polk, Neb.	23,787
1523	Brown, Tex.	23,779
1524	McLennan, Tex.	23,769
1525	Tama, Ia.	23,767
1526	Augusta, Va.	23,762
1527	Rio Grande, Colo.	23,758
1528	Scott, Ind.	23,725
1529	Mason, Mich.	23,718
1530	Tangipahoa, La.	23,715
1531	Logan, Ohio	23,713
1532	Miami, Ind.	23,712
1533	Canyon, Ida.	23,703
1534	Atascosa, Tex.	23,701
1535	Neosho, Kans.	23,691
1536	Cayuga, N.Y.	23,691
1537	Butte, Ida.	23,689
1538	Richmond, Va.	23,688
1539	Calhoun, Ala.	23,681
1540	Crosby, Tex.	23,678
1541	Suffolk, Mass.	23,677
1542	Webster, Ky.	23,675
1543	Oktibbeha, Miss.	23,669
1544	Golden Valley, Mont.	23,664
1545	Cameron, Pa.	23,662
1546	Jones, S.D.	23,661
1547	Mitchell, Tex.	23,654
1548	Armstrong, Pa.	23,653
1549	Cape Girardeau, Mo.	23,649
1550	Sioux, Neb.	23,632
1551	Mifflin, Pa.	23,627
1552	St. Clair, Ala.	23,626
1553	Cottle, Tex.	23,622
1554	Cherokee, Tex.	23,621
1555	Montgomery, Ala.	23,610
1556	McLean, Ky.	23,609
1557	St. Lucie, Fla.	23,602
1558	Pottawatomie, Kans.	23,601
1559	Wabaunsee, Kans.	23,598
1560	Burke, N.C.	23,598
1561	Crawford, Ia.	23,596
1562	Harney, Ore.	23,593
1563	Craighead, Ark.	23,591
1564	Pawnee, Okla.	23,588
1565	Clay, Ind.	23,586

1566	Pope, Ark.	23,585
1567	Cache, Utah	23,574
1568	Howard, Ia.	23,573
1569	Steuben, N.Y.	23,570
1570	Madison, Ky.	23,565
1571	Brown, Ind.	23,558
1572	Manatee, Fla.	23,549
1573	Bear Lake, Ida.	23,547
1574	Luzerne, Pa.	23,547
1575	Cambria, Pa.	23,543
1576	Van Wert, Ohio	23,541
1577	Sweet Grass, Mont.	23,531
1578	Fayette, Pa.	23,518
1579	Hardeman, Tex.	23,516
1580	Liberty, Ga.	23,515
1581	Muskingum, Ohio	23,512
1582	Lee, N.C.	23,510
1583	Bennett, S.D.	23,499
1584	Marion, Ore.	23,489
1585	Colfax, Neb.	23,488
1586	Wilbarger, Tex.	23,486
1587	Chemung, N.Y.	23,483
1588	Polk, Ore.	23,483
1589	Wibaux, Mont.	23,481
1590	Bourbon, Ky.	23,478
1591	Wayne, Neb.	23,473
1592	Waupaca, Wisc.	23,470
1593	Martinsville, Va.	23,469
1594	Harper, Kans.	23,466
1595	Ottawa, Okla.	23,464
1596	Monroe, Wisc.	23,463
1597	Cuming, Neb.	23,462
1598	Lane, Ore.	23,462
1599	Gloucester, Va.	23,460
1600	Benson, N.D.	23,452
1601	Eddy, N.D.	23,445
1602	Wise, Va.	23,438
1603	Charlevoix, Mich.	23,435
1604	Asotin, Wash.	23,425
1605	Blair, Pa.	23,417
1606	Deschutes, Ore.	23,400
1607	Clay, Neb.	23,399
1608	Lamb, Tex.	23,396
1609	Ohio, Ind.	23,387
1610	Allen, La.	23,379
1611	Columbia, Pa.	23,378
1612	Freeborn, Minn.	23,375
1613	Columbia, N.Y.	23,361
1614	Hancock, Ky.	23,358
1615	Charlotte, Fla.	23,357
1616	Mayes, Okla.	23,356
1617	Kiowa, Colo.	23,355
1618	Sullivan, N.H.	23,353
1619	Dinwiddie, Va.	23,351
1620	Winchester, Va.	23,347
1621	Lafayette, Miss.	23,345
1622	Coos, Ore.	23,343
1623	Suffolk, Va.	23,340
1624	Ripley, Ind.	23,337
1625	Rolette, N.D.	23,337
1626	Kershaw, S.C.	23,337
1627	Pike, Ind.	23,332
1628	Henderson, N.C.	23,331
1629	Tioga, Pa.	23,324
1630	Columbia, Wash.	23,315
1631	Greene, Mo.	23,312
1632	Sevier, Utah	23,305
1633	San Miguel, Colo.	23,304
1634	Huron, Mich.	23,303
1635	Martin, Minn.	23,303
1636	Custer, Neb.	23,297
1637	Jefferson, Ida.	23,288
1638	Alexander, N.C.	23,277
1639	Fayette, Ia.	23,275
1640	Pike, Ga.	23,274
1641	Beckham, Okla.	23,264
1642	Buncombe, N.C.	23,263
1643	Calloway, Ky.	23,262
1644	Roanoke, Va.	23,259
1645	Harrison, Ohio	23,244
1646	Washington, Utah	23,238
1647	Franklin, Ia.	23,235
1648	Ray, Mo.	23,234
1649	O'Brien, Ia.	23,231
1650	Hall, Tex.	23,231
1651	Floyd, Ga.	23,220
1652	Marion, W.Va.	23,219
1653	Val Verde, Tex.	23,218
1654	Lamar, Ga.	23,217
1655	Holmes, Ohio	23,212
1656	Talbot, Md.	23,211
1657	Robertson, Tex.	23,211
1658	Camden, N.C.	23,207
1659	Dickinson, Mich.	23,203
1660	Brown, Ohio	23,203
1661	Montgomery, Kans.	23,197
1662	Oxford, Me.	23,193
1663	Stokes, N.C.	23,192
1664	Douglas, Ore.	23,190
1665	Ware, Ga.	23,187
1666	Archuleta, Colo.	23,184
1667	Ellsworth, Kans.	23,184
1668	Montgomery, Ia.	23,181
1669	Coryell, Tex.	23,181
1670	Mineral, W.Va.	23,181
1671	Donley, Tex.	23,178
1672	South Boston, Va.	23,173
1673	Gem, Ida.	23,171
1674	Dunn, Wisc.	23,164
1675	Carlton, Minn.	23,157
1676	Atchison, Kans.	23,154
1677	Goliad, Tex.	23,141
1678	Childress, Tex.	23,140
1679	Dickinson, Kans.	23,136
1680	Nash, N.C.	23,131
1681	Coffee, Tenn.	23,130
1682	Mobile, Ala.	23,129
1683	Rush, Kans.	23,129
1684	Monroe, Ohio	23,127
1685	Garfield, Wash.	23,125
1686	Androscoggin, Me.	23,117
1687	Muscogee, Ga.	23,105
1688	Manistee, Mich.	23,104
1689	Jefferson, Ark.	23,103
1690	Stanly, N.C.	23,098
1691	Grant, Ark.	23,094
1692	Bulloch, Ga.	23,090
1693	Green Lake, Wisc.	23,090
1694	Jack, Tex.	23,088
1695	Pueblo, Colo.	23,086
1696	Coffey, Kans.	23,083
1697	Union, Ark.	23,077
1698	Lyon, Ia.	23,073
1699	Alger, Mich.	23,072
1700	Hopkins, Ky.	23,070
1701	Mason, W.Va.	23,067
1702	Knox, Ind.	23,064
1703	Simpson, Ky.	23,064
1704	Sullivan, Ind.	23,062
1705	Washington, La.	23,052
1706	Labette, Kans.	23,051
1707	Queen Annes, Md.	23,049
1708	Adams, Ida.	23,047
1709	Jackson, Ga.	23,046
1710	Chickasaw, Ia.	23,045
1711	Harrison, W.Va.	23,041
1712	Stephens, Tex.	23,039
1713	Troup, Ga.	23,034
1714	Floyd, Ky.	23,033
1715	Webster, La.	23,027
1716	Pottawatomie, Okla.	23,017
1717	Howard, Neb.	23,016
1718	Sussex, Del.	23,010
1719	Ballard, Ky.	23,008
1720	Camp, Tex.	23,003
1721	Washington, Colo.	22,992
1722	Dodge, Minn.	22,990
1723	Upson, Ga.	22,989
1724	Shawano, Wisc.	22,988
1725	Columbia, Fla.	22,986
1726	Big Horn, Mont.	22,986
1727	Franklin, Tex.	22,986
1728	Clinton, N.Y.	22,985
1729	Onslow, N.C.	22,979
1730	Washington, Tenn.	22,978
1731	Essex, Vt.	22,958
1732	Union, Ind.	22,954
1733	Okanogan, Wash.	22,954
1734	Clinton, Pa.	22,952
1735	Adams, Miss.	22,951
1736	Elmore, Ida.	22,941
1737	Deer Lodge, Mont.	22,938
1738	Blackford, Ind.	22,936
1739	Boise, Ida.	22,934
1740	Henry, Va.	22,921
1741	Antrim, Mich.	22,916
1742	Caldwell, N.C.	22,912
1743	Fountain, Ind.	22,905
1744	Carroll, Ga.	22,901
1745	Webb, Tex.	22,899
1746	Burnet, Tex.	22,897
1747	Newaygo, Mich.	22,884
1748	Cochran, Tex.	22,884
1749	Randolph, Ind.	22,883
1750	Lafayette, Mo.	22,883
1751	Fayette, Ind.	22,881
1752	Haywood, N.C.	22,881
1753	Medina, Tex.	22,879
1754	Rowan, Ky.	22,875
1755	Wayne, Pa.	22,870
1756	Chatham, N.C.	22,862
1757	Rockingham, N.C.	22,856
1758	Umatilla, Ore.	22,851
1759	Arenac, Mich.	22,850
1760	Boone, Ark.	22,848
1761	Ness, Kans.	22,848
1762	Guernsey, Ohio	22,844
1763	Owen, Ind.	22,842
1764	St. Louis, Minn.	22,839
1765	Lafayette, Wisc.	22,839
1766	Sheridan, Kans.	22,838
1767	Greene, Ind.	22,837
1768	Montgomery, Va.	22,834
1769	Chautauqua, N.Y.	22,832
1770	Irion, Tex.	22,832
1771	Floyd, Tex.	22,831
1772	Florence, S.C.	22,827
1773	Meade, Ky.	22,819
1774	Lyon, Ky.	22,817
1775	Clay, Minn.	22,817
1776	Charles City, Va.	22,811
1777	Houston, Minn.	22,803
1778	Phillips, Mont.	22,801
1779	Perry, Ky.	22,798
1780	Frio, Tex.	22,797
1781	Clatsop, Ore.	22,793
1782	Taylor, Fla.	22,792
1783	Herkimer, N.Y.	22,771
1784	Audrain, Mo.	22,770
1785	Washington, N.C.	22,770
1786	Flagler, Fla.	22,766
1787	Beaver, Utah	22,763
1788	Corson, S.D.	22,760
1789	Richmond, Ga.	22,759
1790	Beauregard, La.	22,758
1791	Mathews, Va.	22,758
1792	Wayne, W.Va.	22,756
1793	Morgan, W.Va.	22,755
1794	Kandiyohi, Minn.	22,750
1795	Washington, N.Y.	22,748
1796	Garfield, Utah	22,744
1797	Brown, Minn.	22,728
1798	Briscoe, Tex.	22,720
1799	Nobles, Minn.	22,719
1800	Dundy, Neb.	22,713
1801	Kingsbury, S.D.	22,712
1802	Arkansas, Ark.	22,701
1803	Juniata, Pa.	22,698
1804	Forrest, Miss.	22,696
1805	Lowndes, Miss.	22,696
1806	Portsmouth, Va.	22,695
1807	Montague, Tex.	22,692
1808	Ste. Genevieve, Mo.	22,691
1809	Hooker, Neb.	22,691
1810	Tift, Ga.	22,688
1811	Gallia, Ohio	22,686
1812	Harrison, Ind.	22,662
1813	Buchanan, Mo.	22,659
1814	Lampasas, Tex.	22,659
1815	Gooding, Ida.	22,653
1816	Chatham, Ga.	22,648
1817	Lincoln, Me.	22,647
1818	Benzie, Mich.	22,646
1819	Nelson, Ky.	22,637
1820	Cotton, Okla.	22,636
1821	Ashley, Ark.	22,632
1822	Wilkin, Minn.	22,629
1823	Gila, Ariz.	22,618
1824	Burt, Neb.	22,612
1825	Menominee, Mich.	22,611
1826	Vermillion, Ind.	22,610
1827	Wilson, N.C.	22,607
1828	Carroll, N.H.	22,605
1829	Lamar, Miss.	22,598
1830	Uvalde, Tex.	22,596
1831	Moore, N.C.	22,592
1832	Bourbon, Kans.	22,591
1833	Catron, N.M.	22,590
1834	Barrow, Ga.	22,587
1835	St. Lawrence, N.Y.	22,584
1836	Jackson, Ore.	22,584
1837	Blaine, Mont.	22,578
1838	Butler, Neb.	22,572
1839	Hudspeth, Tex.	22,571
1840	Bradford, Fla.	22,570
1841	Clay, Kans.	22,568
1842	Bandera, Tex.	22,564
1843	Morris, Kans.	22,560
1844	Pointe Coupee, La.	22,547
1845	Jefferson, Ore.	22,547
1846	Lowndes, Ga.	22,544
1847	Daviess, Ind.	22,541
1848	Martin, Ky.	22,541
1849	Koochiching, Minn.	22,541
1850	Cass, Ia.	22,533
1851	Chase, Neb.	22,529
1852	Susquehanna, Pa.	22,528
1853	Rockingham, Va.	22,512
1854	Cottonwood, Minn.	22,507
1855	Baldwin, Ala.	22,503
1856	Todd, S.D.	22,503
1857	Lawrence, Ohio	22,499
1858	Volusia, Fla.	22,478
1859	Wabasha, Minn.	22,478
1860	Winona, Minn.	22,472
1861	Greenwood, S.C.	22,471
1862	Allen, Kans.	22,470
1863	Murray, Ga.	22,466
1864	Oceana, Mich.	22,466
1865	Lyon, Minn.	22,461
1866	Concordia, La.	22,457
1867	Lauderdale, Miss.	22,455
1868	Sullivan, N.Y.	22,450
1869	Garvin, Okla.	22,450
1870	Chenango, N.Y.	22,449
1871	Love, Okla.	22,441
1872	Andrew, Mo.	22,436
1873	Pepin, Wisc.	22,432
1874	Sandoval, N.M.	22,431
1875	Norfolk, Va.	22,430
1876	Runnels, Tex.	22,423
1877	Graham, Ariz.	22,418
1878	Marion, Kans.	22,418
1879	Nelson, N.D.	22,418
1880	Athens, Ohio	22,412
1881	Clark, Ark.	22,410
1882	Garland, Ark.	22,404
1883	Edmunds, S.D.	22,404
1884	Quay, N.M.	22,403
1885	Erath, Tex.	22,401
1886	Ottawa, Kans.	22,400
1887	Allegany, N.Y.	22,397
1888	Pearl River, Miss.	22,390
1889	Bedford, Va.	22,390
1890	Cook, Minn.	22,387
1891	Hopewell, Va.	22,386
1892	Washington, Md.	22,385
1893	Moody, S.D.	22,383
1894	Cherokee, S.C.	22,381
1895	Brule, S.D.	22,381
1896	Brown, Ill.	22,375
1897	Isle of Wight, Va.	22,374
1898	Orange, Va.	22,373
1899	Catoosa, Ga.	22,367
1900	Bedford, Pa.	22,360
1901	Edwards, Tex.	22,355
1902	Robertson, Tenn.	22,354
1903	Escambia, Ala.	22,352
1904	Rock, Minn.	22,352
1905	Gillespie, Tex.	22,349
1906	Gordon, Ga.	22,348
1907	Navajo, Ariz.	22,345
1908	Jerome, Ida.	22,341
1909	Lake, S.D.	22,333
1910	Somerset, Pa.	22,328
1911	Phillips, Colo.	22,321
1912	Ferry, Wash.	22,319
1913	Anderson, S.C.	22,316
1914	Clinton, Mo.	22,315
1915	Hancock, Miss.	22,309
1916	Schuyler, N.Y.	22,308
1917	Hamblen, Tenn.	22,305
1918	Lincoln, Mo.	22,303
1919	Scotland, N.C.	22,301
1920	Hocking, Ohio	22,294
1921	Meriwether, Ga.	22,279
1922	Blaine, Neb.	22,266
1923	Caddo, Okla.	22,263
1924	Muhlenberg, Ky.	22,260
1925	Carteret, N.C.	22,255
1926	De Witt, Tex.	22,255
1927	Oconee, S.C.	22,254
1928	George, Miss.	22,252
1929	Schoharie, N.Y.	22,250
1930	Frontier, Neb.	22,248
1931	Hickman, Ky.	22,246
1932	Bartow, Ga.	22,243
1933	Jackson, Ala.	22,228
1934	Pennington, Minn.	22,226
1935	Gilliam, Ore.	22,224
1936	Pasquotank, N.C.	22,219
1937	Polk, Wisc.	22,219
1938	Loudon, Tenn.	22,218
1939	Kenedy, Tex.	22,211
1940	Wayne, N.C.	22,199
1941	Mercer, Ky.	22,196
1942	Bibb, Ga.	22,188
1943	Oneida, Wisc.	22,187
1944	Davis, Ia.	22,184
1945	Russell, Ala.	22,180
1946	Horry, S.C.	22,176
1947	Lawrence, Tenn.	22,176
1948	Lonoke, Ark.	22,175
1949	Linn, Kans.	22,175
1950	Huntingdon, Pa.	22,174
1951	McDuffie, Ga.	22,173
1952	Ontonagon, Mich.	22,168
1953	Lewis, Tenn.	22,168
1954	Wicomico, Md.	22,165
1955	Doniphan, Kans.	22,162
1956	Concho, Tex.	22,152
1957	Dickson, Tenn.	22,150
1958	Guthrie, Ia.	22,148
1959	Chippewa, Mich.	22,147
1960	Fayette, Ohio	22,144
1961	Lawrence, Ind.	22,140
1962	Tyler, Tex.	22,136
1963	Pierce, Ga.	22,131
1964	Throckmorton, Tex.	22,129
1965	Jay, Ind.	22,126
1966	Graves, Ky.	22,126
1967	Socorro, N.M.	22,126
1968	El Paso, Tex.	22,126
1969	Lincoln, Okla.	22,124
1970	Lincoln, Colo.	22,122
1971	Banner, Neb.	22,111
1972	St. Landry, La.	22,107
1973	Laurens, S.C.	22,104
1974	Clarke, Ala.	22,103
1975	Henry, Ky.	22,101
1976	Knox, Tex.	22,101
1977	Okeechobee, Fla.	22,097
1978	Thomas, Ga.	22,096
1979	Stevens, Wash.	22,092
1980	Harrison, Ia.	22,086
1981	Grant, Ky.	22,085
1982	Crawford, Mich.	22,081
1983	Columbia, Ark.	22,079
1984	Cattaraugus, N.Y.	22,073
1985	Fremont, Ia.	22,070
1986	Jones, Miss.	22,065

1987 Lake, Fla.	22,062
1988 Nicholas, W.Va.	22,058
1989 Winston, Ala.	22,057
1990 White, Ark.	22,054
1991 Colfax, N.M.	22,051
1992 Craven, N.C.	22,049
1993 Yavapai, Ariz.	22,048
1994 Charlton, Ga.	22,042
1995 Cameron, Tex.	22,041
1996 Musselshell, Mont.	22,037
1997 Fayette, W.Va.	22,037
1998 Hamlin, S.D.	22,036
1999 San Juan, Utah	22,036
2000 McPherson, Neb.	22,029
2001 McHenry, N.D.	22,028
2002 Talladega, Ala.	22,025
2003 Tuscaloosa, Ala.	22,021
2004 Osborne, Kans.	22,020
2005 Johnson, Ky.	22,018
2006 Lake, Cal.	22,015
2007 Trigg, Ky.	22,012
2008 Hot Spring, Ark.	22,010
2009 Mahaska, Ia.	22,002
2010 Knox, Me.	22,002
2011 Cloud, Kans.	22,000
2012 Dewey Co, S.D.	21,997
2013 Hancock, Me.	21,996
2014 Kimble, Tex.	21,991
2015 Craig, Okla.	21,988
2016 Banks, Ga.	21,977
2017 Schoolcraft, Mich.	21,976
2018 Gladwin, Mich.	21,969
2019 Yuma, Colo.	21,967
2020 Alcorn, Miss.	21,961
2021 Habersham, Ga.	21,957
2022 Murray, Okla.	21,956
2023 Greene, N.Y.	21,955
2024 Klamath, Ore.	21,955
2025 Essex, Va.	21,954
2026 Greene, Va.	21,952
2027 Broadwater, Mont.	21,944
2028 Lavaca, Tex.	21,938
2029 Phillips, Kans.	21,934
2030 Bell, Tex.	21,934
2031 Johnson, Mo.	21,933
2032 Millard, Utah	21,933
2033 Lincoln, Wisc.	21,929
2034 Fayette, Tex.	21,924
2035 Muskogee, Okla.	21,922
2036 Rappahannock, Va.	21,912
2037 Johnson, Ga.	21,910
2038 Boone, Neb.	21,906
2039 Park, Mont.	21,905
2040 Jackson, Wisc.	21,900
2041 Marshall, Kans.	21,895
2042 Monona, Ia.	21,892
2043 Watauga, N.C.	21,890
2044 Sumter, Ga.	21,888
2045 Chase, Kans.	21,886
2046 Page, Ia.	21,882
2047 Baylor, Tex.	21,872
2048 Mellette, S.D.	21,870
2049 Wexford, Mich.	21,869
2050 Comanche, Okla.	21,862
2051 Harding, N.M.	21,857
2052 Caroline, Va.	21,857
2053 Cheboygan, Mich.	21,853
2054 Curry, Ore.	21,851
2055 Navarro, Tex.	21,840
2056 Elmore, Ala.	21,833
2057 Ralls, Mo.	21,833
2058 Itasca, Minn.	21,830
2059 Montgomery, N.Y.	21,830
2060 Warren, Va.	21,822
2061 Blanco, Tex.	21,818
2062 Richmond, N.C.	21,811
2063 Faribault, Minn.	21,807
2064 Otsego, N.Y.	21,806
2065 Ziebach, S.D.	21,796
2066 Fulton, Pa.	21,792
2067 Lumpkin, Ga.	21,783
2068 Lemhi, Ida.	21,781
2069 Llano, Tex.	21,774
2070 Anderson, Kans.	21,773
2071 Sibley, Minn.	21,767
2072 Yates, N.Y.	21,758
2073 Lewis, N.Y.	21,752
2074 Georgetown, S.C.	21,735
2075 Holt, Neb.	21,731
2076 Houston, Tenn.	21,729
2077 Norton, Kans.	21,720
2078 Cheyenne, Colo.	21,719
2079 Edgecombe, N.C.	21,718
2080 Mackinac, Mich.	21,716
2081 Highland, Ohio	21,713
2082 Stone, Miss.	21,703
2083 Jackson, La.	21,700
2084 Pope, Ill.	21,698
2085 Morgan, Ohio	21,690
2086 Baraga, Mich.	21,689
2087 Delaware, N.Y.	21,685
2088 Adams, Ia.	21,680
2089 Bon Homme, S.D.	21,676
2090 Keokuk, Ia.	21,675
2091 Nowata, Okla.	21,671
2092 Boundary, Ida.	21,669
2093 Audubon, Ia.	21,662
2094 Lincoln, Ga.	21,645
2095 Forest, Pa.	21,643
2096 Clayton, Ia.	21,638
2097 Harlan, Ky.	21,637
2098 Silver Bow, Mont.	21,629
2099 Osceola, Fla.	21,623
2100 Roberts, S.D.	21,622
2101 Brewster, Tex.	21,622
2102 Marshall, Ala.	21,616
2103 Thomas, Neb.	21,608
2104 Hyde, S.D.	21,600
2105 Barron, Wisc.	21,597
2106 Buffalo, Wisc.	21,597
2107 Somerset, Me.	21,575
2108 McMinn, Tenn.	21,569
2109 Seminole, Okla.	21,566
2110 Faulk, S.D.	21,564
2111 Bosque, Tex.	21,560
2112 Nuckolls, Neb.	21,557
2113 Tillamook, Ore.	21,555
2114 Lincoln, Ore.	21,548
2115 Garden, Neb.	21,545
2116 Bryan, Ga.	21,536
2117 La Salle, La.	21,535
2118 Newberry, S.C.	21,535
2119 Crittenden, Ark.	21,533
2120 Gulf, Fla.	21,528
2121 Johnson, Neb.	21,526
2122 Aroostook, Me.	21,525
2123 Rutherford, N.C.	21,521
2124 Schuylkill, Pa.	21,514
2125 Haralson, Ga.	21,509
2126 Union, Ia.	21,508
2127 Petersburg, Va.	21,499
2128 Waldo, Me.	21,495
2129 Pulaski, Va.	21,494
2130 Stillwater, Mont.	21,490
2131 Scioto, Ohio	21,490
2132 Dallas, Ala.	21,488
2133 Polk, Minn.	21,488
2134 Potter, Pa.	21,484
2135 Tillman, Okla.	21,482
2136 Franklin, Va.	21,479
2137 Brantley, Ga.	21,478
2138 Conway, Ark.	21,475
2139 Dixon, Neb.	21,475
2140 Christian, Ky.	21,470
2141 Cumberland, N.C.	21,467
2142 Bedford, Va.	21,467
2143 Noble, Ohio	21,461
2144 Madison, Ga.	21,455
2145 Jackson, N.C.	21,449
2146 Foard, Tex.	21,442
2147 Clark, Ida.	21,438
2148 Barren, Ky.	21,438
2149 Taylor, Wisc.	21,427
2150 Darlington, S.C.	21,425
2151 Marshall, S.D.	21,421
2152 Cross, Ark.	21,417
2153 Logan, Ky.	21,411
2154 Sevier, Tenn.	21,409
2155 Franklin, Ala.	21,408
2156 Chambers, Ala.	21,406
2157 Newton, Tex.	21,401
2158 Kalkaska, Mich.	21,398
2159 Person, N.C.	21,394
2160 Livingston, Mo.	21,393
2161 Osage, Mo.	21,387
2162 McDowell, W.Va.	21,385
2163 Beaverhead, Mont.	21,382
2164 Pickens, Ga.	21,381
2165 Marinette, Wisc.	21,381
2166 Clarke, Ia.	21,379
2167 Petroleum, Mont.	21,376
2168 Union, S.C.	21,370
2169 Luna, N.M.	21,363
2170 Crawford, Ga.	21,362
2171 Beaufort, N.C.	21,361
2172 Hidalgo, Tex.	21,359
2173 Trempealeau, Wisc.	21,358
2174 Mason, Ky.	21,352
2175 Jackson, Minn.	21,350
2176 Christian, Mo.	21,350
2177 Payette, Ida.	21,348
2178 Crawford, Ark.	21,345
2179 Arthur, Neb.	21,343
2180 Lamar, Tex.	21,336
2181 Osceola, Mich.	21,333
2182 Fulton, N.Y.	21,325
2183 Cullman, Ala.	21,315
2184 Madison, Mont.	21,311
2185 Blount, Ala.	21,306
2186 Comanche, Tex.	21,304
2187 Stevens, Minn.	21,300
2188 Thayer, Neb.	21,295
2189 Crook, Ore.	21,294
2190 Pike, Mo.	21,293
2191 Gonzales, Tex.	21,292
2192 Perry, Ohio	21,289
2193 Stephens, Ga.	21,287
2194 Greene, N.C.	21,272
2195 Meigs, Tenn.	21,271
2196 Harmon, Okla.	21,262
2197 Greenbrier, W.Va.	21,262
2198 Franklin, Ida.	21,257
2199 Upshur, W.Va.	21,255
2200 Ravalli, Mont.	21,254
2201 Union, Ore.	21,253
2202 Murray, Minn.	21,252
2203 Tallapoosa, Ala.	21,251
2204 Rock, Neb.	21,245
2205 Randolph, Mo.	21,244
2206 Marion, Fla.	21,239
2207 Lincoln, Ida.	21,238
2208 Sevier, Ark.	21,237
2209 Pend Oreille, Wash.	21,233
2210 Putnam, Fla.	21,231
2211 Crawford, Kans.	21,230
2212 Drew, Ark.	21,228
2213 Wilson, Kans.	21,226
2214 Cherokee, Kans.	21,225
2215 Hoke, N.C.	21,220
2216 Franklin, Va.	21,219
2217 Lake, Ore.	21,213
2218 Perry, Ind.	21,212
2219 Northumberland, Va.	21,208
2220 Piscataquis, Me.	21,207
2221 Prairie, Mont.	21,206
2222 Marquette, Wisc.	21,204
2223 Polk, N.C.	21,203
2224 Yadkin, N.C.	21,202
2225 Hitchcock, Neb.	21,197
2226 Little River, Ark.	21,193
2227 Watonwan, Minn.	21,188
2228 Danville, Va.	21,180
2229 DeWitt, Tex.	21,179
2230 Juneau, Wisc.	21,177
2231 Essex, N.Y.	21,174
2232 Chester, S.C.	21,171
2233 Pope, Minn.	21,166
2234 Surry, N.C.	21,165
2235 Lancaster, Va.	21,156
2236 Madison, Miss.	21,144
2237 Trimble, Ky.	21,141
2238 Parke, Ind.	21,139
2239 Lucas, Ia.	21,120
2240 Montgomery, Ky.	21,116
2241 Duval, Tex.	21,115
2242 Wilkinson, Ga.	21,111
2243 Carroll, Ky.	21,111
2244 Bonner, Ida.	21,103
2245 McCook, S.D.	21,102
2246 McIntosh, Ga.	21,099
2247 Coos, N.H.	21,095
2248 Hayes, Neb.	21,093
2249 Day, S.D.	21,089
2250 Harlan, Neb.	21,087
2251 Hart, Ga.	21,083
2252 Limestone, Ala.	21,079
2253 Madison, Tenn.	21,076
2254 Granville, N.C.	21,075
2255 De Soto, Fla.	21,069
2256 Powell, Ky.	21,066
2257 Howard, Ark.	21,056
2258 Nemaha, Kans.	21,055
2259 Roosevelt, N.M.	21,043
2260 Wilkes, N.C.	21,041
2261 Adair, Mo.	21,035
2262 Pierce, Neb.	21,030
2263 Franklin, Neb.	21,018
2264 Hickman, Tenn.	21,018
2265 Baca, Colo.	21,016
2266 Cooper, Mo.	21,015
2267 Pittsburg, Okla.	21,015
2268 Shannon, S.D.	21,013
2269 Hardee, Fla.	21,010
2270 Jewell, Kans.	21,008
2271 Brown, Neb.	21,007
2272 Prince Edward, Va.	21,007
2273 Abbeville, S.C.	21,005
2274 Clark, Wisc.	21,003
2275 Garfield, Neb.	21,002
2276 Granite, Mont.	21,000
2277 Jefferson, N.Y.	20,999
2278 Hutchinson, S.D.	20,995
2279 St. Louis City, Mo.	20,993
2280 Mingo, W.Va.	20,989
2281 Kanabec, Minn.	20,987
2282 Lincoln, Miss.	20,985
2283 McDowell, N.C.	20,983
2284 Brunswick, N.C.	20,978
2285 Baxter, Ark.	20,976
2286 Letcher, Ky.	20,974
2287 Monroe, Ia.	20,959
2288 Walker, Ala.	20,952
2289 Brown, Kans.	20,945
2290 Marengo, Ala.	20,944
2291 Wakulla, Fla.	20,943
2292 White, Ga.	20,942
2293 Keya Paha, Neb.	20,937
2294 Seminole, Ga.	20,932
2295 Hardin, Ill.	20,931
2296 Ouachita, Ark.	20,929
2297 Washington, Ala.	20,914
2298 Washington, Ind.	20,906
2299 Grant, Ore.	20,905
2300 Randolph, W.Va.	20,904
2301 Morgan, Ga.	20,900
2302 Union, La.	20,900
2303 Shelby, Tex.	20,899
2304 Houston, Tex.	20,892
2305 Milam, Tex.	20,882
2306 Dickenson, Va.	20,880
2307 Oconto, Wisc.	20,877
2308 Turner, S.D.	20,876
2309 Waushara, Wisc.	20,869
2310 King and Queen, Va.	20,868
2311 Lincoln, Kans.	20,867
2312 Clark, S.D.	20,866
2313 Jefferson, Neb.	20,860
2314 Meeker, Minn.	20,859
2315 Dodge, Ga.	20,856
2316 Clinch, Ga.	20,855
2317 Tate, Miss.	20,854
2318 Northumberland, Pa.	20,848
2319 Iosco, Mich.	20,846
2320 Todd, Ky.	20,840
2321 Presque Isle, Mich.	20,836
2322 Kent, Md.	20,832
2323 Piute, Utah	20,824
2324 Clay, Miss.	20,823
2325 Redwood, Minn.	20,820
2326 Bristol, Va.	20,813
2327 Walker, Ga.	20,812
2328 Adams, Wisc.	20,812
2329 Wade Hampton, Ak.	20,789
2330 Laurel, Ky.	20,789
2331 Carter, Ky.	20,788
2332 Preston, W.Va.	20,784
2333 Richland, Wisc.	20,775
2334 Saline, Mo.	20,773
2335 Alleghany, Va.	20,771
2336 Thurston, Neb.	20,757
2337 Delta, Colo.	20,753
2338 Fannin, Tex.	20,748
2339 Union, N.M.	20,744
2340 Greenwood, Kans.	20,741
2341 Etowah, Ala.	20,734
2342 Phelps, Mo.	20,727
2343 Putnam, Tenn.	20,724
2344 Hampshire, W.Va.	20,719
2345 Fremont, Colo.	20,716
2346 Grenada, Miss.	20,714
2347 Montgomery, Tenn.	20,706
2348 Pendleton, Ky.	20,702
2349 Claiborne, Miss.	20,701
2350 Spencer, Ky.	20,695
2351 Lawrence, Miss.	20,695
2352 Sanders, Mont.	20,687
2353 Nodaway, Mo.	20,680
2354 Jefferson, Tenn.	20,674
2355 Taylor, Ky.	20,671
2356 Maury, Tenn.	20,671
2357 St. Helena, La.	20,653
2358 Wallowa, Ore.	20,648
2359 Franklin, Tenn.	20,646
2360 Renville, Minn.	20,643
2361 Jasper, Ga.	20,642
2362 Elbert, Ga.	20,635
2363 Antelope, Neb.	20,631
2364 Clare, Mich.	20,628
2365 Long, Ga.	20,626
2366 Cleburne, Ala.	20,622
2367 Lake, Mont.	20,622
2368 Switzerland, Ind.	20,611
2369 Northampton, N.C.	20,606
2370 Martin, Ind.	20,604
2371 Taylor, W.Va.	20,597
2372 Natchitoches, La.	20,583
2373 Bryan, Okla.	20,577
2374 Franklin, Ark.	20,572
2375 Sanpete, Utah	20,572
2376 Washington, Miss.	20,565
2377 Marshall, Okla.	20,557
2378 Hempstead, Ark.	20,552
2379 Issaquena, Miss.	20,552
2380 Talbot, Ga.	20,551
2381 Furnas, Neb.	20,545
2382 Miller, Ark.	20,522
2383 Oneida, Ida.	20,522
2384 Independence, Ark.	20,508
2385 Chilton, Ala.	20,503
2386 Bent, Colo.	20,503
2387 Ohio, Ky.	20,498
2388 Walton, Fla.	20,495
2389 Hertford, N.C.	20,494
2390 Carroll, Ark.	20,484
2391 Pulaski, Mo.	20,479
2392 Washington, Ky.	20,475
2393 Nance, Neb.	20,475
2394 Bell, Ky.	20,472
2395 Eastland, Tex.	20,472
2396 St. Francois, Mo.	20,471
2397 Avoyelles, La.	20,470
2398 Prowers, Colo.	20,466
2399 Oglethorpe, Ga.	20,466
2400 Allamakee, Ia.	20,464
2401 Yell, Ark.	20,463
2402 Pike, Ohio	20,462
2403 Custer, Ida.	20,461
2404 Caswell, N.C.	20,458

2405	Marion, Mo.	20,454
2406	Dickens, Tex.	20,446
2407	Whitley, Ky.	20,445
2408	Rains, Tex.	20,442
2409	Crisp, Ga.	20,441
2410	Monroe, Ala.	20,439
2411	Emanuel, Ga.	20,438
2412	Barnwell, S.C.	20,428
2413	Vance, N.C.	20,425
2414	Montgomery, N.C.	20,404
2415	Colquitt, Ga.	20,390
2416	Ringgold, Ia.	20,386
2417	Baltimore City, Md.	20,384
2418	Roseau, Minn.	20,384
2419	Richmond, Va.	20,384
2420	Berrien, Ga.	20,383
2421	Madison, Va.	20,375
2422	Telfair, Ga.	20,363
2423	Hill, Tex.	20,357
2424	Fayette, Ala.	20,355
2425	Pittsylvania, Va.	20,354
2426	Sumter, S.C.	20,352
2427	Covington, Va.	20,348
2428	Jefferson, Ga.	20,331
2429	Echols, Ga.	20,329
2430	Sullivan, Pa.	20,329
2431	Webster, Neb.	20,324
2432	Vernon, Wisc.	20,324
2433	Rhea, Tenn.	20,321
2434	Richardson, Neb.	20,320
2435	Morrill, Neb.	20,314
2436	Alexander, Ill.	20,299
2437	Aurora, S.D.	20,275
2438	Geneva, Ala.	20,274
2439	Caldwell, La.	20,272
2440	Cook, Ga.	20,268
2441	Polk, Tex.	20,264
2442	Oscoda, Mich.	20,260
2443	Chowan, N.C.	20,253
2444	Jasper, Mo.	20,250
2445	Mason, Tex.	20,245
2446	Jackson, Ohio	20,241
2447	Chattooga, Ga.	20,235
2448	Itawamba, Miss.	20,229
2449	Wayne, Utah	20,229
2450	Emporia, Va.	20,220
2451	Marion, Ala.	20,218
2452	Pulaski, Ga.	20,216
2453	Coffee, Ga.	20,208
2454	Collingsworth, Tex.	20,207
2455	Leflore, Miss.	20,179
2456	Currituck, N.C.	20,174
2457	Valley, Neb.	20,171
2458	Bibb, Ala.	20,168
2459	Elk, Kans	20,166
2460	Malheur, Ore.	20,164
2461	Beltrami, Minn.	20,161
2462	Roscommon, Mich.	20,159
2463	Carbon, Mont.	20,158
2464	Covington, Ala.	20,154
2465	Lewis, W.Va.	20,150
2466	Polk, Ga.	20,144
2467	Choctaw, Ala.	20,139
2468	Meagher, Mont.	20,132
2469	Vernon, La.	20,127
2470	Wayne, Tenn.	20,125
2471	Pender, N.C.	20,117
2472	Worcester, Md.	20,112
2473	Dallas, Ark.	20,105
2474	Gallatin, Ky.	20,097
2475	Wilkes, Ga.	20,092
2476	Greene, Ark.	20,090
2477	Glades, Fla.	20,089
2478	Crow Wing, Minn.	20,089
2479	Burke, Ga.	20,086
2480	Westmoreland, Va.	20,085
2481	Tyrrell, N.C.	20,078
2482	Estill, Ky.	20,072
2483	Jeff Davis, Ga.	20,070
2484	Harnett, N.C.	20,068
2485	Coleman, Tex.	20,064
2486	Washington, Va.	20,062
2487	Charles Mix, S.D.	20,044
2488	Fluvanna, Va.	20,042
2489	Pulaski, Ky.	20,037
2490	Atchison, Mo.	20,037
2491	McPherson, S.D.	20,030
2492	Marion, Tex.	20,030
2493	Greer, Okla.	20,028
2494	Tipton, Tenn.	20,025
2495	Simpson, Miss.	20,024
2496	Washburn, Wisc.	20,013
2497	Pike, Ala.	20,011
2498	Washington, Kans.	20,009
2499	Greene, Tenn.	20,008
2500	Montgomery, Mo.	20,004

Leading cities (thousands)

1	Schaumberg, Ill.	59,767
2	Saratoga, Cal.	58,765
3	Garden City, N.Y.	58,765
4	Lake Jackson, Tex.	58,765
5	Thousand Oaks, Cal.	58,734
6	Rockville, Md.	58,316
7	Fairbanks, Ak.	57,488
8	Palm Beach, Fla.	55,291
9	Arlington Heights, Ill.	55,177
10	Dublin, Cal.	54,765
11	Wheaton, Ill.	54,576
12	Richardson, Tex.	53,882
13	Pinole, Cal.	53,427
14	Palatine, Ill.	53,223
15	Pleasanton, Cal.	53,211
16	Newport Beach, Cal.	53,011
17	Crystal Lake, Ill.	52,391
18	Simi Valley, Cal.	52,356
19	Mount Prospect, Ill.	51,998
20	Ketchikan, Ak.	51,650
21	Sitka, Ak.	51,023
22	Woodbridge, N.J.	50,817
23	Greenwich, Conn.	50,614
24	Palo Alto, Cal.	50,309
25	Hoffman Estates, Ill.	50,270
26	Tarrytown, N.Y.	49,954
27	Naples, Fla.	49,911
28	Manhattan Beach, Cal.	49,880
29	Juneau, Ak.	49,770
30	Elk Grove Village, Ill.	49,460
31	Boca Raton, Fla.	49,423
32	Brea, Cal.	49,247
33	Newark, Cal.	48,821
34	San Rafael, Cal.	48,815
35	Mamaroneck, N.Y.	48,744
36	Trumbull, Conn.	48,732
37	Kodiak, Ak.	48,288
38	Bridgewater, N.J.	48,086
39	Arcadia, Cal.	48,059
40	Jenkintown, Pa.	47,926
41	Rosenberg, Tex.	47,790
42	Hicksville, N.Y.	47,458
43	Bethpage, N.Y.	47,424
44	North Chicago, Ill.	47,185
45	Anchorage, Ak.	47,183
46	Des Plaines, Ill.	46,962
47	Shrewsbury, N.J.	46,924
48	Bellevue, Wash.	46,638
49	Fremont, Cal.	46,610
50	San Mateo, Cal.	46,515
51	Rolling Meadows, Ill.	46,398
52	San Jose, Cal.	46,358
53	Alvin, Tex.	46,247
54	Walnut Creek, Cal.	46,002
55	Midland, Tex.	45,814
56	Fullerton, Cal.	45,769
57	Glendora, Cal.	45,429
58	Livermore, Cal.	45,117
59	Normal, Ill.	44,991
60	Ossining, N.Y.	44,973
61	Torrance, Cal.	44,920
62	Los Alamos, N.M.	44,902
63	Slidell, La.	44,863
64	Richland, Wash.	44,685
65	Wheeling, Ill.	44,602
66	Mount Kisco, N.Y.	44,597
67	Somerville, N.J.	44,562
68	Anaheim, Cal.	44,526
69	Monroe, Mich.	44,517
70	New Rochelle, N.Y.	44,474
71	West Covina, Cal.	44,442
72	Upland, Cal.	44,212
73	Derby, Kans.	44,179
74	Willingboro, N.J.	44,161
75	Woodstock, Ill.	44,005
76	Pasadena, Tex.	43,947
77	Midland, Mich.	43,917
78	Gilroy, Cal.	43,766
79	Bakersfield, Cal.	43,715
80	Morristown, N.J.	43,616
81	Streamwood, Ill.	43,568
82	Lewisville, Tex.	43,433
83	La Habra, Cal.	43,286
84	White Plains, N.Y.	43,262
85	Palm Springs, Cal.	43,105
86	Conroe, Tex.	42,887
87	Freeport, Tex.	42,555
88	Napa, Cal.	42,535
89	Martinez, Cal.	42,500
90	Bettendorf, Ia.	42,151
91	Lafayette, La.	41,949
92	Redwood City, Cal.	41,882
93	Haysville, Kans.	41,858
94	Stamford, Conn.	41,485
95	Santa Rosa, Cal.	41,481
96	Blue Springs, Mo.	41,402
97	San Buenaventura, Ventura, Cal.	41,400
98	Newark, Del.	41,313
99	Vernon, Conn.	41,307
100	Barstow, Cal.	41,254
101	Garland, Tex.	41,248
102	League City, Tex.	41,181
103	East Moline, Ill.	41,124
104	Rock Springs, Wyo.	41,101
105	Redlands, Cal.	41,091
106	Hanover, N.H.	41,028
107	Moline, Ill.	40,962
108	Fairfield, Cal.	40,947
109	Waukegan, Ill.	40,905
110	Port Clinton, Ohio	40,884
111	Warminster, Pa.	40,858
112	Dover, N.J.	40,820
113	Hempstead, N.Y.	40,728
114	Wailuku, Hi.	40,695
115	Oak Ridge, Tenn.	40,661
116	Joliet, Ill.	40,647
117	Nyack, N.Y.	40,635
118	Woodbridge, Va.	40,597
119	Morgan City, La.	40,511
120	Lansdale, Pa.	40,458
121	Doylestown, Pa.	40,312
122	Whittier, Cal.	40,296
123	Bristol, Pa.	40,291
124	Carson City, Nev.	40,290
125	Fort Walton Beach, Fla.	40,269
126	East Stroudsberg, Pa.	40,265
127	Indio, Cal.	40,240
128	Parsippany, N.J.	40,174
129	Middletown, N.J.	40,154
130	Elgin, Ill.	40,084
131	Oak Harbor, Ohio	40,031
132	Woodbury, N.J.	40,024
133	Downey, Cal.	39,959
134	Antioch, Cal.	39,936
135	Costa Mesa, Cal.	39,820
136	Petaluma, Cal.	39,783
137	Tulare, Cal.	39,689
138	Vallejo, Cal.	39,609
139	Odessa, Tex.	39,564
140	Victorville, Cal.	39,457
141	Carlisle, Pa.	39,421
142	Milford, Conn.	39,361
143	Houston, Tex.	39,336
144	Edwardsville, Ill.	39,286
145	Baytown, Tex.	39,258
146	Yonkers, N.Y.	39,253
147	Pontiac, Ill.	39,216
148	Bismarck, N.D	39,141
149	Stillwater, Minn.	39,07[illegible]
150	Irving, Tex.	39,062
151	Hayward, Cal.	39,035
152	San Clemente, Cal.	39,027
153	North Tarrytown, N.Y.	39,022
154	Corona, Cal.	39,015
155	Newton, N.J.	38,988
156	Aurora, Ill.	38,961
157	Clute, Tex.	38,952
158	Macomb, Ill.	38,878
159	Mentor, Ohio	38,820
160	De Kalb, Ill.	38,812
161	Redondo Beach, Cal.	38,782
162	Orange, Tex.	38,780
163	Norwalk, Conn.	38,758
164	Covina, Cal.	38,728
165	West Chester, Pa.	38,713
166	Ontario, Cal.	38,654
167	Mount Vernon, Ill.	38,638
168	Mesquite, Tex.	38,630
169	Peoria, Ill.	38,610
170	Peekskill, N.Y.	38,589
171	Middletown, Conn.	38,561
172	Alameda, Cal.	38,553
173	Fontana, Cal.	38,545
174	Modesto, Cal.	38,534
175	Houma, La.	38,526
176	Oxford, Miss.	38,517
177	Visalia, Cal.	38,493
178	Mentor-On-The-Lake, Ohio	38,465
179	Willoughby, Ohio	38,450
180	Rock Island, Ill.	38,427
181	Scottsdale, Ariz.	38,416
182	Grand Haven, Mich.	38,409
183	Myrtle Beach, S.C.	38,325
184	Auburn, Cal.	38,321
185	Casper, Wyo.	38,288
186	Chapel Hill, N.C.	38,253
187	Manteca, Cal.	38,139
188	Hurst, Tex.	38,028
189	Honolulu, Hi.	37,986
190	Riverside, Cal.	37,978
191	Gallup, N.M.	37,928
192	Cortland, N.Y.	37,923
193	Gainesville, Ga.	37,915
194	Kennewick, Wash.	37,911
195	Port Chester, N.Y.	37,882
196	West Lafayette, Ind.	37,786
197	Gillette, Wyo.	37,786
198	Brunswick, Me.	37,752
199	Cape Coral, Fla.	37,735
200	Belleville, Ill.	37,663
201	Indiana, Pa.	37,650
202	Centralia, Ill.	37,648
203	Dixon, Ill.	37,628
204	Watsonville, Cal.	37,619
205	Phoenixville, Pa.	37,523
206	Wallingford, Conn.	37,519
207	Sterling, Ill.	37,408
208	Pekin, Ill.	37,396
209	Wakefield, Mass.	37,387
210	Effingham, Ill.	37,273
211	Langhorne, Pa.	37,272
212	Burbank, Cal.	37,251
213	Norwich, Conn.	37,231
214	Dover, Del.	37,221
215	Wood River, Ill.	37,217
216	Holland, Mich.	37,101
217	Ottawa, Ill.	37,097
218	Edmond, Okla.	37,097
219	Waukesha, Wisc.	37,038
220	Framingham, Mass.	37,016
221	Roseville, Cal.	37,014
222	Sui Sun, Cal.	36,975
223	Thibodaux, La.	36,933
224	Levittown, Pa.	36,929
225	Kewanee, Ill.	36,922
226	Bartlesville, Okla.	36,877
227	Peru, Ill.	36,873
228	Broken Arrow, Okla.	36,797
229	Quakertown, Pa.	36,780
230	Burlington, N.J.	36,771
231	Phillipsburg, N.J.	36,633
232	Belvidere, Ill.	36,632
233	Arlington, Tex.	36,591
234	Dedham, Mass.	36,546
235	Farmington, N.M.	36,504
236	Williston, N.D.	36,485
237	Cherry Hill, N.J.	36,450
238	Gunnison, Colo.	36,438
239	Galesburg, Ill.	36,379
240	Clifton, N.J.	36,320
241	Port Lavaca, Tex.	36,308
242	Royal Oak, Mich.	36,295
243	Porterville, Cal.	36,270
244	Oxnard, Cal.	36,249
245	New London, Conn.	36,214
246	Moses Lake, Wash.	36,214
247	Lompoc, Cal.	36,149
248	Urbana, Ill.	36,041
249	Hyannis, Mass.	35,970
250	Men[illegible], Ill.	35,952
251	Canton, Ill.	35,939
252	Monterey, Cal.	35,926
253	San Diego, Cal.	35,850
254	Kent, Wash.	35,843
255	Traverse City, Mich.	35,812
256	Santa Barbara, Cal.	35,810
257	Sonora, Cal.	35,766
258	Redding, Cal.	35,752
259	Rawlins, Wyo.	35,723
260	Rockford, Ill.	35,722
261	Melrose, Mass.	35,722
262	Vero Beach, Fla.	35,692
263	Santa Ana, Cal.	35,625
264	Santa Maria, Cal.	35,621
265	Red Bank, N.J.	35,610
266	Bloomington, Ill.	35,553
267	Red Bluff, Cal.	35,512
268	Coatesville, Pa.	35,499
269	Marquette, Mich.	35,468
270	Irwin, Pa.	35,465
271	Taylorville, Ill.	35,403
272	Rock Falls, Ill.	35,362
273	Huron, S.D.	35,324
274	Champaign, Ill.	35,294
275	Wooster, Ohio	35,278
276	Alma, Mich.	35,243
277	Cedar Falls, Ia.	35,233
278	Glendale, Cal.	35,225
279	Richmond, Cal.	35,217
280	Warsaw, Ind.	35,205
281	Weirton, W.Va.	35,156
282	Springfield, Vt.	35,117
283	Mount Vernon, N.Y.	35,109
284	Huntington Beach, Cal.	35,105
285	Hermosa Beach, Cal.	35,093
286	Marysville, Cal.	35,078
287	Enfield, Conn.	35,030
288	Pittsburg, Cal.	35,015
289	Salinas, Cal.	34,982
290	Great Bend, Kans.	34,969
291	Lincoln, Ill.	34,954
292	Springfield, Ill.	34,914
293	Olathe, Kans.	34,911
294	Latrobe, Pa.	34,845
295	Pullman, Wash.	34,835
296	Fargo, N.D.	34,834
297	Nashua, N.H.	34,830
298	Pompano Beach, Fla.	34,805

299	Port Hueneme, Cal.	34,773
300	Huntington Park, Cal.	34,756
301	Merced, Cal.	34,755
302	Tyler, Tex.	34,754
303	Hilo, Hi.	34,717
304	Searcy, Ark.	34,703
305	Woodland, Cal.	34,690
306	Ann Arbor, Mich.	34,675
307	East Lansing, Mich.	34,635
308	Pasadena, Cal.	34,604
309	Hanford, Cal.	34,591
310	Charleston, W.Va.	34,510
311	Danville, Ill.	34,502
312	Danbury, Conn.	34,496
313	Hickory, N.C.	34,474
314	Davis, Cal.	34,472
315	San Luis Obispo, Cal.	34,466
316	St. Joseph, Mich.	34,452
317	Raleigh, N.C.	34,422
318	Aiken, S.C.	34,420
319	Guymon, Okla.	34,410
320	Bethlehem, Pa.	34,405
321	Hackensack, N.J.	34,379
322	Fresno, Cal.	34,360
323	Ukiah, Cal.	34,358
324	Athens, Ohio	34,356
325	Ponca City, Okla.	34,348
326	El Dorado, Kans.	34,332
327	Jacksonville, Ill.	34,252
328	Manchester, Conn.	34,233
329	Greenfield, Ind.	34,202
330	St. Albans, Vt.	34,187
331	Marion, Ia.	34,164
332	Decatur, Ill.	34,160
333	Woodward, Okla.	34,111
334	Valparaiso, Ind.	34,081
335	Monmouth, Ill.	34,079
336	Port Angeles, Wash.	34,059
337	Hudson, Mass.	34,036
338	Rapid City, S.D.	34,031
339	Sioux Falls, S.D.	34,025
340	Grand Prairie, Tex.	34,012
341	Woburn, Mass.	34,007
342	Tempe, Ariz.	33,995
343	New Brunswick, N.J.	33,983
344	Santa Paula, Cal.	33,970
345	Madera, Cal.	33,968
346	Pottstown, Pa.	33,964
347	Minot, N.D.	33,877
348	Greensburg, Pa.	33,850
349	Sacramento, Cal.	33,812
350	Pierre, S.D.	33,791
351	Neenah, Wisc.	33,746
352	El Centro, Cal.	33,742
353	East Alton, Ill.	33,690
354	Bowling Green, Ohio	33,673
355	Hammond, La.	33,643
356	Santa Monica, Cal.	33,635
357	Ellensburg, Wash.	33,627
358	Olympia, Wash.	33,606
359	Naugatuck, Conn.	33,583
360	Tulsa, Okla.	33,579
361	Oceanside, Cal.	33,546
362	Celina, Ohio	33,541
363	Dickinson, N.D.	33,534
364	Aliquippa, Pa.	33,534
365	Columbus, Ind.	33,517
366	Los Angeles, Cal.	33,470
367	Boulder, Colo.	33,397
368	Tonawanda, N.Y.	33,384
369	Harrisburg, Ill.	33,361
370	Peabody, Mass.	33,358
371	Cheboygan, Mich.	33,356
372	Lake Charles, La.	33,355
373	Camarillo, Cal.	33,347
374	Westerly, R.I.	33,339
375	Torrington, Conn.	33,335
376	Hobbs, N.M.	33,309
377	Ridgecrest, Cal.	33,294
378	Yuba City, Cal.	[illegible]
379	Beckley, W.Va.	33,284
380	Owosso, Mich.	33,262
381	Elko, Nev.	33,261
382	Morganton, N.C.	33,212
383	Yankton, S.D.	33,187
384	Jackson, Miss.	33,186
385	Benton, Ark.	33,176
386	Meriden, Conn.	33,176
387	Medina, Ohio	33,175
388	Dallas, Tex.	33,165
389	Flagstaff, Ariz.	33,148
390	Stuart, Fla.	33,126
391	Denton, Tex.	33,090
392	Clearfield, Pa.	33,061
393	Escondido, Cal.	33,054
394	Canandaigua, N.Y.	33,054
395	San Francisco, Cal.	33,046
396	Baton Rouge, La.	33,040
397	Rochester, Minn.	33,022
398	North Attleboro, Mass.	33,018
399	Sharon, Pa.	33,003
400	Brookings, S.D.	32,991
401	Santa Cruz, Cal.	32,975
402	Defiance, Ohio	32,964
403	Adrian, Mich.	32,948
404	Ames, Ia.	32,933
405	Marietta, Ga.	32,923
406	Texas City, Tex.	32,877
407	Mineral Wells, Tex.	32,868
408	Streator, Ill.	32,862
409	Winter Haven, Fla.	32,829
410	Terrell, Tex.	32,817
411	South Bay, Cal.	32,809
412	Houghton, Mich.	32,769
413	Concord, N.H.	32,748
414	Pittsfield, Mass.	32,743
415	Beaver Dam, Wisc.	32,743
416	Oswego, N.Y.	32,742
417	Longview, Tex.	32,699
418	Wichita, Kans.	32,687
419	Sturgis, Mich.	32,666
420	Waxahachie, Tex.	32,660
421	Beacon, N.Y.	32,648
422	Fredonia, N.Y.	32,635
423	Ansonia, Conn.	32,628
424	Norristown, Pa.	32,626
425	Monessen, Pa.	32,626
426	Elizabethtown, Ky.	32,622
427	Alcoa, Tenn.	32,604
428	Havre, Mont.	32,587
429	Annapolis, Md.	32,584
430	Florida City, Fla.	32,574
431	Billings, Mont.	32,554
432	Newton, Ia.	32,550
433	Berkeley, Cal.	32,536
434	Waltham, Mass.	32,532
435	Beaumont, Tex.	32,531
436	Mount Pleasant, Mich.	32,454
437	Salem, Ohio	32,450
438	Rutland, Vt.	32,442
439	Niles, Mich.	32,422
440	Duncan, Okla.	32,416
441	Bristol, Conn.	32,413
442	Logan, W.Va.	32,411
443	Boise City, Ida.	32,410
444	Alton, Ill.	32,400
445	Du Bois, Pa.	32,399
446	McPherson, Kans.	32,395
447	Ambridge, Pa.	32,393
448	Greensburg, Ind.	32,376
449	Idaho Falls, Ida.	32,371
450	San Bernardino, Cal.	32,370
451	Durango, Colo.	32,369
452	Hanover, Pa.	32,369
453	McKinney, Tex.	32,353
454	State College, Pa.	32,334
455	Gallipolis, Ohio	32,330
456	Renton, Wash.	32,329
457	Eureka, Cal.	32,258
458	Fulton, Mo.	32,242
459	Gastonia, N.C.	32,242
460	Farrell, Pa.	32,208
461	Jennings, La.	32,207
462	Chicago, Ill.	32,205
463	New Kensington, Pa.	32,191
464	Colusa, Cal.	32,181
465	Conway, Ark.	32,170
466	Scottsbluff, Neb.	32,170
467	Keene, N.H.	32,159
468	Noblesville, Ind.	32,141
469	Hillsdale, Mich.	32,141
470	Findlay, Ohio	32,141
471	Marietta, Ohio	32,132
472	Jasper, Ind.	32,130
473	Garden City, Kans.	32,115
474	Grand Forks, N.D.	32,106
475	Big Rapids, Mich.	32,080
476	Rockton, Ill.	32,072
477	Monroe, N.C.	32,056
478	Augusta, Me.	32,050
479	Geneva, N.Y.	32,036
480	Lovington, N.M.	32,019
481	Cheyenne, Wyo.	32,014
482	Liberal, Kans.	31,996
483	Steubenville, Ohio	31,993
484	Olney, Ill.	31,964
485	Beverly, Mass.	31,962
486	Athens, Tex.	31,960
487	Kankakee, Ill.	31,946
488	Delaware, Ohio	31,945
489	Chillicothe, Ohio	31,901
490	Columbia, Pa.	31,901
491	Martins Ferry, Ohio	31,867
492	Perth Amboy, N.J.	31,864
493	Yuma, Ariz.	31,861
494	Attleboro, Mass.	31,845
495	Mount Carmel, Ill.	31,823
496	Stevens Point, Wisc.	31,779
497	Appleton, Wisc.	31,765
498	Bay City, Tex.	31,761
499	Evansdale, Ia.	31,728
500	Las Cruces, N.M.	31,701
501	Oneonta, N.Y.	31,699
502	Lufkin, Tex.	31,694
503	Longview, Wash.	31,685
504	Maryville, Tenn.	31,656
505	Orangeburg, S.C.	31,617
506	Ennis, Tex.	31,591
507	Escanaba, Mich.	31,589
508	Decatur, Ala.	31,588
509	Morris, Ill.	31,579
510	Marlborough, Mass.	31,575
511	Washington, D.C.	31,570
512	Herrin, Ill.	31,568
513	Oakland, Cal.	31,543
514	Brick Township, N.J.	31,543
515	Midwest City, Okla.	31,530
516	Medford, Mass.	31,528
517	La Salle, Ill.	31,524
518	Snyder, Tex.	31,493
519	Seattle, Wash.	31,484
520	Abilene, Tex.	31,476
521	Norman, Okla.	31,473
522	Warren, Pa.	31,467
523	Moundsville, W.Va.	31,461
524	Saginaw, Mich.	31,460
525	Beaumont, Cal.	31,446
526	Brattleboro, Vt.	31,442
527	Pascagoula, Miss.	31,438
528	Lockport, N.Y.	31,435
529	Freeport, Ill.	31,402
530	Muscatine, Ia.	31,394
531	Robinson, Ill.	31,384
532	Statesboro, Ga.	31,379
533	Chambersburg, Pa.	31,377
534	Bellows Falls, Vt.	31,375
535	Amarillo, Tex.	31,374
536	Auburn, Wash.	31,374
537	Petoskey, Mich.	31,373
538	Omaha, Neb.	31,366
539	Charleston, Ill.	31,361
540	Gettysgurg, Pa.	31,352
541	Long Beach, Cal.	31,348
542	Ashland, Ky.	31,340
543	Saratoga Springs, N.Y.	31,294
544	Henderson, Tex.	31,294
545	Alamogordo, N.M.	31,293
546	Milford, Del.	31,292
547	Ocala, Fla.	31,283
548	North Tonawanda, N.Y.	31,275
549	Orlando, Fla.	31,274
550	Clinton, Mass.	31,274
551	Oil City, Pa.	31,272
552	Ypsilanti, Mich.	31,267
553	Euless, Tex.	31,266
554	Clinton, Ia.	31,219
555	Point Pleasant, N.J.	31,217
556	Somerset, Pa.	31,182
557	Newport, R.I.	31,181
558	Fort Lauderdale, Fla.	31,174
559	Milan, N.M.	31,168
560	Watertown, Wisc.	31,141
561	New Iberia, La.	31,136
562	Blackfoot, Ida.	31,130
563	Turlock, Cal.	31,113
564	Columbia, S.C.	31,112
565	Sapulpa, Okla.	31,097
566	Sherman, Tex.	31,096
567	Winsted, Conn.	31,094
568	Mattoon, Ill.	31,094
569	Corning, N.Y.	31,077
570	Dover, Ohio	31,071
571	Jersey City, N.J.	31,062
572	East Dubuque, Ill.	31,056
573	Newton, Kans.	31,037
574	Leadville, Colo.	31,035
575	Brockton, Mass.	31,024
576	Greensboro, N.C.	30,995
577	Roswell, Ga.	30,994
578	Burlington, N.C.	30,993
579	Topeka, Kans.	30,984
580	Salisbury, N.C.	30,984
581	Spring Valley, Ill.	30,957
582	Oregon City, Ore.	30,952
583	Gardner, Mass.	30,949
584	Palestine, Tex.	30,939
585	Kent, Ohio	30,934
586	El Cajon, Cal.	30,932
587	Lexington, N.C.	30,930
588	Albion, Mich.	30,928
589	Madison, Ind.	30,918
590	Hays, Kans.	30,913
591	Cedar Rapids, Ia.	30,908
592	Charlotte, N.C.	30,898
593	Enid, Okla.	30,884
594	Madison, Wisc.	30,876
595	Milledgeville, Ga.	30,868
596	Ravenna, Ohio	30,863
597	Oneida, N.Y.	30,854
598	Huntsville, Ala.	30,849
599	Du Quoin, Ill.	30,814
600	Burlington, Vt.	30,806
601	Franklin, La.	30,795
602	Meadville, Pa.	30,753
603	Asheboro, N.C.	30,746
604	Jonesboro, Ga.	30,735
605	Florence, Ala.	30,716
606	Roseburg, Ore.	30,712
607	Longmont, Colo.	30,707
608	Fairborn, Ohio	30,696
609	Everett, Wash.	30,692
610	Racine, Wisc.	30,686
611	Greenville, Tex.	30,685
612	Ashland, Ohio	30,683
613	Victoria, Tex.	30,667
614	Urbana, Ohio	30,666
615	Baldwin Park, Cal.	30,664
616	Allentown, Pa.	30,659
617	Buffalo Grove, Ill.	30,650
618	Jefferson City, Mo.	30,650
619	Wichita Falls, Tex.	30,637
620	3Bluefield, W.Va.	30,627
621	Norwalk, Ohio	30,616
622	Mesa, Ariz.	30,596
623	Shreveport, La.	30,588
624	Quincy, Ill.	30,575
625	Franklin, Ind.	30,571
626	Greenville, Ohio	30,570
627	Hollywood, Fla.	30,564
628	Vancouver, Wash.	30,563
629	Grants, N.M.	30,557
630	Wilmington, Ohio	30,551
631	Circleville, Ohio	30,550
632	Westfield, Mass.	30,544
633	Middletown, N.Y.	30,528
634	Lebanon, Ind.	30,516
635	Mount Vernon, Wash.	30,510
636	Mount Airy, N.C.	30,489
637	Pickneyville, Ill.	30,470
638	Dalton, Ga.	30,464
639	Wisconsin Rapids, Wisc.	30,458
640	Bay City, Mich.	30,457
641	Norwich, N.Y.	30,446
642	White River Junction, Vt.	30,437
643	Tiffin, Ohio	30,430
644	Charleston, S.C.	30,429
645	Lodi, Cal.	30,425
646	Northampton, Mass.	30,416
647	Paxton, Ill.	30,403
648	Niles, Ohio	30,394
649	Charleroi, Pa.	30,371
650	Thomasville, N.C.	30,369
651	Dover, N.H.	30,354
652	Cleveland, Miss.	30,343
653	Lebanon, N.H.	30,340
654	Elizabeth, N.J.	30,329
655	Menasha, Wisc.	30,328
656	Grand Rapids, Mich.	30,325
657	Bangor, Me.	30,321
658	Pomona, Cal.	30,315
659	Lebanon, Tenn.	30,308
660	Aberdeen, S.D.	30,306
661	Corpus Christi, Tex.	30,296
662	Clearwater, Fla.	30,292
663	Nacogdoches, Tex.	30,276
664	Ogelsby, Ill.	30,273
665	Ruston, La.	30,233
666	Davenport, Ia.	30,215
667	Rogers, Ark.	30,209
668	Golden, Colo.	30,208
669	Sikeston, Mo.	30,208
670	Loveland, Colo.	30,207
671	Sheffield, Ala.	30,191
672	Butler, Pa.	30,171
673	Monroe, Wisc.	30,159
674	Statesville, N.C.	30,156
675	Weatherford, Tex.	30,151
676	Barre, Vt.	30,149
677	Stockton, Cal.	30,142
678	Brenham, Tex.	30,131
679	Dodge City, Kans.	30,122
680	McAllen, Tex.	30,121
681	Taft, Cal.	30,114
682	Pasco, Wash.	30,114
683	Ashtabula, Ohio	30,109
684	Mount Clemens, Mich.	30,102
685	Lebanon, Pa.	30,096
686	Jamestown, N.D.	30,090
687	Abbeville, La.	30,087
688	Miami, Okla.	30,085
689	Vista, Cal.	30,060
690	Fond du Lac, Wisc.	30,052

691	Cleburne, Tex.	30,048
692	Waterville, Me.	30,047
693	Moss Point, Miss.	30,044
694	Coos Bay, Ore.	30,041
695	Wabash, Ind.	30,037
696	Laconia, N.H.	30,025
697	Ely, Nev.	30,019
698	Mitchell, S.D.	30,017
699	Fergus Falls, Minn.	30,004
700	Murfreesboro, Tenn.	29,992
701	Fort Madison, Ia.	29,984
702	Des Moines, Ia.	29,974
703	Jeffersonville, Ind.	29,969
704	St. Cloud, Minn.	29,965
705	Tupelo, Miss.	29,959
706	Columbus, Neb.	29,950
707	Santa Fe, N.M.	29,947
708	Aberdeen, Wash.	29,939
709	Quincy, Mass.	29,933
710	Southbridge, Mass.	29,921
711	Hollister, Cal.	29,916
712	Bad Axe, Mich.	29,905
713	Portsmouth, N.H.	29,898
714	South Kona, Hi.	29,892
715	Craig, Colo.	29,891
716	Crowley, La.	29,891
717	Greenville, S.C.	29,889
718	Warrensburg, Mo.	29,867
719	Martinsburg, W.Va.	29,848
720	Colby, Kans.	29,842
721	North Platte, Neb.	29,839
722	Lawrenceville, Ga.	29,832
723	Richmond, Ky.	29,824
724	Fostoria, Ohio	29,822
725	Lenoir, N.C.	29,812
726	Borger, Tex.	29,805
727	Laramie, Wyo.	29,794
728	Fulton, N.Y.	29,781
729	Phoenix, Ariz.	29,779
730	Fort Dodge, Ia.	29,767
731	Helena, Mont.	29,764
732	St. Augustine, Fla.	29,757
733	Waterbury, Conn.	29,751
734	Port Huron, Mich.	29,751
735	Fremont, Ohio	29,736
736	Kingsport, Tenn.	29,735
737	Chardon, Ohio	29,731
738	East Ely, Nev.	29,730
739	Rockingham, N.C.	29,728
740	Frankfort, Ky.	29,726
741	Rochester, N.Y.	29,725
742	Gainesville, Tex.	29,724
743	Washington, Pa.	29,711
744	Alice, Tex.	29,708
745	Rhinelander, Wisc.	29,703
746	Key West, Fla.	29,700
747	Chesterton, Ind.	29,699
748	Cullman, Ala.	29,697
749	Leesburg, Fla.	29,680
750	Nevada City, Cal.	29,679
751	Norfolk, Neb.	29,673
752	San Fernando, Cal.	29,663
753	Austin, Minn.	29,662
754	Stroudsburg, Pa.	29,662
755	Jacksonville, N.C.	29,634
756	Fort Collins, Colo.	29,599
757	Brawley, Cal.	29,591
758	Carroll, Ia.	29,582
759	Dothan, Ala.	29,568
760	Junction City, Kans.	29,564
761	Dubuque, Ia.	29,561
762	Sulphur Springs, Tex.	29,559
763	Bloomsburg, Pa.	29,553
764	Westminster, Md.	29,540
765	Enterprise, Ala.	29,528
766	Spencer, Ia.	29,518
767	Devils Lake, N.D.	29,506
768	Tifton, Ga.	29,489
769	Sarasota, Fla.	29,486
770	Sandusky, Ohio	29,475
771	Oroville, Cal.	29,472
772	Wahpeton, N.D.	29,459
773	Lihue, Hi.	29,458
774	Uniontown, Pa.	29,458
775	Big Spring, Tex.	29,458
776	Clairton, Pa.	29,454
777	Russellville, Ark.	29,453
778	Worland, Wyo.	29,452
779	Flint, Mich.	29,449
780	Concord, N.C.	29,447
781	Rome, N.Y.	29,443
782	Shelby, N.C.	29,429
783	Spartanburg, S.C.	29,416
784	Waterloo, Ia.	29,391
785	Coshocton, Ohio	29,391
786	Ellwood City, Pa.	29,369
787	Chico, Cal.	29,363
788	Casa Grande, Ariz.	29,357
789	Crawfordsville, Ind.	29,354
790	Cleveland, Ohio	29,343
791	Orange Park, Fla.	29,341
792	Riverton, Wyo.	29,341
793	Pensacola, Fla.	29,335
794	Reno, Nev.	29,332
795	Dublin, Ga.	29,329
796	Alpena, Mich.	29,322
797	Manchester, N.H.	29,321
798	Magnolia, Ark.	29,277
799	Chehalis, Wash.	29,275
800	Marshall, Tex.	29,262
801	Lock Haven, Pa.	29,251
802	Galion, Ohio	29,245
803	Kittanning, Pa.	29,244
804	Xenia, Ohio	29,241
805	Little Rock, Ark.	29,235
806	Albuquerque, N.M.	29,231
807	Shelbyville, Ind.	29,230
808	Pittsburgh, Pa.	29,227
809	Iowa City, Ia.	29,212
810	Jonesboro, Ark.	29,211
811	Punxsutawney, Pa.	29,202
812	Griffin, Ga.	29,190
813	Hammond, Ind.	29,186
814	Kerrville, Tex.	29,186
815	Two Rivers, Wisc.	29,181
816	Gainesville, Fla.	29,179
817	Wausau, Wisc.	29,177
818	Lancaster, Ohio	29,176
819	Burlington, Ia.	29,171
820	Athol, Mass.	29,169
821	Stillwater, Okla.	29,156
822	Marshalltown, Ia.	29,154
823	La Porte, Ind.	29,128
824	Union City, N.J.	29,123
825	Sidney, Ohio	29,108
826	Batavia, N.Y.	29,094
827	Independence, Mo.	29,089
828	Beaver Creek, Ohio	29,077
829	Indianapolis, Ind.	29,075
830	Edinburg, Ind.	29,061
831	Carmi, Ill.	29,059
832	Haltom City, Tex.	29,056
833	Yreka City, Cal.	29,025
834	Worcester, Mass.	29,022
835	Huntsville, Tex.	28,984
836	Cartersville, Ga.	28,980
837	Augusta, Kans.	28,963
838	Chippewa Falls, Wisc.	28,956
839	Taunton, Mass.	28,952
840	Pocatello, Ida.	28,941
841	Clinton, Ill.	28,935
842	Fremont, Neb.	28,933
843	Roanoke Rapids, N.C.	28,918
844	St. Paul, Minn.	28,909
845	Murray, Ky.	28,904
846	Murphysboro, Ill.	28,903
847	Boone, Ia.	28,885
848	Bluffton, Ind.	28,881
849	Pecos, Tex.	28,880
850	Titusville, Pa.	28,876
851	Alliance, Ohio	28,867
852	Jasper, Ala.	28,859
853	Beaufort, S.C.	28,856
854	Sheboygan, Wisc.	28,854
855	Greenfield, Mass.	28,842
856	Oklahoma City, Okla.	28,840
857	Warner Robins, Ga.	28,833
858	Greenville, N.C.	28,831
859	Saco, Me.	28,829
860	Charles City, Ia.	28,824
861	Marshfield, Wisc.	28,824
862	Springdale, Ark.	28,818
863	Las Vegas, Nev.	28,815
864	Warren, Ohio	28,810
865	Chickasha, Okla.	28,792
866	Elkhart, Ind.	28,783
867	Manistee, Mich.	28,777
868	Michigan City, Ind.	28,776
869	Paso Robles, Cal.	28,772
870	Council Bluffs, Ia.	28,770
871	Wenatchee, Wash.	28,768
872	Bremerton, Wash.	28,768
873	Middletown, Ohio	28,765
874	Carbondale, Ill.	28,755
875	El Reno, Okla.	28,726
876	Winfield, Kans.	28,717
877	Pendleton, Ore.	28,712
878	Conneaut, Ohio	28,710
879	Florence, S.C.	28,708
880	Alva, Okla.	28,703
881	South Gate, Cal.	28,697
882	Prescott, Ariz.	28,691
883	Kearney, Neb.	28,678
884	New York City, N.Y.	28,665
885	Lakeland, Fla.	28,655
886	Henderson, Ky.	28,654
887	Dowagiac, Mich.	28,645
888	Greeley, Colo.	28,644
889	South Beloit, Ill.	28,633
890	New Britain, Conn.	28,628
891	Poughkeepsie, N.Y.	28,622
892	Pampa, Tex.	28,622
893	Watertown, S.D.	28,613
894	Conyers, Ga.	28,612
895	College Station, Tex.	28,604
896	Lansing, Mich.	28,602
897	Herkimer, N.Y.	28,600
898	Lafayette, Ind.	28,588
899	Connellsville, Pa.	28,586
900	Bradford, Pa.	28,584
901	Duquesne, Pa.	28,580
902	Kalamazoo, Mich.	28,572
903	Winston-Salem, N.C.	28,565
904	New Philadelphia, Ohio	28,562
905	Pottsville, Pa.	28,522
906	Clinton, Okla.	28,520
907	Columbia, Mo.	28,515
908	Milford, Mass.	28,500
909	Opelousas, La.	28,495
910	Kilgore, Tex.	28,491
911	Lake City, Fla.	28,485
912	Trenton, N.J.	28,476
913	Hutchinson, Kans.	28,458
914	Coldwater, Mich.	28,456
915	Mount Vernon, Ohio	28,456
916	Denison, Tex.	28,448
917	Monticello, Ind.	28,440
918	Carlsbad, N.M.	28,428
919	Corning, Cal.	28,427
920	Kingston, N.Y.	28,423
921	Sioux City, Ia.	28,410
922	Nashville, Tenn.	28,404
923	Goshen, Ind.	28,396
924	Cincinnati, Ohio	28,395
925	St. Marys, Pa.	28,391
926	Ottawa, Kans.	28,390
927	Kalispell, Mont.	28,387
928	Pittston, Pa.	28,380
929	Erie, Pa.	28,375
930	Leavenworth, Kans.	28,374
931	Wilmington, Del.	28,371
932	Port Arthur, Tex.	28,369
933	Troy, Ohio	28,359
934	Stuttgart, Ark.	28,356
935	Newark, Ohio	28,344
936	Mankato, Minn.	28,336
937	Lincoln, Neb.	28,336
938	Fairmont, W.Va.	28,331
939	Green Bay, Wisc.	28,324
940	Red Wing, Minn.	28,322
941	McCook, Neb.	28,317
942	Huntington, Ind.	28,316
943	Cookeville, Tenn.	28,304
944	La Crosse, Wisc.	28,304
945	Watseka, Ill.	28,290
946	Danville, Ky.	28,286
947	Frederick, Md.	28,277
948	Sheridan, Wyo.	28,265
949	Picayune, Miss.	28,263
950	Carrollton, Ga.	28,262
951	Madisonville, Ky.	28,253
952	West Monroe, La.	28,252
953	Tallahassee, Fla.	28,246
954	Seymour, Ind.	28,245
955	North Little Rock, Ark.	28,244
956	Newport, Vt.	28,224
957	Reidsville, N.C.	28,220
958	Bellefontaine, Ohio	28,211
959	Morgantown, W.Va.	28,201
960	Muscle Shoals, Ala.	28,196
961	Chester, Pa.	28,192
962	Montpelier, Vt.	28,188
963	Keokuk, Ia.	28,179
964	Lead, S.D.	28,177
965	Kenosha, Wisc.	28,139
966	Banning, Cal.	28,132
967	Manitowoc, Wisc.	28,132
968	Forest City, N.C.	28,121
969	Somerset, Ky.	28,120
970	Ludington, Mich.	28,081
971	Toledo, Ohio	28,065
972	Rock Hill, S.C.	28,062
973	Nevada, Ia.	28,060
974	Worthington, Minn.	28,046
975	Sterling, Colo.	28,019
976	Kannapolis, N.C.	28,013
977	Russell, Kans.	28,011
978	New Albany, Ind.	27,997
979	Colorado Springs, Colo.	27,992
980	Fitchburg, Mass.	27,983
981	Alliance, Neb.	27,978
982	Great Falls, Mont.	27,968
983	Yakima, Wash.	27,965
984	Bowling Green, Ky.	27,961
985	Moscow, Ida.	27,927
986	Waynesboro, Pa.	27,918
987	Harrisburg, Pa.	27,904
988	Niagara Falls, N.Y.	27,901
989	Grand Island, Neb.	27,895
990	Iron Mountain, Mich.	27,892
991	Glens Falls, N.Y.	27,866
992	Vineland, N.J.	27,858
993	Elyria, Ohio	27,855
994	Van Wert, Ohio	27,845
995	Benton, Ill.	27,843
996	Gloucester, Mass.	27,832
997	Albany, N.Y.	27,829
998	Bloomington, Ind.	27,813
999	Painesville, Ohio	27,813
1000	Bellingham, Wash.	27,806
1001	Bennington, Vt.	27,801
1002	Clinton, N.C.	27,799
1003	Bend, Ore.	27,784
1004	Menominee, Mich.	27,782
1005	Hibbing, Minn.	27,767
1006	Janesville, Wisc.	27,759
1007	Cocoa, Fla.	27,754
1008	West Palm Beach, Fla.	27,753
1009	Atlantic City, N.J.	27,746
1010	New Braunfels, Tex.	27,738
1011	Raton, N.M.	27,737
1012	Syracuse, N.Y.	27,735
1013	Malden, Mass.	27,722
1014	Bozeman, Mont.	27,716
1015	Faribault, Minn.	27,699
1016	Ada, Okla.	27,699
1017	Battle Creek, Mich.	27,694
1018	Sharpsville, Pa.	27,691
1019	Marinette, Wisc.	27,691
1020	Artesia, N.M.	27,690
1021	Fort Smith, Ark.	27,682
1022	Hazleton, Pa.	27,665
1023	Greeneville, Tenn.	27,651
1024	Ogdensburg, N.Y.	27,641
1025	Massillon, Ohio	27,632
1026	Parkersburg, W.Va.	27,622
1027	Fort Worth, Tex.	27,617
1028	Jackson, Mich.	27,613
1029	Johnson City, Tenn.	27,611
1030	Sunnyside, Wash.	27,595
1031	Wamac, Ill.	27,592
1032	Ardmore, Okla.	27,576
1033	Austin, Tex.	27,557
1034	Marion, Ind.	27,554
1035	Pratt, Kans.	27,536
1036	Salem, Ore.	27,513
1037	Twin Falls, Ida.	27,502
1038	Athens, Tenn.	27,482
1039	Reading, Pa.	27,470
1040	Clarksburg, W.Va.	27,469
1041	Mason City, Ia.	27,455
1042	Bogalusa, La.	27,455
1043	Sault Ste. Marie, Mich.	27,449
1044	Huntington, W.Va.	27,449
1045	San Marcos, Tex.	27,445
1046	Fort Wayne, Ind.	27,433
1047	Bartlett, Ill.	27,424
1048	Auburn, Me.	27,410
1049	Fayetteville, Ark.	27,404
1050	Lehighton, Pa.	27,401
1051	McAlester, Okla.	27,396
1052	Minden, La.	27,378
1053	Memphis, Tenn.	27,375
1054	Binghamton, N.Y.	27,356
1055	Louisville, Ky.	27,354
1056	Marshall, Mich.	27,353
1057	Williamsport, Pa.	27,325
1058	Mexico, Mo.	27,322
1059	Jim Thorpe, Pa.	27,319
1060	Bedford, Ind.	27,317
1061	Beardstown, Ill.	27,307
1062	Middlesborough, Ky.	27,304
1063	Denver, Colo.	27,280
1064	Goodland, Kans.	27,274
1065	Rolla, Mo.	27,273
1066	Auburn, Ala.	27,262
1067	Easton, Md.	27,254
1068	Bridgeport, Conn.	27,251
1069	Casey, Ill.	27,251
1070	Anniston, Ala.	27,246
1071	Superior, Wisc.	27,231
1072	Greenville, Mich.	27,225
1073	Atchison, Kans.	27,218
1074	Albert Lea, Minn.	27,205
1075	North Adams, Mass.	27,181
1076	Willmar, Minn.	27,177
1077	El Dorado, Ark.	27,176
1078	Chandler, Ariz.	27,174

1079	Oshkosh, Wisc.	27,174
1080	Plattsburgh, N.Y.	27,157
1081	Newburyport, Mass.	27,141
1082	Albany, Ore.	27,138
1083	Laurel, Miss.	27,130
1084	Astoria, Ore.	27,127
1085	West Frankfort, Ill.	27,125
1086	Excelsior Spring, Mo.	27,118
1087	Sanford, N.C.	27,114
1088	Kansas City, Mo.	27,107
1089	Fairmont, Minn.	27,106
1090	Ironton, Ohio	27,105
1091	Athens, Ala.	27,099
1092	Bucyrus, Ohio	27,098
1093	Glasgow, Ky.	27,056
1094	Manhattan, Kans.	27,047
1095	West Memphis, Ark.	27,036
1096	Terre Haute, Ind.	27,036
1097	Easton, Pa.	27,032
1098	Salina, Kans.	27,030
1099	Lubbock, Tex.	27,020
1100	Lumberton, N.C.	27,017
1101	Eugene, Ore.	27,011
1102	Hastings, Neb.	27,009
1103	Weatherford, Okla.	27,004
1104	Portland, Me.	26,979
1105	Parsons, Kans.	26,977
1106	Bath, Me.	26,974
1107	Schenectady, N.Y.	26,974
1108	Kenai, Ak.	26,966
1109	Logansport, Ind.	26,963
1110	Hanover Park, Ill.	26,959
1111	New Castle, Pa.	26,955
1112	Winchester, Ky.	26,949
1113	Ridgeway, Pa.	26,944
1114	East Liverpool, Ohio	26,943
1115	Lorain, Ohio	26,943
1116	Owatonna, Minn.	26,940
1117	Mayfield, Ky.	26,927
1118	Union City, Tenn.	26,900
1119	Tucson, Ariz.	26,892
1120	Eau Claire, Wisc.	26,891
1121	Salt Lake City, Utah	26,890
1122	Lancaster, Pa.	26,886
1123	Emporia, Kans.	26,884
1124	Wilson, N.C.	26,858
1125	Kokomo, Ind.	26,847
1126	McKeesport, Pa.	26,847
1127	Cadillac, Mich.	26,844
1128	Bryan, Tex.	26,839
1129	Carbondale, Pa.	26,835
1130	Evansville, Ind.	26,830
1131	Alexandria, La.	26,821
1132	Anderson, Ind.	26,802
1133	Milwaukee, Wisc.	26,793
1134	Merrill, Wisc.	26,790
1135	Plainview, Tex.	26,785
1136	Miles City, Mont.	26,778
1137	New Ulm, Minn.	26,771
1138	Beatrice, Neb.	26,762
1139	Owensboro, Ky.	26,753
1140	San Angelo, Tex.	26,743
1141	Marion, Ohio	26,732
1142	Valley City, N.D.	26,729
1143	Harrison, Ark.	26,725
1144	Kingman, Ariz.	26,720
1145	Burley, Ida.	26,717
1146	Walla Walla, Wash.	26,710
1147	Vicksburg, Miss.	26,709
1148	Centralia, Wash.	26,709
1149	Greencastle, Ind.	26,703
1150	Altus, Okla.	26,703
1151	New Castle, Ind.	26,700
1152	Tampa, Fla.	26,689
1153	Corvallis, Ore.	26,678
1154	Grand Junction, Colo.	26,646
1155	Roswell, N.M.	26,625
1156	Hendersonville, N.C.	26,605
1157	Kansas City, Kans.	26,591
1158	East Spencer, N.C.	26,583
1159	Gulfport, Miss.	26,575
1160	Festus, Mo.	26,575
1161	Fort Myers, Fla.	26,571
1162	Asheville, N.C.	26,569
1163	Lewistown, Pa.	26,557
1164	Independence, Kans.	26,556
1165	Sierra Vista, Ariz.	26,554
1166	Kelso, Wash.	26,553
1167	Canton, Ohio	26,538
1168	Salem, Mass.	26,537
1169	Bellefonte, Pa.	26,535
1170	Hornell, N.Y.	26,518
1171	New Haven, Conn.	26,507
1172	High Point, N.C.	26,496
1173	Starkville, Miss.	26,493
1174	Coeur d'Alene, Ida.	26,489
1175	Millville, N.J.	26,483
1176	Pontiac, Mich.	26,469
1177	Tacoma, Wash.	26,468
1178	Hereford, Tex.	26,465
1179	Panama City, Fla.	26,450
1180	Frankfort, Ind.	26,440
1181	Athens, Ga.	26,426
1182	St. Johnsbury, Vt.	26,422
1183	Silver City, N.M.	26,414
1184	Fayetteville, N.C.	26,413
1185	Lexington, Ky.	26,412
1186	Cape Girardeau, Mo.	26,406
1187	Olean, N.Y.	26,402
1188	La Grange, Ga.	26,390
1189	Ottumwa, Ia.	26,385
1190	Lawrence, Kans.	26,381
1191	Wilson, Pa.	26,381
1192	Hatboro, Pa.	26,378
1193	Jacksonville, Ark.	26,372
1194	Scranton, Pa.	26,366
1195	Minneapolis, Minn.	26,358
1196	Cleveland, Tenn.	26,356
1197	South Bend, Ind	26,352
1198	Lawrenceville, Ill.	26,351
1199	Brackenridge, Pa.	26,344
1200	Akron, Ohio	26,336
1201	Claremont, N.H.	26,311
1202	Sylacauga, Ala.	26,309
1203	Gary, Ind.	26,307
1204	Alexander City, Ala.	26,305
1205	Opelika, Ala.	26,303
1206	Sun City, Ariz.	26,302
1207	Fort Atkinson, Wisc.	26,298
1208	Spokane, Wash.	26,297
1209	York, Pa.	26,294
1210	West Warwick, R.I.	26,289
1211	East Chicago, Ind.	26,284
1212	Henderson, N.C.	26,281
1213	Mount Pleasant, Tex.	26,277
1214	Chanute, Kans.	26,271
1215	Brookhaven, Miss.	26,261
1216	Missoula, Mont.	26,256
1217	Andalusia, Ala.	26,248
1218	Paducah, Ky.	26,230
1219	Blackwell, Okla.	26,227
1220	Kingsford, Mich.	26,211
1221	Biloxi, Miss.	26,204
1222	Piqua, Ohio	26,202
1223	Larned, Kans.	26,196
1224	Auburn, N.Y.	26,189
1225	Medina, N.Y.	26,171
1226	Mansfield, Ohio	26,168
1227	Hudson, N.Y.	26,167
1228	New Orleans, La.	26,166
1229	Catskill, N.Y.	26,165
1230	Brownwood, Tex.	26,158
1231	Shelbyville, Ill.	26,155
1232	Wilkes-Barre, Pa.	26,148
1233	Altoona, Pa.	26,143
1234	Poteet, Tex.	26,128
1235	Virginia, Minn.	26,127
1236	Vincennes, Ind.	26,125
1237	Columbus, Ohio	26,122
1238	Anderson, S.C.	26,119
1239	Ithaca, N.Y.	26,115
1240	Galveston, Tex.	26,088
1241	Haverhill, Mass.	26,070
1242	Union, S.C.	26,070
1243	Litchfield, Ill.	26,060
1244	Selma, Ala.	26,058
1245	Bangor, Pa.	26,053
1246	Troy, N.Y.	26,041
1247	Palmerton, Pa.	26,039
1248	Sequin, Tex.	25,996
1249	Hamilton, Ohio	25,995
1250	Texarkana, Ark.-Texarkana, Tex., Ark.	25,988
1251	1Texarkana, Tex.	25,988
1252	Bell, Cal.	25,987
1253	Jacksonville, Fla.	25,985
1254	Durham, N.C.	25,980
1255	Brunswick, Ga.	25,976
1256	Oskaloosa, Ia.	25,957
1257	Bemidji, Minn.	25,957
1258	Washington, N.C.	25,945
1259	Wheeling, W.Va.	25,924
1260	Lewiston, Ida.	25,923
1261	Ogden, Utah	25,902
1262	Newton, N.C.	25,900
1263	Portland, Ore.	25,881
1264	Moorhead, Minn.	25,879
1265	Monroe, La.	25,864
1266	Sweetwater, Tex.	25,857
1267	Peru, Ind.	25,856
1268	Maywood, Cal.	25,848
1269	Eldorado, Ill.	25,838
1270	Elizabethton, Tenn.	25,833
1271	Shawnee, Okla.	25,819
1272	Corsicana, Tex.	25,810
1273	Berwick, Pa.	25,788
1274	Harlingen, Tex.	25,783
1275	Claremore, Okla.	25,782
1276	Salisbury, Md.	25,780
1277	Logan, Utah	25,769
1278	Holdrege, Neb.	25,766
1279	Duluth, Minn.	25,736
1280	Knoxville, Tenn.	25,730
1281	San Gabriel Valley, Cal.	25,724
1282	Bradenton, Fla.	25,714
1283	Salem, N.J.	25,700
1284	Rome, Ga.	25,692
1285	Arkansas City, Kans.	25,689
1286	Temple, Tex.	25,687
1287	Cambridge, Ohio	25,676
1288	Dunn, N.C	25,673
1289	Pittsburg, Kans.	25,664
1290	Flora, Ill.	25,653
1291	Caldwell, Ida.	25,638
1292	Elwood, Ind.	25,637
1293	Madison, S.D.	25,637
1294	Tipton, Ind.	25,633
1295	San Antonio, Tex.	25,626
1296	Corinth, Miss.	25,615
1297	Thomasville, Ga.	25,593
1298	Rocky Mount, N.C.	25,585
1299	Ilion, N.Y.	25,580
1300	Washington, Ind.	25,579
1301	Clovis, N.M.	25,578
1302	Blytheville, Ark.	25,568
1303	Tuscumbia, Ala.	25,564
1304	Bentonville, Ark.	25,561
1305	Pine Bluff, Ark.	25,554
1306	Bellevue, Ohio	25,542
1307	McComb, Miss.	25,539
1308	Mobile, Ala.	25,524
1309	Webster City, Ia.	25,522
1310	Paris, Ill.	25,516
1311	Asbury Park, N.J.	25,514
1312	Passaic, N.J.	25,510
1313	Brainerd, Minn.	25,486
1314	Lynn, Mass.	25,471
1315	Waco, Tex.	25,465
1316	Wheatland, Pa.	25,464
1317	Coffeyville, Kans.	25,450
1318	Jersey Shore, Pa.	25,446
1319	Lowell, Mass.	25,416
1320	Waycross, Ga.	25,405
1321	Kendallville, Ind.	25,395
1322	Durant, Okla.	25,392
1323	Johnstown, N.Y.	25,387
1324	Atlanta, Ga.	25,385
1325	Beaver, Pa.	25,376
1326	Springfield, Mass.	25,375
1327	Sumter, S.C.	25,366
1328	York, Neb.	25,358
1329	Richmond, Ind.	25,354
1330	Port St Lucie, Fla.	25,334
1331	Beloit, Kans.	25,328
1332	Kinston, N.C.	25,318
1333	Pulaski, Va.	25,317
1334	Port Jervis, N.Y.	25,304
1335	Washington, Ohio	25,292
1336	Martinsville, Ind.	25,287
1337	Chillicothe, Mo.	25,277
1338	Tarentum, Pa.	25,276
1339	Muncie, Ind.	25,272
1340	Sanford, Fla.	25,270
1341	Rensselaer, Ind.	25,263
1342	Napoleon, Ohio	25,240
1343	Provo, Utah	25,225
1344	The Dalles, Ore.	25,221
1345	Lima, Ohio	25,194
1346	Mount Vernon, Ind.	25,169
1347	Belle Fourche, S.D.	25,165
1348	Cherokee, Ia.	25,163
1349	Perry, Ia.	25,162
1350	Dunkirk, N.Y.	25,125
1351	Medford, Ore.	25,113
1352	Newburgh, N.Y.	25,105
1353	Troy, Ala.	25,096
1354	St. Marys, Ohio	25,083
1355	Tuscaloosa, Ala.	25,075
1356	Beloit, Wisc.	25,071
1357	Greenwood, Miss.	25,070
1358	Malone, N.Y.	25,068
1359	Winona, Minn.	25,065
1360	Watertown, N.Y.	25,064
1361	Springfield, Ohio	25,017
1362	Marysville, Ohio	24,992
1363	Amsterdam, N.Y.	24,968
1364	Portsmouth, Ohio	24,946
1365	Angleton, Tex.	24,935
1366	Union City, Ohio	24,928
1367	Hattiesburg, Miss.	24,924
1368	Palatka, Fla.	24,917
1369	Meridian, Miss.	24,913
1370	Plano, Tex.	24,910
1371	Talladega, Ala.	24,909
1372	Greenwood, S.C.	24,906
1373	Youngstown, Ohio	24,902
1374	Pryor, Okla.	24,901
1375	North Mankato, Minn.	24,896
1376	St. George, Utah	24,888
1377	Klamath Falls, Ore.	24,868
1378	Morristown, Tenn.	24,810
1379	Bluefield, Va.	24,793
1380	Taylor, Tex.	24,767
1381	Rochester, Ind.	24,760
1382	Jacksonville, Tex.	24,759
1383	Americus, Ga.	24,757
1384	Hopkinsville, Ky.	24,746
1385	Marshall, Mo.	24,740
1386	South Haven, Mich.	24,728
1387	Fort Gibson, Okla.	24,716
1388	Detroit, Mich.	24,701
1389	Prospect Heights, Ill.	24,694
1390	Holyoke, Mass.	24,684
1391	Crystal City, Mo.	24,661
1392	Goldsboro, N.C.	24,641
1393	Paterson, N.J.	24,637
1394	Northport, Ala.	24,623
1395	Delphos, Ohio	24,620
1396	Philadelphia, Pa.	24,607
1397	Buffalo, N.Y.	24,604
1398	Utica, N.Y.	24,600
1399	Council Grove, Kans.	24,577
1400	Estherville, Ia.	24,576
1401	Camden, N.J.	24,567
1402	Mount Pleasant, Ia.	24,566
1403	Gonzales, Tex.	24,552
1404	Paragould, Ark.	24,516
1405	Ontario, Ore.	24,500
1406	Deadwood, S.D.	24,476
1407	Columbus, Miss.	24,469
1408	Hurley, Wisc.	24,456
1409	Pawtucket, R.I.	24,451
1410	Nogales, Ariz.	24,434
1411	North Las Vegas, Nev.	24,414
1412	Salida, Colo.	24,413
1413	Chattanooga, Tenn.	24,403
1414	Biddeford, Me.	24,396
1415	Montrose, Colo.	24,386
1416	South Connelsville, Pa.	24,355
1417	Montgomery, Ala.	24,351
1418	Toms River, N.J.	24,349
1419	Sayre, Pa.	24,327
1420	Fort Morgan, Colo.	24,323
1421	Perry, Okla.	24,323
1422	Lewiston, Me.	24,321
1423	Greenville, Pa.	24,321
1424	Valdosta, Ga.	24,310
1425	Elizabeth City, N.C.	24,288
1426	Wellington, Kans.	24,275
1427	Hemet, Cal.	24,254
1428	Rochester, Pa.	24,253
1429	Antigo, Wisc.	24,247
1430	Curwensville, Pa.	24,245
1431	Three Rivers, Mich.	24,244
1432	Mishawaka, Ind.	24,239
1433	Lyons, Kans.	24,237
1434	Wapakoneta, Ohio	24,214
1435	Neosho, Mo.	24,208
1436	Portage, Wisc.	24,198
1437	North Bend, Ore.	24,194
1438	Vandergrift, Pa.	24,188
1439	Johnstown, Pa.	24,178
1440	Auburn, Ind.	24,176
1441	Bridgeton, N.J.	24,175
1442	Sunbury, Pa.	24,174
1443	Muskogee, Okla.	24,146
1444	Jamestown, N.Y.	24,094
1445	Creston, Ia.	24,084
1446	Kane, Pa.	24,062
1447	Elk City, Okla.	24,043
1448	Gadsden, Ala.	24,021
1449	Baraboo, Wisc.	23,997
1450	Pueblo, Colo.	23,990
1451	Fairfield, Ia.	23,989
1452	Natchez, Miss.	23,987
1453	Connersville, Ind.	23,964
1454	Cortez, Colo.	23,935
1455	Moultrie, Ga.	23,930
1456	Forrest City, Ark.	23,930
1457	Miami, Fla.	23,930
1458	Brownsville, Tex.	23,926
1459	Towanda, Pa.	23,924
1460	New Bern, N.C.	23,921
1461	Albany, Ga.	23,910
1462	Dayton, Ohio	23,909
1463	San Fernando Valley, Cal.	23,897
1464	De Land, Fla.	23,862
1465	Wilmington, N.C.	23,862
1466	Kellogg, Ida.	23,855
1467	Grants Pass, Ore.	23,839
1468	London, Ohio	23,821
1469	Del Rio, Tex.	23,813
1470	Zanesville, Ohio	23,804

1471	Alamosa, Colo.	23,767
1472	Camden, Ark.	23,766
1473	Donora, Pa.	23,724
1474	Dennison, Ohio	23,694
1475	Arkadelphia, Ark.	23,692
1476	Shelby, Ohio	23,653
1477	Nampa, Ida.	23,626
1478	Bristol, Tenn.-Bristol, Va., Tenn.	23,625
1479	Vernon, Tex.	23,625
1480	Moberly, Mo.	23,601
1481	Bryan, Ohio	23,599
1482	Muskegon Heights, Mich.	23,584
1483	Ionia, Mich.	23,573
1484	Princeton, Ind.	23,572
1485	Crookston, Minn.	23,539
1486	Corry, Pa.	23,536
1487	Providence, R.I.	23,508
1488	Springfield, Mo.	23,503
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1498	Nebraska City, Neb.	23,371
1499	Edinburg, Tex.	23,371
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1504	Shawano, Wisc.	23,345
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DETROIT, MICH. 48010, 30300 Telegraph Road, Suite 131, Birmingham, Mich. Tel. (313) 540-5606.

LOS ANGELES, CALIF. 90010, 3921 Wilshire Blvd., Tel. (213) 385-9148.

SAN FRANCISCO, CALIF. 94103, 703 Market St., Suite 913, Tel. (415) 362-3367.

NIXON NEWSPAPERS, INC.

WABASH, IND. 46992, P.O. Box 338, 146 W. Market St., Tel. (219) 563-7414.

OHIO NEWSPAPER SERVICES, INC.

COLUMBUS, OHIO 43215, 145 E. Rich St., Tel. (614) 224-1648.

THE PAPERT COMPANIES

CHICAGO, ILL. 60611, 40 N. Michigan Ave., Tel. (312) 822-9116.

DALLAS, TEX. 75201, 960 Hartford Bldg., Tel. (214) 747-2474.

DETROIT, MICH. 48075, 21711 W. Ten Mile Rd., Suite 238, Southfield, Mich., Tel. (313) 357-3933.

MEMPHIS, TENN. 38104, Union Plaza Bldg., 1835 Union Ave., Suite 246, Tel. (901) 278-5390.

NEW ORLEANS, LA. 70001, 1912 Clearview Pkwy., Metarie, La., Tel. (504) 455-2417.

NEW YORK, N.Y. 10165, 60 E. 42nd St., Tel. (212) 687-4750.

PRAIRIE VILLAGE, KANS. 66208, Suite 202, 2200 West 75th St., Tel. (913) 432-6600.

ST. LOUIS, MO. 63124, 10110 Ingleside Dr., Tel. (314) 965-2895 Malvern Daily Record.

SAN FRANCISCO, CALIF. 94104, 155 Montgomery St., Room 709, Tel. (415) 982-3947.

VAN NUYS, CALIF. 91401, 5430 Van Nuys Blvd., Suite 207A, Tel. (213) 990-3475.

PUBLISHERS REPRESENTATIVES OF FLORIDA, INC.

JACKSONVILLE, FLA. 32207, P.O. Box 5476, Tel. (904) 398-5813.

TAMPA, FLA. 33609, 4601 W. Kennedy Blvd., Suite 212, Tel. (813) 879-8299.

MIAMI, FLA. 33165, P.O. Box 65-1506, Tel. (305) 221-7489.

QUALITY WEEKLIES OF NEW JERSEY

UPPER MONTCLAIR, N.J. 07043, 543 Valley Road, Tel. (201) 746-7660.

RAY RICKLES & CO.

MIAMI BEACH, FLA. 33140, P.O. Box 2008, Tel. (305) 532-7301.

ATLANTA, GA. 30305, 3116 Maple Dr. N.E., Tel. (404) 237-7432.

HOUSTON, TEX. 77084, 16151 Cairnway, Suite 209, Tel. (713) 463-0502.

SAWYER-FERGUSON-WALKER CO., INC.

NEW YORK, N.Y. 10167, 245 Park Ave., Tel. (212) 661-6262. TWX 710-581-2120.

ATLANTA, GA. 30326, 3390 Peachtree Rd., Lenox Towers, Suite 1144, Tel. (404) 261-1362.

BOSTON, MASS. 02181, 40 Grove St., Wellesley, Mass., Tel. (617) 237-5640.

CHARLOTTE, N.C. 28211, 4401 Colwick Rd., Tel. (704) 364-5906.

CHICAGO, ILL. 60611, 500 N. Michigan Ave., Tel. (312) 329-1780.

DALLAS, TEX. 75251, 12201 Merit Drive, Suite 430, Tel. (214) 369-2357.

DETROIT, MICH. 48034, 26877 Northwestern Hwy., Suite 407, Southfield, Mich., Tel. (313) 352-9810.

LOS ANGELES, CALIF. 90067, 5757 Wilshire Blvd., Suite 448, Tel. (213) 936-1068.

MIAMI, FLA. 33137, 3050 Biscayne Blvd., Suite 410, Tel. (305) 573-6768.

MINNEAPOLIS, MINN. 55402, 932 Baker Bldg., Tel. (612) 339-1052.

PHILADELPHIA, PA. 19087, 992 Old Eagle School Rd., Suite 911, Wayne, Pa., Tel. (215) 687-6205.

SAN FRANCISCO, CALIF. 94104, 1218 Mills Tower, 220 Bush St., Tel. (415) 421-5707.

SCRIPPS LEAGUE NEWSPAPERS, INC.

MANCHESTER, CONN. 06040, 210 Main St., Tel. (203) 646-0871.

STORY & KELLY-SMITH, INC.

NEW YORK, N.Y. 10017, 750 Third Ave., Tel. (212) 490-3775.

ATLANTA, GA. 30309, 6205 Barfield Rd. N.E., Suite 240, Tel. (404) 257-1351.

BOSTON, MASS. 02043, 183 Whiting St., Hingham, Mass., Tel. (617) 749-1114-5.

CHICAGO, ILL. 60602, 111 N. Wabash Ave., Tel. (312) 782-0174.

DALLAS, TEX. 75240, LB 148 East Carillon Tower, 13601 Preston Rd., Suite 518, Tel. (214) 233-9107.

DETROIT, MICH. 48075, 15565 Northland Dr., Southfield, Mich., Tel. (313) 569-0350.

LOS ANGELES, CALIF. 90028, 1800 N. Argyle Ave., Tel. (213) 466-6303.

PHILADELPHIA, PA. 19109, Fidelity Philadelphia Trust Bldg., 123 S. Broad St., Tel. (215) 735-8017.

SAN FRANCISCO, CALIF. 94104, 235 Montgomery St., Tel. (415) 986-6388.

THOMSON NEWSPAPERS, INC.

DES PLAINES, ILL. 60018, 3150 Des Plaines Ave., Tel. (312) 299-5544.

NEW YORK, N.Y. 10020, 1270 Ave. of the Americas, Suite 2815, Tel. (212) 246-2265.

BOSTON, MASS. 02181, 36 Washington St., Tel. (617) 237-9382.

CANTON, OHIO 44711, P.O. Box 9080, Tel. (216) 492-0525.

TAMPA, FLA. 33607, 1111 N. Westshore Blvd., Suite 401, Tel. (813) 879-6746.

TOWMAR

MEXICO CITY, Presa de la Angostura 8, Tel. (905) 395-2722.

MIAMI, FLA. 33137, 2138 Biscayne Blvd., Suite 201, Tel. (305) 573-2824.

TRADE UNION ADVERTISING

NEW YORK, N.Y. 10010, 15 E. 26 St., Tel. (212) 683-7905.

U.S. SUBURBAN PRESS, INC.

SCHAUMBURG, ILL. 60195, 945 N. Plum Grove Rd., Suite B, Tel. (312) 882-[illegible]262.

ATLANTA, GA. 30328, 5500 Interstate North Parkway, Suite 350, Tel. (404) 955-3040.

CHICAGO, ILL. 60611, 100 E. Ohio St., Suite 618, Tel. (312) 664-4300.

DALLAS, TEX. 75234, 13612 Midway Rd., Suite 333, Tel. (214) 239-0394.

DETROIT, MICH. 48243, 400 Renaissance Ctr., Suite 500, Tel. (313) 446-6898.

LOS ANGELES, CALIF. 9007, 3400 Wilshire Blvd., Box 7002[illegible] Ambassador Station, Tel. (213) 380-8840.

NEW YORK, N.Y. 10017, 122 E. 42nd St., Suite 818, Tel. (212) 687-8425.

PHILADELPHIA, PA. 19422, Dublin Hall, Suite 324, 1777 Walton Rd., Blue Bell, Pa., Tel. (215) 542-0232.

ST. LOUIS, MO. 63141, Suite 200, 677 N. New Ballas Rd., Tel. (314) 872-9512.

SAN FRANCISCO, CALIF. 94123, 2660 Gough St., Suite 101, Tel. (415) 474-4346.

WARWICK, R.I. 02086, New England Office: 100 Winnisquam Dr., Tel. (401) 884-7403.

LEO WALDMAN

HIGHTSTOWN, N.J., 08520, 10 Lake Dr., Tel. (609) 448-9100.

GRANT WEBB & CO., INC.

NEW YORK, N.Y. 10022, 872 Madison Ave., Tel. (212) 570-6161.

KEENE, N.Y. 12942, Irish Hill Rd., Tel. (518) 576-2232.

LONDON, ENGLAND W1V 8HA, Nassau House, 122 Shaftesbury Ave., Tel. 01-734-3052.

WESTERN STATES ASSOCIATES, INC.

LOS ANGELES, CALIF. 90036, 5455 Wilshire Blvd., Suite 700, Tel. (213) 933-5623.

SAN FRANCISCO, CALIF. 94104, 110 Sutter St., Tel. (415) 421-7946.

ROBERT C. WHALEY CO.

SHERMAN OAKS, CALIF. 91423, 4605 Fulton Ave., Tel. (213) 789-6681.

CANADIAN NEWSPAPER REPRESENTATIVES

AMERICAN PUBLISHERS' REPRESENTATIVES, LTD.

TORONTO, ON M5J 1C5, 32 Front St. West, Suite 200, Tel. (416) 363-1388.

DONALD K. ANTILL

MARKHAM, ON L3P 3J9, c/o Armadale Co. Ltd., Buttonwillow Airport, Toronto, Tel. (416) 477-8025

ASSOCIATED MEDIA REPRESENTATIVES

TORONTO, ON M5M 4L8, Box 503, Station S, Tel. (416) 638-5708.

BARDAL, GOSBEE & ASSOCIATES

TORONTO, ON M5J 1C5, 32 Front St., Suite 200, Tel. (416) 363-4004.

RUSSELL C. BOYD

TORONTO, ON M5S 2Y9, 905-150 Bloor St. West, Tel. (416) 927-1877.

JACQUES R. CARRIER

TORONTO, ON M4P 1A2, 43 Eglinton Ave. East., Suite 607, Tel. (416) 486-6647.

MALCOLM GUNN

MONTREAL, QC H5A 1G5, 35 Edison Mart E, Bonaventure, P.O. Box 1173, Tel. (514) 878-9794.

HEBDOS A-1 WEEKLIES, INC.

MONTREAL, QC H3A 2C3, 2085 Union, Suite 1550, Tel. (514) 844-3403.

TORONTO, ON M5E 1K3, 69 Yonge St., Tel. (416) 366-2261.

PAUL L'ANGLAIS, INC.

MONTREAL, QC H2L 4P6, 1600 de la Maisonneuve Blvd., Tel. (514) 526-9201.

TORONTO, ON M4S 2C6, 2200 Yonge St., Suite 701, Tel. (416) 487-1551.

LINGUA ADS SERVICE

TORONTO, ON M5R 1P7, 9 Belmont St. Tel. (416) 922-5258.

METROLAND PRINTING AND PUBLISHING, LTD.

WILLOWDALE, ON M2H 2N8, 10 Tempo Ave., Tel. (416) 493-1300.

METROPOLITAN PUBLISHERS REPRESENTATIVES, INC.

TORONTO, ON M5E 1M2, 3 Church St., Suite 501, Tel. (416) 862-7157.

VERN B. MOORE

TORONTO, ON M4W 2G4, 771 Yonge St., Tel. (416) 964-0725.

NEW CANADIAN PUBLICATIONS

TORONTO, ON M3K 1N1, 3500 Dufferin St., Suite 207, Tel. (416) 630-1884.

NEWSPAPER MARKETING BUREAU

TORONTO, ON M5C 1B3, 21 King St. East, Suite 2100, Tel. (416) 364-3744.

MONTREAL, QC H3G 1H5, 1245 Sherbrooke St. West., Suite 1670, Tel. (514) 282-1542.

VANCOUVER, B.C. V6E 3Z3, 1166 Alberni St., Tel. (604) 669-8796.

SOUTHAM NEWSPAPERS

TORONTO, ON M5S 2Y9, 150 Bloor St. West, Tel. (416) 927-1877.

MONTREAL, QC H5A 1G5, 35 Edison, P.O. Box 1173, Place Bonaventure, Tel. (514) 878-9794.

VANCOUVER, B.C. V6B 3E4, 1035 Richards St., Suite 6, Tel. (604) 669-0014.

THOMSON NEWSPAPERS, LTD.

MONTREAL, QC H3B 1H9, 1117 Ste. Catherine St. West, Tel. (514) 843-7245.

TORONTO, ON M5H 2M3, 65 Queen St., West, Tel. (416) 864-1710

TORONTO GLOBE & MAIL

NEW YORK, N.Y. 10036, 500 Fifth Ave., Room 1424, Tel. (212) 354-6266.

SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States where daily newspapers are published

United States Daily Newspaper Cities

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How to reach out, grab a New Englander and shake him by his down vest.

If you want to reach out and grab the Boston metro market—and the rest of New England for that matter—consider the newspaper that most New Englanders reach for: The Boston Globe.

The Globe's daily circulation is 506,465. And on Sundays, it's 779,134.* That means an adult readership of 1.6 million daily, 2.2 million Sundays. No other vehicle in the market gives you this kind of coverage.

But the Globe doesn't just deliver big numbers. It also puts you in touch with the best educated, most interested and well-to-do audience in New England. People with money to spend in what Adweek Magazine has called the *third hottest growth market in the country.***

Naturally, any publication that offers advertisers important readers must offer its readers important writing. The Globe does.

The Boston Globe has won more than its share of graphics and editorial awards, including its 9th Pulitzer Prize, awarded in 1983, for national reporting.

Finally, The Globe lets you talk to specific audiences with a variety of special sections.

The Boston Globe: All you need to reach the best in Boston.

GLOBE COVERAGE	DAILY Five-issue cume	SUNDAY Four-issue cume
ALL ADULTS	76%	79%
AGE—18-24	81	77
25-34	76	83
35-44	79	83
EDUCATION		
College Graduate or more	91	91
OCCUPATION		
Top Management	75	84
Professional/Technical	91	89
Managerial/Administrative	87	92
HOUSEHOLD INCOME		
$35,000 or more	91	89
$25,000-$34,999	76	84
SEX—Men	81	84
Women	71	75
EMPLOYED ADULTS		
Two or more	77	82
OWN VACATION HOME	87	93

(Source: Scarborough, Boston SMSA)

- At Home. Friday section devoted to the thousands of New Englanders who are devoted to making their home a better place to live.
- Sports Plus. Friday's special sports section: goes beyond standings and scores to bring Boston's fanatic fans the whole story. And bring advertisers men, 18-49.
- The Boston Globe Magazine. Award-winning rotogravure publication that's #1 in the country in retail advertising, #2 in total ad volume.***
- Sci-Tech. New Monday section covering the latest in science, health, technology.
- TV Week. The TV magazine with a larger circulation in Boston than TV Guide!
- Business Extra. Every Tuesday, local, national and international business news and how it impacts the New England business community. It's one of the biggest advertising successes in Globe history and a smart way to catch business people.
- The Boston Globe Food Pages. New England's most attractive and complete newspaper food section. Read every Wednesday by people in the Boston metro market interested in recipes, nutrition and saving money.
- Calendar Magazine. Thursday leisure guide that's popular with all our readers and especially Boston's enormous audience of young people (18-35).
- Boston Globe Classified. Every day. Far and away the #1 classified section in New England—with 145 categories, more than 26 million lines of advertising a year, and obviously fantastic results.

When you add it all up, The Boston Globe is all you really need to shake up New England.

The Boston Globe

Every day, more than 1.6 million New Englanders say "The Globe's Here!"

The Boston Globe, a wholly owned subsidiary of Affiliated Publications, Inc., A Million Market Newspaper.

*ABC, 3/31/83 **ADWEEK, August 31, 1981. *** Standard Gravure Corp.

Newspaper power. Go for it.

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1984
Under 5 Years	301	296	306
5-14 Years	720	642	665
15-24 Years	617	736	762
25-44 Years	791	1,028	1,064
45-64 Years	691	748	774
65 and Over	324	440	456
TOTAL	3,444	3,890	4,027

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	423	689	958
General Mdse	882	1,308	1,904
Food	1,470	2,440	4,005
Automobiles	1,535	2,611	3,717
Gasoline Stations	476	810	1,474
Apparel	378	571	842
Furniture	322	468	692
Eat-Drink Places	348	691	1,320
Drugs	207	326	546
TOTAL SALES	6,583	10,705	16,767

ALEXANDER CITY

1 - LOCATION: Tallapoosa County, E&P Map C-3. Manufacturing, agriculture and tourism. E central portion of state. 80 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: Railroad-Central of Georgia.
Motor Freight Carrier-1.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 14,125
County 80 Cen. 38,766; Loc. Est. 39,868

4 - HOUSEHOLDS:
City 80 Cen. 4,856; Loc. Est. 4,745
County 80 Cen. 13,275; Loc. Est. 14,283

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$57,000,000
Commercial	2	$80,000,000

6 - PASSENGER AUTOS: County 27,237

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 6,000 ($150).
Principal Industrial Pay Days-Wed., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Rose's, Belk's, Super Foods, Revco, Goodyear
Edco(5)	0	Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Super Foods; Winn-Dixie; Wal-Mart; B-mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; Cohen's Fair Store; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Roses; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-A&P; Piggly Wiggly; Winn-Dixie 2; Super Foods; B-mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 5,202; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Dir., OUTLOOK, 139 Church St., PO Box 392, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2, County Seat. Manufacturing, agricultural, commercial and military center (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Louisville and Nashville.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast; Atlantic Express (5 flights per day).

3 - POPULATION:
Corp. City 80 Cen. 29,185; Loc. Est. 28,478
CZ-ABC: (80) 69,864; (83) 70,100
RTZ-ABC: (80) 92,404; (83) 95,400
County/MSA 80 Cen. 116,936; Loc. Est. 120,736
City & RTZ-ABC: (80) 162,268; (83) 165,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; Loc. Est. 10,881
County/MSA 80 Cen. 39,431; Loc. Est. 41,841
CZ-ABC: (80) 24,651; (83) 25,700
RTZ-ABC: (80) 29,544; (83) 31,700
City & RTZ-ABC: (80) 42,474; (83) 57,400

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$60,682,000
Commercial	12	$512,202,000

6 - PASSENGER AUTOS: County 85,083

7 - ELECTRIC METERS: Residence 35,039

8 - GAS METERS: Residence 32,724

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber & Wood 330; Metals 3,450; Other Durables 1,530; Textile 1,300; Total Non-Mfg. 29,460; Mfg. 11,420.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5. Last killing frost, Feb. 3.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Famous Shoe Bar, Emery Variety
Anniston Plz.(10)	NA	Winn-Dixie, Eckerd
Quintard Mall(35)	NA	JCPenney, Budd's, SupeRx
Pelham Plaza	NA	Winn-Dixie, TG&Y
Blue Pond	NA	Sky City, Winn-Dixie
Golden Springs(5)	NA	Windsor's Super Valu

Principal Shopping Days-Thu., Fri., Sat. & Mon.
Stores Open Evenings-Mon., Thu., Fri.; Discount-6 nights a week.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; TG&Y; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd's; Big B 2.
Chain Supermarkets-Winn-Dixie; Super-Valu 2; Warehouse Groceries 2; Food World 2; Love's Super Market 3.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furniture; Lorch Diamond; Maxwell Furniture; Rhode Furniture.

14 - NEWSPAPERS: STAR (e-mon to fri) 29,748; (m-sat) 31,168; (S) 31,002; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jon O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36202; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County, E&P Map C-1, County Seat. Agricultural and college center. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,558; Loc. Est. 14,235
County 80 Cen. 46,005; Loc. Est. 46,326

4 - HOUSEHOLDS:
City 80 Cen. 5,287; Loc. Est. 5,333
County 80 Cen. 15,358; Loc. Est. 16,173

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 36,502

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture (cotton, corn, hay); Poultry Processing 800; Clothing 532; Heavy Machinery 836; Electronics 800; Dairying; Cotton Processing; Athens College; Calhoun Community College; Automotive Manufacturing 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3. Last killing frost, Mar. 16.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco, Wal-Mart, Food World
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Brown's Fabric Center; Roses; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart; Roses; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.
Other Chain Stores-National; Otasco; Sington's; Goodyear.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,805; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN

See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA) E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Railway; Great Southern; Seaboard Systems; Birmingham Southern; Birmingham Terminal.
Motor Freight Carriers-108.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Comair; Continental.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from Birmingham to Mobile and the Gulf carries estimated 19,000,000 tons. Port Birmingham located 21 mi. from Birmingham serviced by 7 barge lines.

3 - POPULATION:
Corp. City 80 Cen. 286,799; Loc. Est. 281,300
CZ-ABC: (80) 711,139; (83) 709,100
RTZ-ABC: (80) 714,969; (83) 738,000
County 80 Cen. 671,197; Loc. Est. 675,500
MSA 80 Cen. 883,819; Loc. Est. 896,246
City & RTZ-ABC: (80) 1,426,108; (83) 1,447,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238; Loc. Est. 108,600
County 80 Cen. 244,177; Loc. Est. 251,400
MSA 80 Cen. 316,381; Loc. Est. 335,422
CZ-ABC: (80) 259,428; (83) 266,100
RTZ-ABC: (80) 244,016; (83) 261,400
City & RTZ-ABC: (80) 501,444; (83) 527,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$2,041,073,020
Commercial	28	$7,788,309,000

6 - PASSENGER AUTOS: 385,367

7 - ELECTRIC METERS: 276,254

8 - GAS METERS: 168,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Primary Metal 11,100 ($373); Fabricated Metal 5,700 ($339); Food & Kindred Products 3,900 ($221); Health Services 26,700 (N.A.); Transportation 10,900 (N.A.); Finance, Insurance & Real Estate 23,300 (N.A.); Wholesale Trade 27,100 (N.A.); State & Local Govt. 45,600 (N.A.); Federal Govt. 8,600 (N.A.); Construction 17,000 (N.A.); Other Services 45,000 (N.A.).
Principal Pay Days-Paid Weekly (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Spring 75-52; Summer 88-68; Fall 75-53; Winter 55-38; First killing frost, Oct. 26. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers- (Number of Stores)-Bessemer Plaza 9; Westlake Mall 23; Westtown Plaza 13; Center Point 15; Century Plaza 100; Crestwood 5; Eastlake 3; Easttown Plaza 26; Eastwood Mall 72; Eastwood Shopping Center 20; Five Points West 86; Forestdale 30; Forest Village 3; Green Springs K mart Center 5; Green Valley 14; Hillcrest 10; Hoover Mall 25; Irondale Plaza 20; Parkway East 13; Roebuck Shopping City 15; Shades Mountain 15; Vestavia Hills 55; Village East 30; Eastgate (Center Point) 17; Belleview Plaza 18; Western Hills 50; Gardendale Shopping Center 8; Village Green 25; Brookwood Village Mall 96; Greensprings (Homewood) 15; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16; Loehmann's Village 40.

Nearby Shopping Centers

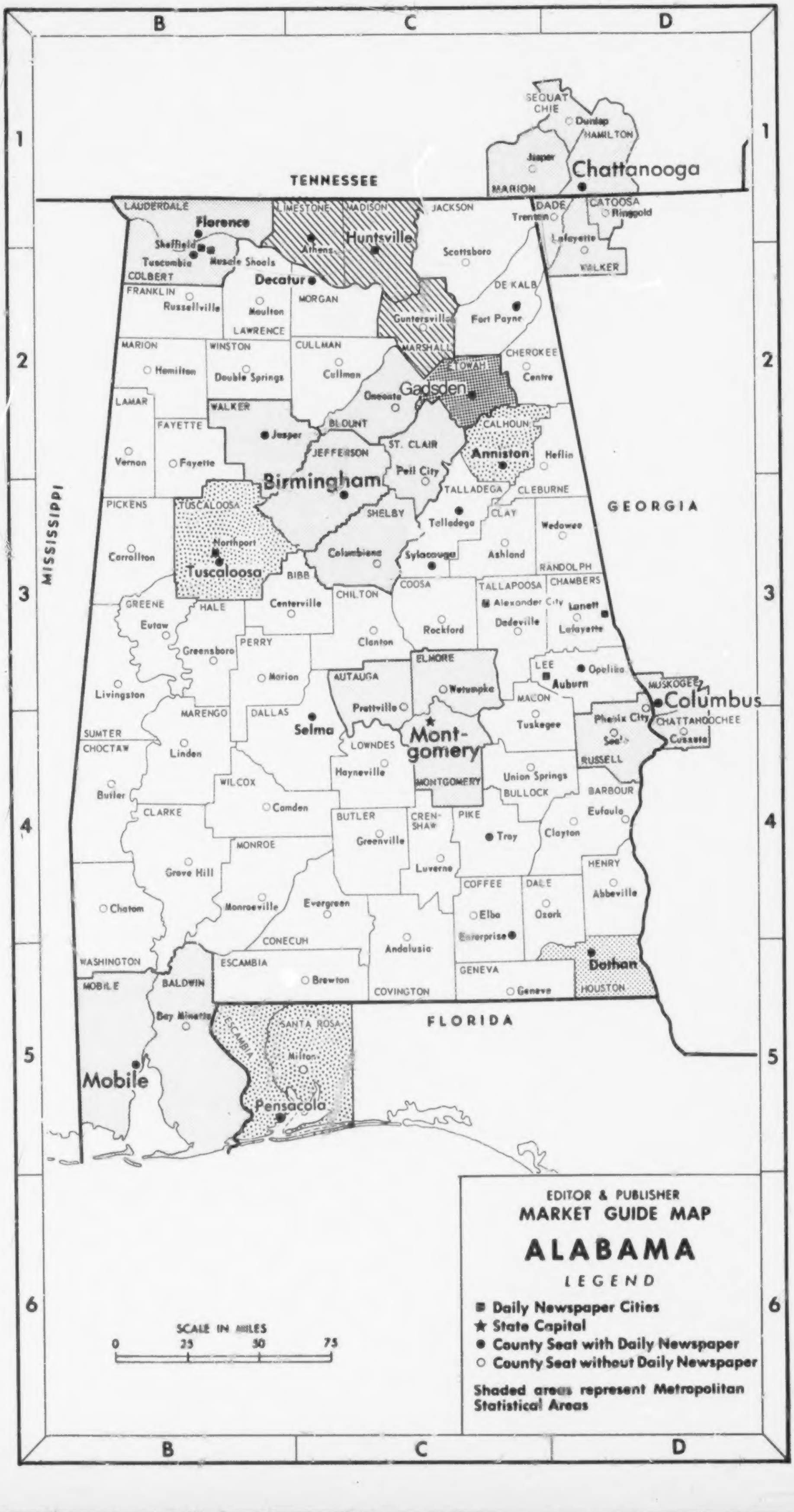
Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plaza West	8	Big B Drug, Food World
Bessemer Plaza(5)	13	Zayre, Food Giant, Big B Drug, Wal-Mart
Brookwood(96)	5	Rich's, Pizitz, Winn-Dixie, Blach's, Rosenbergers
Centerpoint(18)	6	TG&Y, Consumer Warehouse
Century Plaza(90)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Winn-Dixie
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Western Auto, Firestone
Easttown Plz.(17)	11	Food World
Eastwood Mall(72)	6	Service Mdse., Parisian, Yeilding's, Aland's, Newberry's, Goodyear
Eastwood Plz.(20)	6	World Bazaar, K mart Consumer Warehouse

Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West (86)	5	Yeilding's, Parisian, JCPenney, Zayre, Pizitz, Woolworth, Big B Drugs, Eckerd's
Forestdale(8)	6	Big B Drugs, Sears, Goodyear, Bruno's, TG&Y
Forest Village(3)	6	Winn-Dixie, Eckerd's
Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs(14)	5	Big B Drugs, Zayre, K mart
Green Valley Village(14)	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Golbro, TG&Y
Hoover Mall(21)	8	Aland's, Zayre, Eckerd's
Irondale(14)	NA	TG&Y, Wal-Mart
Leeds	NA	Winn-Dixie
Loehmanns Village	10	Loehmanns, Service Mdse.
Midfield Park(21)	6	K mart, Homecrafters
Mountain Brook	4	Western, Blach's, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, She-Shop, Handy Dan, T.J. Maxx
Red Mountain Plaza	6	Winn-Dixie, Big B Drug
Roebuck Plaza	8	Consumer Warehouse, K mart, JCPenney, Pizitz, Western Auto
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Woolworth, Winn-Dixie, Western, Goodyear, Parisian, Yeilding's
Village Green	15	Winn-Dixie, Eckerd, Firestone, Western Auto
Village East	6	Zayre, Winn-Dixie, T.J. Maxx
Weibel Sq.(8)	8	Big B, Handy City, Goodyear
Westgate	NA	Food World, Big B, Bargain Town USA, Homecrafters
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Winn-Dixie, Eckerd's
Western Hills	8	Pizitz, Alands, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-General Mon., Thu. Fri., Sat.
Stores Close-Sundays & Holidays.
Stores Open Evenings-Most Shopping Centers every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-Pizitz 7; Sears 5; Blach 4; Parisian 4; Newberry's 2; JCPenney 4; Yeilding's 4; Tillman-Levenson; Rich's 2; Aland's 4.
Variety Stores-TG&Y 4; Woolworth 5.
Discount Stores-Bargain Town USA 11; Family Dollar 3; Golbro 3; K mart 6; Loehmanns; Service Merchandise 2; Standard Distributors 2; Zayre 6.
Chain Drug Stores-Alley 4; Big B Drugs 24; Eckerd's Drugs 14; P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 12; Dixie 4; Food Center 16; Food Town 4; Food World 13, Liberty 3; Piggly Wiggly 3; Western 15; Winn-Dixie 20.
Other Chain Stores-Shoes: Bakers 2, Bell 2, Buster Brown 2, Dollar Shoe Box 3, Shoe Bar 3, Florsheim 5, Shoe City 9, Stride Rite 2, Kinneys 6, Butler 3, Chandler, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn 2, Village Bootery 2, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 2, Ethan Allen, Haverty, Jefferson Home 5, Lorch Furniture 3, Marks-Fitzgerald 4, Pennsylvania House, Sokols, Standard 5; Tires: Firestone 11, Goodyear 18; Auto Supplies: Bumper-to-Bumper 16, Genuine Parts 15, Western Auto 4; Jewelry: A&A Ash 2, Bromberg's 4, Buschs 4, Gordon 3, Jobe-Rose 3, Lorchs 6, Zales 2.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 64,102; NEWS (e-mon to fri) 163,523; Comb. (m&e) 227,625; (m-sat; hol) 55,661; (e-sat; hol) 140,255; NEWS (S) 209,299; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Nat. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2222.
National Representative: Newhouse Newspapers.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TENNESSEE
MISSISSIPPI
GEORGIA
FLORIDA
SEQUATCHIE
Dunlap
HAMILTON
Jasper
MARION
Chattanooga
DADE
Trenton
CATOOSA
Ringgold
Lafayette
WALKER
LAUDERDALE
Florence
LIMESTONE
MADISON
JACKSON
Athens
Huntsville
Sheffield
Tuscumbia
Muscle Shoals
COLBERT
Decatur
Scottsboro
FRANKLIN
Russellville
Moulton
MORGAN
LAWRENCE
DE KALB
Guntersville
Fort Payne
MARSHALL
MARION
Hamilton
WINSTON
Double Springs
CULLMAN
Cullman
CHEROKEE
Centre
ETOWAH
Gadsden
LAMAR
Oneonta
WALKER
BLOUNT
CALHOUN
FAYETTE
Jasper
Vernon
Fayette
JEFFERSON
ST. CLAIR
Pell City
Anniston
Heflin
Birmingham
TALLADEGA
CLEBURNE
PICKENS
TUSCALOOSA
SHELBY
Talladega
CLAY
Wedowee
Northport
Carrollton
Tuscaloosa
Columbiana
Sylacauga
Ashland
RANDOLPH
BIBB
COOSA
TALLAPOOSA
CHAMBERS
GREENE
HALE
Centerville
CHILTON
Alexander City
Lanett
Eutaw
Clanton
Rockford
Dadeville
Lafayette
Greensboro
PERRY
ELMORE
LEE
Opelika
Marion
AUTAUGA
Wetumpka
Auburn
Livingston
MARENGO
DALLAS
Prattville
MACON
Columbus
Selma
Phenix City
Seale
MUSKOGEE
CHATTAHOOCHEE
Cusseta
SUMTER
Mont-gomery
Tuskegee
CHOCTAW
Linden
LOWNDES
RUSSELL
Hayneville
MONTGOMERY
Union Springs
WILCOX
BULLOCK
BARBOUR
Butler
Camden
CLARKE
BUTLER
CRENSHAW
PIKE
Eufaula
Troy
Greenville
Clayton
MONROE
Grove Hill
HENRY
Luverne
COFFEE
DALE
Abbeville
Chatom
Monroeville
Evergreen
Elba
Ozark
CONECUH
Enterprise
Andalusia
WASHINGTON
ESCAMBIA
Brewton
GENEVA
Dothan
MOBILE
BALDWIN
COVINGTON
Geneva
HOUSTON
Bay Minette
ESCAMBIA
SANTA ROSA
Milton
Mobile
Pensacola
SCALE IN MILES
0
25
50
75

EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; Loc. Est. 12,843
CZ-ABC: (80) 13,084; (83) 12,900
RTZ-ABC: (80) 54,302; (83) 56,500
City & RTZ-ABC: (80) 67,386; (83) 69,400
County 80 Cen. 61,642; Loc. Est. 63,039

4 - HOUSEHOLDS:
City 80 Cen. 5,153; Loc. Est. 4,940
County 80 Cen. 21,758; Loc. Est. 23,271
CZ-ABC: (80) 5,153; (83) 5,300
RTZ-ABC: (80) 18,541; (83) 20,000
City & RTZ-ABC: (80) 23,694; (83) 25,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$174,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 52,936

7 - ELECTRIC METERS: Residence 32,657

8 - GAS METERS: Residence 1,699

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 26,670; Electrical Appliances; Metal Products; Poultry Processing; Lumber; Textiles; Files.

10 - CLIMATE: Ann. Min. & Max. Temp.-15-100. First killing frost, Oct. 26. Last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cullman(30)	NA	Giant Food, Sears, JCPenney, Foodworld, Belk-Hudson, SupeRx
South Cullman (10)	NA	TG&Y, Harco Drug, Bull Pen
Town Square(6)	NA	Big K, Warehouse Discount Grocery, Eckerd
Northpark(6)	NA	Kroger, Revco
East Point(10)	NA	Otasco, 7-Eleven
West Town(7)	NA	Rexall, Shell, Southern Fresh, Stereo Center

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Belk-Hudson; Carl's 2; JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; Top Dollar; K mart; TG&Y; Family Dollar.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx; Eckerd's; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets-Piggly Wiggly; Giant 2; Minit; 7-Eleven 5; Foodworld; Warehouse Disc. & Groc. 3.
Other Chain Stores-BF Goodrich; Western Auto; Singer Center; Otasco; Radio Shack.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 8,533; (S) 10,554; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James M. Clem, Adv. Dir., TIMES, 300 4th Ave. SE, Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L & N; Southern.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Republic; American; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 42,002; Loc. Est. 41,747
CZ-ABC: (80) 50,102; (83) 51,300
RTZ-ABC: (80) 154,095; (83) 156,800
County 80 Cen. 90,231; Loc. Est. 91,278
City & RTZ-ABC: (80) 204,197; (83) 208,100

4 - HOUSEHOLDS:
City 80 Cen. 15,183; Loc. Est. 15,695
County 80 Cen. 31,369; Loc. Est. 33,254
CZ-ABC: (80) 17,860; (83) 19,100
RTZ-ABC: (80) 52,239; (83) 55,200
City & RTZ-ABC: (80) 70,099; (83) 74,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$107,800,000
Commercial	4	$499,978,000

6 - PASSENGER AUTOS: County 71,509

7 - ELECTRIC METERS: Residence 15,975

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Processing; Shipbuilding & Ironwork; Fluro-Chemicals; Mobile Homes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days-Tues., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27. Last killing frost, April 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on 2nd Ave.; 4 on Bank St.; 3 on E. Moulton St.
Neighborhood Shopping Centers-5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	4	K mart
5th Ave. W.	1	Namie's Groc.
Southland Pl.(15)	3	Jimmy Smith Jewelers
Morningside	2	Red & White Groc.
Decatur(15)	3	Consumer Foods, Maison-Morgan
Westgate(15)	2	Otasco, Kents
Gateway(22)	3	Sears, Belk, Hudsons, Parisian
Morgan Plaza	9	Maison-Morgan
Austin Plaza(13)	3	H&N Market
Beltline Mall(60)	5	JCPenney, Rogers, Castner-Knots

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thurs., Sat.; Food-Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Maison-Morgan; Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-David Lee's; Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack.

14 - NEWSPAPERS: DAILY (e-mon to fri) 24,400; (m-sat) 23,698; (S) 26,270; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rick Chapman, Adv. Mgr., DAILY, 201 1st Ave., Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA) E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: Railroads-ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic (jet service); Atlantic Southeastern (Delta); Devoe.

3 - POPULATION:
Corp. City 80 Cen. 48,750; Loc. Est. 50,952
CZ-ABC: (80) 48,750; (83) 51,700
RTZ-ABC: (80) 196,571; (83) 198,200
County 80 Cen. 74,632; Loc. Est. 78,003
MSA 80 Cen. 122,453; Loc. Est. 126,308
City & RTZ-ABC: (80) 245,321; (83) 249,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; Loc. Est. 18,795
County 80 Cen. 26,183; Loc. Est. 28,579
CZ-ABC: (80) 17,376; (83) 19,100
RTZ-ABC: (80) 67,084; (83) 70,400
MSA 80 Cen. 41,351; Loc. Est. 44,539
City & RTZ-ABC: (80) 84,460; (83) 89,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$360,995,250
Savings & Loan	3	$277,565,673

6 - PASSENGER AUTOS: County 62,757

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft 775; Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400; Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Electronics 1,700; Electric Motors 1,100; Tires 1,600. Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-98; Summer 57-103; Fall 53-98; Winter 17-102. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers-2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall 422,000 sq. ft.; Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly-Wiggly
Plaza Two(30)	2	Howards Brand Discount
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall(70)	3	Mont. Ward
Hwy. 231 North(20)	2	Gaylords
Northview Ctr.(2)	3	K mart
Circle South(5)	4	Winn-Dixie, Revco, Radio Shack
K mart Plz.(1)	4	K mart
K mart (S.) Plz.	NA	K mart
Wise	22	Furniture Fair
Porter Sq.(30)	1	JCPenney, A&P, Walgreen, TG&Y
Circle West(14)	3	Wilbro, Eckerd's, Piggly-Wiggly

Principal Shopping Days-Department Stores-Mon., Fri., and Sat.; Food-Thu., Fri., and Sat.
Stores Open Evenings: Fri.-Northside Mall; Porter Square; Gaylord's; Howards Brand Discount & K mart every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores-B.C. Moore; TG&Y; Walgreen; Albertson's.
Chain Drug Stores-Eckerd's; Revco; Walgreens.
Discount Stores-Gaylord's; Family Dollar; Howards; K mart.
Chain Supermarkets-Piggly Wiggly 3; Dixie Dandy; A&P; IGA 5; Winn-Dixie; Sav-A-Minit 6; Junior Food 6; Super Foods; E-Z Foods 4; Majik Mkt. 2; Foodworld 2; Albertsons.
Other Chain Stores-Butler Shoe; Eleanor Shop; Haverty Furn.; Goodyear; Firestone 2; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe., Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 21,817; (S) 25,310; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., EAGLE, 203 N. Oates St., Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; Loc. Est. 19,124
County 80 Cen. 38,533; Loc. Est. 40,264
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; Loc. Est. 6,955
County 80 Cen. 13,430; Loc. Est. 14,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 31,923

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prod.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prod.; Poultry; Poultry Processing; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93, Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx, Winn-Dixie
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y

13 - RETAIL OUTLETS: Department Stores-JCPenney; TG&Y; Bisk; B.C. Moore & Sons; David Lee's.
Discount Stores-Value Mart.
Variety Stores-Super Store; Downtown 5&10.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Super Foods; Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Whites Auto; Cato; Shoe City; Neal Logue; PayLess Shoes; National Foot Store; Easy Pay; Firestone; Danloy Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 7,254; (S) 7,661; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Republic (includes jet service); Southeastern.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; Loc. Est. 68,168
  Florence 80 Cen. 37,029; Loc. Est. 37,791
  Sheffield 80 Cen. 11,903; Loc. Est. 11,480
  Tuscumbia 80 Cen. 9,137; Loc. Est. 9,244
  Muscle Shoals 80 Cen. 8,911; Loc. Est. 9,653
CZ-ABC: (80) 66,980; (83) 66,700
RTZ-ABC: (80) 68,085; (83) 71,100
Counties 80 Cen. 135,023; Loc. Est. 140,698
  Lauderdale 80 Cen. 80,504; Loc. Est. 84,347
  Colbert 80 Cen. 54,519; Loc. Est. 56,351
MSA 80 Cen. 135,023; Loc. Est. 140,698
City RTZ-ABC: (80) 135,065; (83) 137,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591, Loc. Est. 25,430
Florence 80 Cen. 13,620; Loc. Est. 14,132
Sheffield 80 Cen. 4,612; Loc. Est. 4,540
Tuscumbia 80 Cen. 3,291; Loc. Est. 3,356
Muscle Shoals 80 Cen. 3,068; Loc. Est. 3,402
MSA 80 Cen. 47,388; Loc. Est. 51,711
CZ-ABC: (80) 24,597; (83) 25,400
RTZ-ABC: (80) 22,804, (83) 24,700
Counties 80 Cen. 47,388; Loc. Est. 51,711
Lauderdale 80 Cen. 28,207; Loc. Est. 30,924
Colbert 80 Cen. 19,181; Loc. Est. 20,787
City & RTZ-ABC: (80) 47,401; (83) 50,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 62,355; Colbert 43,667

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, Number of Wage Earners-Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & Allied Pdts. 2,263; Rubber Prod. 1,260; Fabricated Metals 580; Food 490; Textile Prod. 550; Stone Clay & Glass Pdts. 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29. Last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seven Points(17)	2	TG&Y, Kroger, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart, Kwik-Chek
Towne Plaza(12)	1	Hancock Fabrics, Kroger, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Winn-Dixie
Florence Pl.(13)	NA	SupeRx, Kroger
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Pizitz, Parisian, Sears, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon. & Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rogers 2; TG&Y 2; Davis'.
Discount Stores-K mart 2; Big K; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2.
Variety Stores-TG&Y 2.
Chain Drug Stores-Walgreen; SupeRx 3; Rexall 4; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd's.
Chain Supermarkets-Kroger 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Fuller; Shop Rite 8; Food World; Consumer's Warehouse 2.
Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Sterchi Bros. 2; Thom McAn; United Paint; Western Auto 3; Zale Jewelry; Village Shops 5; Best Jewelry 2; Otasco; Royal Furniture; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition; Parisian; Pizitz.

14 - NEWSPAPERS: TIMES DAILY (e) 28,253; (S) 31,081; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Royce Isom, Adv. Dir., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.
National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; Loc. Est. 11,890
County 80 Cen. 53,658; Loc. Est. 55,549

4 - HOUSEHOLDS:
City 80 Cen. 4,410; Loc. Est. 4,647
County 80 Cen. 19,247; Loc. Est. 20,897

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 41,664

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-De Kalb Plaza, 15 blocks on Gault Ave. South.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North; K mart shopping center, on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Fred's, Bruce's Foodland

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers, food, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lays; Fred's; Worth Ratliff.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Lay's; Wal-Mart.
Chain Drug Stores-Harco; Kilgore; Big B
Chain Supermarkets-Winn-Dixie; A&P; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tue to fri; S) 6,151, sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jimmie Turner, Adv. Mgr., TIMES JOURNAL, 200 8th St., S.E., Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: None.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, 1-59; U.S. Hwys. 431, 278, 411, 11; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-L&N; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Southeastern Commuter.

3 - POPULATION:
Corp. City 80 Cen. 47,565; Loc. Est. 44,503
CZ-ABC: (80) 59,936; (83) 57,100
RTZ-ABC: (80) 186,227; (83) 195,500
County/MSA 80 Cen. 103,057; Loc. Est. 104,452
City RTZ-ABC: (80) 246,163; (83) 252,600

4 - HOUSEHOLDS:
City 80 Cen. 18,143; Loc. Est. 17,921
County/MSA 80 Cen. 36,864; Loc. Est. 39,085
CZ-ABC: (80) 22,398; (83) 22,200
RTZ-ABC: (80) 65,191; (83) 70,900
City & RTZ-ABC: (80) 87,589; (83) 93,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$300,000,000
Savings & Loan	2	$114,928,094

6 - PASSENGER AUTOS: County 77,988

7 - ELECTRIC METERS: 30,204

8 - GAS METERS: 24,515

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 3,800 ($210); Rubber 4,000 ($210); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W. Gadsden-12th and Forrest Ave. E. Gadsden-E. Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N. 3rd St. and Meighan Blvd., Noccalula.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rainbow Plaza(22)	2	Bruno's, Eckerd's
Agricola(18)	1	Bruno's, Eckerd's, G.C. Murphy
Gadsden Mall(67)	1	Sears, Pizitz, Belk's,
K mart	NA	Food Giant, K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; and all Mall stores.

13 - RETAIL OUTLETS: Department Stores-Pizitz; Martin's; JCPenney; Sears; G.C. Murphy; Belk-Hudson; Ike Saks; Rutenberg's; Hagedorn's.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2.
Chain Drug Stores-Eckerd's 2; Buy Wise 5; Big B 2; Alaco 5.
Chain Supermarkets-Piggly Wiggly 4; Bruno's 3; Jitney Jungle; IGA 2; Warehouse Groc. 3; Winn-Dixie; Food Giant 2.
Other Chain Stores-Otasco; Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Hardy; Vicki-V; (Vogue); Lowes; Marvins.

14 - NEWSPAPERS: TIMES (e) 27,243; (S) 29,580; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Miller, Adv. Dir., TIMES, PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2, County Seat. Corporate area 106 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), miscellaneous manufacturing and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.
Airlines-United; Republic; American; Atlantic/Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 142,513; Loc. Est. 145,222
CZ-ABC: (80) 142,513; (83) 140,300
RTZ-ABC: (80) 256,460; (83) 262,200
County 80 Cen. 196,966; Loc. Est. 202,203
MSA 80 Cen. 196,666; Loc. Est. 202,203
City & RTZ-ABC: (80) 398,973; (83) 402,500

4 - HOUSEHOLDS:
City 80 Cen. 50,424; Loc. Est. 53,656
County 80 Cen. 67,082; Loc. Est. 72,106
MSA 80 Cen. 67,082; Loc. Est. 72,106
CZ-ABC: (80) 50,424; (83) 51,500
RTZ-ABC: (80) 86,767; (83) 92,200
City & RTZ-ABC: (80) 137,191; (83) 143,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$333,479,554
Commercial	6	$911,895,996

6 - PASSENGER AUTOS: County 146,863

7 - ELECTRIC METERS: Residence 78,409

8 - GAS METERS: Residence 26,109

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 310 ($300); Electronics, Fine Metals 351 ($300); Farm Implements 226 ($220); Construction 4,000 ($275); Chemicals 260; Machinery 1,500; Engineering Res. & Dvlpmt. 11,000 ($450); Also Oakwood College (632 students, 72 Teachers); Univ. of Alabama Huntsville campus (4,000 students, 190 teachers); Alabama A&M College (3,700 students, 175 teachers); Cosmetics 500 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Heart of Huntsville 22 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Mall(60)	3	Rutenbergs, JCPenney, Lerner, Woolworth,
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs, Murphy Mart
Heart of Huntsville(22)	1	Sears, Woolworth, Rutenbergs, Cunninghams
Haysland-Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Winn-Dixie, Belk Hudson, Eckerds
Dunnavants(19)	1	Dunnavants
Oak Park(14)	3	Kroger, Radio Shack
Whitesburg(16)	5	Lucky's, Budds, Propsts
Willowbrook(16)	6	Piggly Wiggly, Eckerds
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen, Mason Jeweler
Crossroads(7)	4	Winn-Dixie, Eckerds
Governors Drive(5)	3	Kents, Center Drug
Northside(11)	5	Winn-Dixie, Kents, Auto Shack
Westbury(10)	4	Goldbro, Big B, Foodworld
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thurs. & Fri. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Dunnavants; Montgomery Ward; JCPenney; Belk-Hudson; Pizitz; Parisian.
Variety Stores-Woolworths 2; Murphy Mart 2; Wal-Mart 4.
Discount Stores-K mart; Eckerd's; Edwards Warehouse; Derrick's Furn. Ctr.; Handy City; Service Merchandise; Scotties; Wal-Mart; Golbro; Family Dollar; Kent's
Chain Drug Stores-Walgreen; Eckerd's; Propst; Medicine Shoppe; Big B; Kroger; Albertson.
Chain Supermarkets-Kroger; Winn Dixie; Lucky's; Piggly Wiggly; Big Star; Big Bros.; Albertson; Foodworld.
Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney, Pic 'N Pay; Women's Ready-to-Wear: Eleanors, Lerners, Mary's Shoppe, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Marks Fitzgerald, Edward's, Holderfields; Rubber Goods: Goodyear, Goodrich, General Tire, U.S. Tire, Firestone, Pizitz, Tires & Wheels; Men's Wear: National Shirts, Schwobilt, Budd's, London Transit; Jewelers: Brombergs, Lorchs, Zales, Masons, Cross, Kay.

14 - NEWSPAPERS: TIMES (e-mon to fri) 56,574; (sat) 48,444; (S) 63,300; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Virginia B. Bowers, Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.
National Representative: Newhouse Newspapers Metro Suburbia.
NEWS (m-mon to fri) 12,611; (m-sat) 10,386; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Cnr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, manufacturing, and agriculture (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads-Burlington

Northern; Illinois Central; Southern.
Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham.
Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,894; Loc. Est. 11,628
PMA-ABC: (80) 68,660; (83) 71,300
County 80 Cen. 68,660; Loc. Est. 69,100
MSA 80 Cen. 883,819; Loc. Est. 896,246

4 - HOUSEHOLDS:
City 80 Cen. 4,412; Loc. Est. 4,408
PMA-ABC: (80) 23,817; (83) 25,600
County 80 Cen. 23,817; Loc. Est. 25,156
MSA 80 Cen. 316,381; Loc. Est. 335,422

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$276,000,100
Savings & Loan	2	$114,871,817

6 - PASSENGER AUTOS: County 59,168

7 - ELECTRIC METERS: Residence 13,559

8 - GAS METERS: Residence 3,151

9 - PRINCIPAL INDUSTRIES: Mining, Manufacturing, and Agriculture. Approx. 20,000 wage earners (county); Avg. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jasper Mall(40)	NA	K mart, JCPenney, Zale's, Eckerd's
Jasper Square(12)	NA	Big B Drug
Parklands(40)	NA	Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weinstein's; Engle's; G. May & Sons 2.
Discount Stores-Top Dollar; Bargaintown; Payless; David Lee's; Fred's; Wal-Mart.
Variety Stores-Woolworths.
Chain Drug Stores-Big B Drugs.
Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.
Other Chain Stores-Goodyear; Firestone; Singer; Lorch's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 11,078; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18 and 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound; East Alabama Coach.

3 - POPULATION:
Corp. Cities 80 Cen. 10,209; Loc. Est. 11,071
  Lanett, AL 80 Cen. 6,897; Loc. Est. 6,731
  West Point, GA 80 Cen. 4,294; Loc. Est. 4,340
Counties 80 Cen. 89,194; Loc. Est. 90,634
  Chambers, AL 80 Cen. 39,191; Loc. Est. 39,215
  Troup, GA 80 Cen. 50,003; Loc. Est. 52,349

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; Loc. Est. 4,390
  Lanett 80 Cen. 2,644; Loc. Est. 2,693
  West Point 80 Cen. 1,592; Loc. Est. 1,697
Counties 80 Cen. 30,975; Loc. Est. 33,294
  Troup, GA 80 Cen. 17,455; Loc. Est. 19,113
  Chambers, AL 80 Cen. 13,520; Loc. Est. 14,181

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$21,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 24,936 (1981); Chambers, AL 25,965

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Latex 400; Foundry & Mach. 150; Textile Machy. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley Plaza(15)	1	Winn-Dixie, Ben Franklin, Green Drug
Cherry Valley(23)	NA	SupeRx, Pittsburgh Paint

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Gallant; JCPenney; H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's.
Variety Stores-Laird's; Ben Franklin.
Chain Drug Stores-Lee's; SupeRx.
Chain Supermarkets-Big Star; Big Apple; A&P; Kwik Chek; Wright's P&T; Hayes; Big Bear; Givorn's.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's; Jewel Box.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,619; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mark T. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St., Lanett, AL 36863; Tel. (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads-Alabama; Louisville & Nashville; Southern Ry System; Illinois Central Gulf; St. Louis-San Francisco; Frisco & Alabama State Docks Terminal (freight). Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Continental Southern; Greyhound; Trailways; Gulf Transport.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American; Eastern; Republic; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 200,452; Loc. Est. 204,181
CZ-ABC: (80) 247,395; (83) 243,600
RTZ-ABC: (80) 496,752; (83) 519,400
MSA 80 Cen. 442,819; Loc. Est. 462,937
County 80 Cen. 364,379; Loc. Est. 381,783
City & RTZ-ABC: (80) 744,147; (83) 763,000

4 - HOUSEHOLDS:
City 80 Cen. 71,400; Loc. Est. 75,259
County 80 Cen. 123,090; Loc. Est. 134,936
MSA 80 Cen. 149,825; Loc. Est. 163,850
CZ-ABC: (80) 86,365; (83) 88,300
RTZ-ABC: (80) 160,321; (83) 174,100
City & RTZ-ABC: (80) 246,686; (83) 262,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$800,793,095
Commercial	7	$1,413,326,000

6 - PASSENGER AUTOS: County 251,982

7 - ELECTRIC METERS: Total 142,934

8 - GAS METERS: Total 86,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chemical & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whls. & Ret 36,800; Govt. 27,200; Const. 11,000; Mfg. 31,000; Services 29,800; Transp. 10,400; Finance 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-13,000 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco, Whistle.; Toulminville, Plateau; Tillman's Corner.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown	NA	Gayfers, Burts, Woolworth, Eckerd's, Phillips Shoes, Steins
Bel Air Mall(138)	NA	Sears, JCPenney, Holmes
Springdale Plaza & Mall(100)	NA	Gayfers, Mont. Ward, K&B Drugs
Prichard	NA	JCPenney, TG&Y, Greer's Foods, Delchamps, Eckerd's
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, Gibsons, TG&Y, Kinney Shoes
Springhill Plaza & Mall(15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckerd's
Springhill Plaza(33)	NA	Delchamps, K&B
Kingswood University(13)	NA	Otasco, A&P, Gaylords
Regency	NA	Winn-Dixie, Food World, Big B Drugs, K mart, TG&Y, Radio Shack, Revco
Midtown Mart(15)	NA	A&P, Eckerd's, Otasco, Lowe's, TG&Y, Delchamps
Skyline Plaza	NA	Delchamps, K&B, Greer's
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack, Revco, Rose's
Tillman's Corner	NA	Food World, Goodyear, A&P, Winn-Dixie, TG&Y, K&B, Hancock Fabrics
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn., Cloth World

Principal Shopping Days-Food-Fri. and Sat. Others-Fri., Sat., Mon.
Stores Open Evenings-Sears, Gayfer's, Holmes, Montgomery Ward, JCPenney, West's, Gaylord, K mart.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; Zoghbys; JCPenney; Montgomery Ward; Holmes.
Discount Stores-Gaylords; Dollar General; Rose's; Plain Value; Scotties.
Variety Stores-Kress; TG&Y; Super 5&10; Woolworth, Family Dollar.
Chain Drug Stores-Eckerd's 12; K&B 5; Revco 6; Big B 4.
Chain Supermarkets-Delchamps 21; National 4; A&P 6; Greer's (Save More) 15; Winn-Dixie 13; Food World (Brunos) 4; IGA 8
Other Chain Stores-Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furniture; Phillips Shoes; Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Bakers; Burts; Thom McAn.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 50,840; PRESS (e-mon to fri) 51,359; (m-sat) 83,671; PRESS-REGISTER (S) 98,825; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St., Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers-Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; W of Ala; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.
Motor Freight Carriers-34.
Airlines-Delta; Republic; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 178,157; Loc. Est. 186,205
CZ-ABC: (80) 177,406; (83) 186,300
RTZ-ABC: (80) 436,316; (83) 438,900
County 80 Cen. 197,038; Loc. Est. 206,286
MSA 80 Cen. 272,687; Loc. Est. 285,393
City & RTZ-ABC: (80) 613,722; (83) 625,100

4 - HOUSEHOLDS:
City 80 Cen. 62,716; Loc. Est. 68,560
County 80 Cen. 68,471; Loc. Est. 74,974
MSA 80 Cen. 92,692; Loc. Est. 101,445
CZ-ABC: (80) 62,539; (83) 68,200
RTZ-ABC: (80) 145,409; (83) 151,600
City & RTZ-ABC: (80) 207,948; (83) 219,800

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	NA	$1,162,879,000

6 - PASSENGER AUTOS: County 147,323

7 - ELECTRIC METERS: 74,820

8 - GAS METERS: 64,434

9 - PRINCIPAL INDUSTRIES: Av. Number of Wage Earners per month (MSA)-Total-97,816. Mining and Quarrying 67; Construction 7,256; Manufacturing 16,338; Trans., Comm. & Pub. Utilities 4,184; Wholesale & Retail Trade 23,272; Fin., Insur., & Real Estate 5,932; Service 18,437; State & Local Govt. 20,142; Other 740.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30. Last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie, Wilson's
Cloverland(44)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(7)	NA	Winn-Dixie
Eastdale Mall(150)	NA	Mont. Ward, Pizitz Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	Ace Hdwe.
Governers Sq.(17)	NA	Food World
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Winn-Dixie
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; rest open Mon., Thu., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Gayfer's 2; JCPenney; Sears; Montgomery Ward; Parisians; Pizitz.
Discount Stores-Gaylord's 2; Service Merchandise 2; TG&Y; K mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd's 4; SupeRx; Price 2; Big B 4.
Chain Supermarkets-A&P 2; Albertsons 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; 7-Eleven 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Western Auto; Goodrich; Uniroyal; Stein's; Otasco; Lowe's; Zachry's; Rhodes; Zales; West Building; Wilson's.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 46,891; JOURNAL (e-mon to fri) 22,666; JOURNAL & ADVERTISER (sat) 62,417; (S) 77,908; Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Tom D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36102; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; Loc. Est. 53,936
  Opelika 80 Cen. 21,896; Loc. Est. 25,000
  Auburn 80 Cen. 28,471; Loc. Est. 29,508
CZ-ABC: (80) 50,367; (83) 52,000
RTZ-ABC: (80) 83,617; (83) 85,700
County 80 Cen. 76,283; Loc. Est. 79,063
City & RTZ-ABC: (80) 133,984; (83) 137,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; Loc. Est. 18,725
  Opelika 80 Cen. 7,685; Loc. Est. 7,993
  Auburn 80 Cen. 10,324; Loc. Est. 10,732
CZ-ABC: (80) 18,009; (83) 19,300

RTZ-ABC: (80) 28,617; (83) 30,400
County 80 Cen. 26,973; Loc. Est. 29,283
City & RTZ-ABC: (80) 46,626; (83) 49,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$30,000,000
Commercial	6	$120,000,000

6 - PASSENGER AUTOS: County [illegible] 907

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway Plaza(30)	NA	JCPenney, Belk's, United Super
Village Mall(35)	NA	Revco, Zales, Gayfer's Sears

Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Belk's; Sears; JCPenney.
Discount Stores-Lee Discount; Howard Bros.; Family Dollar; TG&Y; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods; United Super.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Kenwin Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,336; (S) 14,616; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennett, Adv. Mgr., NEWS, PO Drawer 2208, Opelika, AL 36802; Tel. (205) 745-5761.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 45 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-on Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; Loc. Est. 15,038
County 80 Cen. 51,407; Loc. Est. 52,384

4 - HOUSEHOLDS:
City 80 Cen. 5,269; Loc. Est 5,618
County 80 Cen. 17,689; Loc. Est. 18,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$790,144,716
Savings & Loan	3	$189,432,873

6 - PASSENGER AUTOS: County 39,462

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bedspreads; Men's Underwear; Bath Mats; Agriculture; Lumber and Timber Area; Cotton; Corn; Printing; Aluminum Reduction & Fabrication; Air Conditioning Components; Business Furniture; Cardboard; Power Production; Tire Cord.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown area and Courthouse Square.
Neighborhood Shopping Centers-Scottsboro Shopping Center; Holiday Center; Scottsboro Plaza; Jackson Square; K mart Center; Scottsboro Square; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Section	5	Super Valu
Grant	8	Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Parkins, Piggly Wiggly, Shoprite
Pisgah	10	Super Valu
Rainsville	18	M&J Super Mkt.

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Warehouse Groceries; Lucky's; Piggly Wiggly; Red Food 24 hrs. ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Ratlif's; Cato's; Sears; Otasco.
Discount Stores-Fred's; Woolworth's; Top Dollar; Family Dollar; K mart; Wal-Mart.
Variety Stores-Lay's.
Chain Drug Stores-Big C; Hodges; Harco; Big B; Revco.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Lucky's; Jitney Jr.; Super Valu; Shoprite; Red Food; Kroger.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Singer Co.; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 5,393; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lloyd Chumley, Adv. Mgr., SENTINEL, 704 E. Laurel St., Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4. County Seat. On Alabama River, center of state. Agricultural and cattle section.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Western of Alabama; Louisville & Nashville.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; Loc. Est. 26,994
County 80 Cen. 53,981; Loc. Est. 54,639

4 - HOUSEHOLDS:
City 80 Cen. 9,201; Loc. Est. 9,397
County 80 Cen. 17,590; Loc. Est. 18,601

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$280,000,000
Commercial	5	$238,100,000

6 - PASSENGER AUTOS: County 31,819

7 - ELECTRIC METERS: Residence 17,466

8 - GAS METERS: Residence 18,992

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Sewing Plant 990; Packing Plant 254; Bricks 51; Farm Mach. 60; Bush Hog & Tractor Mfg. 475; Paper Co. 428; Aluminum Products 276; Windshields 180; Assurance Glass 180; American Candy 350; Disco Aluminum Prod. 285; Beach Air-Craft Corp. 500; Selma Apparel Corp. 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers-North Broad St. 12; Selmont; East Selma; West Selma; Morrow's, Citizen's Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart; Fred's.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar.
Chain Drug Stores-Carters; Walgreen; Pilcher-McByrde Rexall; Eckerd's; Revco; Copeland Drugs; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear/Super Foods; Kwik Way; Washington St. Supermarket; Food World.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale Jewelry; Lorch's; Plain Value; White Auto; Hancock Fabric; Moore Handley Homecrafters; Ace Hardware.

14 - NEWSPAPERS: TIMES-JOURNAL (e-mon to fri) 9,690; (S) 10,208; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Shelton Prince, Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative: Landon Associates.

SHEFFIELD
See FLORENCE

TALLADEGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: Railroads-Southern; L&N; ACL.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,128; Loc. Est. 19,020
County 80 Cen. 73,826; Loc. Est. 74,450

4 - HOUSEHOLDS:
City 80 Cen. 6,048; Loc. Est. 6,178
County 80 Cen. 24,061; Loc. Est. 25,404

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$91,335,302
Commercial	6	$196,837,525

6 - PASSENGER AUTOS: County 46,664

7 - ELECTRIC METERS: Residence 21,954

8 - GAS METERS: Residence 9,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av. Wkly. Wage-N.A.)-Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Machinery 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Miscellaneous 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate	NA	Wal-Mart
Gibson(3)	NA	Gibson's, Super Valu
Marble City(11)	NA	Man's World, Foot Bros., Dixie Foods
Ogletree(14)	NA	Big K, Bargaintown, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, Eckerd, K mart
Talladega Plaza(4)	NA	Super Value Discount, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Goldberg & Lewis; Maudee's; [illegible]; Sears (catalog); Cohen's 2.
Discount Stores-Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's; TG&Y; K mart; Wal-Mart 2.
Variety Stores-Emery's; Woolworth 2.
Chain Drug Stores-Harco 2; Buy Wise; Eckerd's.
Chain Supermarkets-Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store; Kroger.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Diana Shops; Southern Shoe; Cato's; Braswell Furniture; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 10,549; sworn Sept. 30, 1982.
NOTE: The Sylacauga Advance (m-wed to fri;S) merged with the Talladega HOME in Feb. 1982.
Local Contact for Advertising and Merchandising Data: Larry M. Camp, Adv. Mgr., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agricultural, cattle, hog, broiler, mining and industrial area. Timber & pulpwood, misc. mfg., wholesale grocery, drug, insecticide distributing center. Dist. Hdqrs. (14 counties) State Hwy. Dept. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; Loc. Est. 13,145
County 80 Cen. 28,050; Loc. Est. 29,519

4 - HOUSEHOLDS:
City 80 Cen. 4,160; Loc. Est. 4,580
County 80 Cen. 9,525; Loc. Est. 10,507

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 18,557

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-Insecticides 116; College Plant 615; Truck Body 115; Troy State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoride treated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets, Troy Plaza; Park Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parklane(6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store
The Troy Plaza(8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly-Wiggly, TG&Y

Principal Shopping Days-Mon. thru Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Save-Way; Big K; Town Square.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco Drugs.
Chain Supermarkets-Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores-Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (e-tues to fri) 3,588; (S) 3,780; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Phyllis Bryan, Adv. Dir., MESSENGER, PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.
National Representative: General Advertising Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA). E&P Map B-3, County Seat. 56 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Illinois Central & Gulf.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Mississippi & Ohio Rivers.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 75,143; Loc. Est. 76,241
PMA-ABC: (80) 137,541; (83) 141,600
County/MSA 80 Cen. 137,473; Loc. Est. 141,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,147; Loc. Est. 27,834
PMA-ABC: (80) 46,820; (83) 50,000
County/MSA 80 Cen. 46,800; Loc. Est. 50,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$1,530,400,566
Commercial	6	$538,316,000

6 - PASSENGER AUTOS: County 97,246

7 - ELECTRIC METERS: 51,000

8 - GAS METERS: 30,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Plant 2,200 ($340); Lumber 1,800 ($200); Chemicals (N.A.); Coal (N.A.).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass; Also 6 blocks in Northport, McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(54)	6	Gayfer's, Winn-Dixie
Woodsquare	2	Wal-Mart
K mart	5	K mart
Meadowbrook(13)	3	Murphy Mart, Kroger
University Mall(95)	5	Sears, Pizitz, JCPenney, Albertson's, Parisians
Northwood	4	Kroger, TG&Y, Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thurs., Fri. Food: Sat., Thurs., Fri., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, two open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; Pizitz; Sears, Ravmon's; Gayfer's; Murphy Mart; Parisians.
Variety Stores-Woolworth; TG&Y; McCrory Village.
Discount Stores-Top Dollar; Bill's; K mart; Fred's; Wal-Mart; Family Dollar.
Chain Supermarkets-A&P; Piggly Wiggly 5; Kwik-Chek 3; IGA; Cannon 4; Jr. Food Mart 8; Food World; Kroger 2; Warehouse Grocery; Consumer Warehouse 2; Albertson's.
Other Chain Stores-Women's Apparel: Eleanor Shop, Smart & Thrifty, Shoes: Butler's, Bel Bros., Webster, Haverty; Paint: Glidden, Sherwin-Williams, Pittsburgh Plate Glass; Hdwe.: Westcash, J.O. Bowers, Moore & Handley; Jewelry: Lorch's, Busch's, Wilson's; Auto Parts: Goodrich, Goodyear, Firestone, Carport, Sellers Auto, Battle Stores, Western Auto; General: Radio Shack, Orange Julius, Baskin-Robbins, Singer, S&H Green Stamps, Lowe's, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 30,752; (S) 35,541; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS, 2001 6th St., Tuscaloosa, AL 35401; Tel. (205) 345-0505.
National Representative: Landon Associates.

TUSCUMBIA

See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	32	38	42
5-14 Years	71	69	75
15-24 Years	64	82	90
25-44 Years	88	144	158
45-64 Years	41	55	60
65 and Over	7	12	13
TOTAL	303	400	438

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	NA	150	189
General Mdse	116	227	299
Food	174	427	635
Automobiles	NA	241	311
Gasoline Stations	53	103	169
Apparel	29	69	92
Furniture	23	59	79
Eat-Drink Places	86	254	439
Drugs	32	80	121
TOTAL SALES	772	1,831	2,668

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter.
Airlines-17. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Western; Alaska; Wien Air; Northwest; Reeve Aleutian; Alaska Aeronautical, Inc.; Air Taxi 60; Helicopters 14 (40 aircraft).

3 - POPULATION:
Corp. City 80 Cen. 173,017; Loc. Est. 184,705
MSA/County 80 Cen. 173,017; Loc. Est. 184,705
PMA-ABC: (80) 225,877; (83) 250,800

4 - HOUSEHOLDS:
City 80 Cen. 60,042; Loc. Est. 66,549
MSA/County 80 Cen. 60,042; Loc. Est. 66,597
PMA-ABC: (80) 77,404; (83) 89,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$1,403,631,189
Commercial	10	$1,955,913,000

6 - PASSENGER AUTOS: 107,263

7 - ELECTRIC METERS: Residence 56,854

8 - GAS METERS: Residence 37,231

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Gov't. 22,500; Wholesale & Retail Trade 17,450; Irons 8,000; Ins. & Real Est. 5,050; Const. 6,500; Mfg. 1,750; Petroleum; Services 16,000.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. Annual rainfall 15 in.; Avg. annual snowfall 70 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 3 blocks on Diamond Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(100)	6	Safeway, Pay'N Save, Lamont's Sportswest
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Montgomery Ward, Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save, Montgomery Ward
Northway Mall	NA	Safeway, Pay 'N Save, Lamont's
Post Office Mall	0	Book Cache
Southcenter	5	D&A Super
Spenard University	4	Lamont's, Pay'N Save
Univ. Ctr.(34)	NA	Safeway, Book Cache, Sportswest
Sears Mall(30)	3	Sears, Carr's, Payless,
West Side City	8	Proctor's
Eagle River(6)	15	Carr's, Payless, Proctor's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; Montgomery Ward; JCPenney; Sears, Lamont's 3.
Discount Stores-Fred Meyer.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 6; Rexall; Long's Drugs 2.
Chain Supermarkets-Carr's 6; Safeway 6; Proctors 4; Prairie Mkt. 2; D&A Super 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3, Kinney Shoes 3; Pay 'N Pak; Anita 2; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4.

14 - NEWSPAPERS: NEWS (m) 48,557; (S) 50,796; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir.of Mktg. & research, NEWS, 200 Potter Dr., Pouch 6616, Anchorage, AK 99502; Tel. (907) 786-4200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

TIMES (e-mon to fri) 45,351; (m-sat) 44,503; (S) 55,792; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Vic Hussey, Mktg. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 279-5622.
National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: E&P Map B-2, Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. Construction headquarters for Alaskan pipeline. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward and Hart Hwys.; center of interior road network. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 3,534 on-campus residents. University's expanding research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus government-owned Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukan Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; Northwest Orient; Western; Wein Air Alaska; Alaskan Intl.; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; Loc. Est. 23,788
CZ-ABC: (80) 27,561; (83) 26,200
RTZ-ABC: (80) 55,538; (83) 60,100
City & RTZ-ABC: (80) 83,099; (83) 86,300
Division 80 Cen. 53,983; Loc. Est. 56,708

4 - HOUSEHOLDS:
City 80 Cen. 8,145; Loc. Est. 8,960
Division 80 Cen. 18,224; 20,008
CZ-ABC: (80) 9,621; (83) 9,400
RTZ-ABC: (80) 16,410; (83) 18,700
City & RTZ-ABC: (80) 26,031; (83) 28,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$66,600,000
Commercial	5	$309,400,000

6 - PASSENGER AUTOS: 31,700

7 - ELECTRIC METERS: Residence 22,100

8 - GAS METERS: Bus. & Res. 139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,738 ($750); Govt. incl. Military 15,700 ($370); Services 4,000 ($380); Retail & Wholesale 4,115 ($260); Trans., Comm., Util. 2,700 ($360); Fin., Insur., Real Estate 864 ($320); Other Mfg. 600 ($410).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40 Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2. Last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet. Ground ranges from silt, sand & gravel in valleys; schist bedrock in hills; sporadic permafrost in valleys.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.
Neighborhood Shopping Centers-S. Cushman; Badger Rd.; North Pole; Garden Island; Graehl; Weeks Field; College; Lemeta; Fairlanes.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(18)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days-Dept. Stores-Thu., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.
Variety Stores-W[illegible] Carr's; Pay'n Save; Fred Meyers.
Discount Stores-B&W.
Chain Drug Stores-Co-Op; Pay'n Save 2.
Chain Supermarkets-Foodland, Market Basket 3; Safeway 2.
Other Chain Stores-Pay & Pak; Pay & Save Home Center; Singer.

14 - NEWSPAPERS: NEWS-MINER (e) 18,456; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dwight O. Foster, Adv. Dir., NEWS-MINER, 200 N. Cushman, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau County, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, B.C., and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: Waterways-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry.
Airlines-Alaska Airlines; Western Airlines.

3 - POPULATION:
City/Division 80 Cen. 19,528; Loc. Est. 22,431

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; Loc. Est. 8,500

5 - BANKS N.A.

6 - PASSENGER AUTOS: 11,642

7 - ELECTRIC METERS: 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Forestry; Tourism; Transportation; Trade; Government. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 3 shopping centers 9 1/2 mi. on Egan Expressway in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shopping Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket, Coast-to-Coast
Nugget Mall(22)	10	Kinney's, Zales, Nugget Dent. Store, Rexall

13 - RETAIL OUTLETS: Department Stores-Nugget.
Variety Stores-Ben Franklin; Super Rexall.
Other Stores-Ace Hardware; Don Abel; Lyle's; Coast-to-Coast.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,064; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robin M. Herdman, Ret. Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.
National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). On Sterling Highway 75 mi. SW of Anchorage.

2 - TRANSPORTATION:
Motor Freight Carriers-Sealand; Tote.
Airlines-Wien; AAI; South Central Air.

3 - POPULATION:
Corp. City 80 Cen. 3,533; Loc. Est. 5,776
Borough 80 Cen. 25,282; Loc. Est. 27,510

4 - HOUSEHOLDS:
City 80 Cen. 1,500; Loc. Est. 1,790
Borough 80 Cen. 8,546; Loc. Est. 9,758

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	N.A.
Commercial	3	N.A

6 - PASSENGER AUTOS: Borough 5,115

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,258

9 - PRINCIPAL INDUSTRIES: Fishing, Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's

13 - RETAIL OUTLETS: **Department Stores**-Alaska Commercial.
Chain Supermarkets-Carr's; Payless.

14 - NEWSPAPERS: PENINSULA CLARION (m) 2,319; sworn Feb. 23, 1983.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, Trading Bay & Granite Point Aves., PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: Landon Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska; Western.

3 - POPULATION:
Corp. City 80 Cen. 7,198; Loc. Est. 7,475
Ketchikan Div. 80 Cen. 11,316; Loc. Est. 12,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; Loc. Est. 3,213
Ketchikan Div. 80 Cen. 3,985; Loc. Est. 4,964

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: 6,156

7 - ELECTRIC METERS: Residence 5,235

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Government (including state ferry system) 600 ($550); Total Employment 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees; year around average 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**: Port West (Sea Mart Super); Mark-It-Foods; Tatsuda's.
Principal Shopping Days-Thu., Fri.
Stores Open-Evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Tongass Trading; Bon Marche; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e) 4,506; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ed Sites, Adv. Dir., NEWS, 501 Dock St., Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Judicial Div.; Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of Alaska. 250 mi. SW of Anchorge. U.S. Coast Guard Base; Fishing and canning center; stock farming and timber area.

2 - TRANSPORTATION: Boat and air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 5,279
Borough 80 Cen. 9,939; Loc. Est. 10,478

4 - HOUSEHOLDS:
City 80 Cen. 1,535; Loc. Est. 1,630
Borough 80 Cen. 3,927; Loc. Est. 3,337

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	3	N.A.

6 - PASSENGER AUTOS: 3,474

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Kodiak Mall, City Center; O'Kraft (Center St.); Waldo's Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,500; Publisher's statement Feb. 1983.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island. 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION:
Airlines-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; Loc. Est. 8,578

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; Loc. Est. 2,788

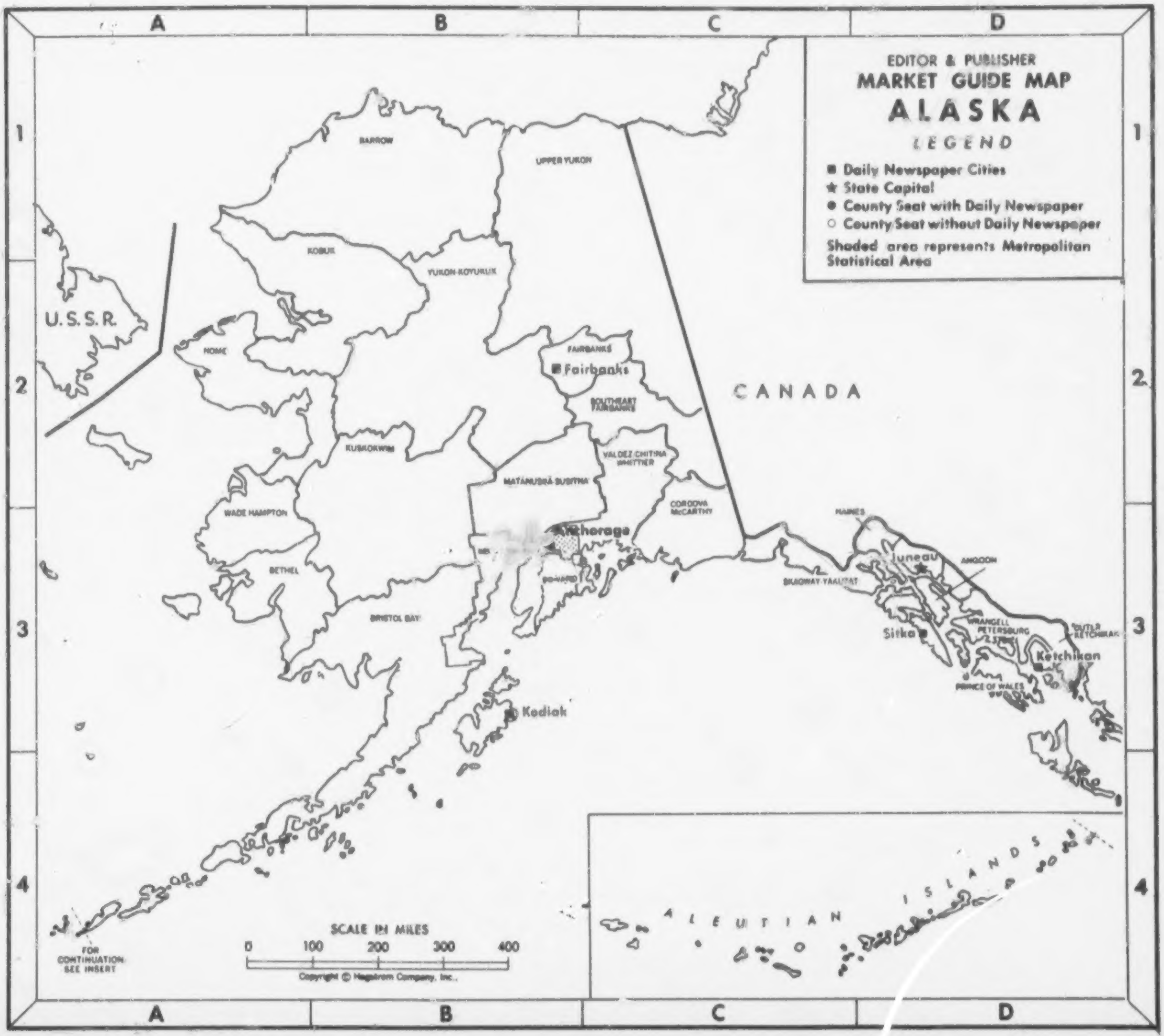
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: 2,634

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't., School & Hosp. 500, Fishing (seasonal) 2,000; Pulp Mill 450.
Principal Pay Days-Every other Thu.; 5th & 20th.


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
BARROW
UPPER YUKON
KOBUK
YUKON-KOYUKUK
U.S.S.R.
NOME
FAIRBANKS
Fairbanks
SOUTHEAST FAIRBANKS
CANADA
KUSKOKWIM
VALDEZ-CHITINA-WHITTIER
MATANUSKA-SUSITNA
WADE HAMPTON
CORDOVA-McCARTHY
Anchorage
HAINES
Juneau
ANGOON
BETHEL
SEWARD
SKAGWAY-YAKUTAT
BRISTOL BAY
WRANGELL-PETERSBURG
Sitka
OUTER KETCHIKAN
Ketchikan
PRINCE OF WALES
Kodiak
ALEUTIAN ISLANDS
SCALE IN MILES
0 100 200 300 400
FOR CONTINUATION SEE INSERT
Copyright © Hagstrom Company, Inc.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-61; Summer 45-85; Fall 32-60; Winter 0-50. First killing frost, Sept. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 streets.
Stores Open Evenings-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,910; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Thad & Sandy Poulson, Co-Pubs., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	159	214	233
5-14 Years	380	431	470
15-24 Years	319	516	563
25-44 Years	413	742	809
45-64 Years	342	508	554
65 and Over	161	307	335
TOTAL	1,774	2,718	2,964

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	330	473	848
General Mdse	712	1,053	1,979
Food	1,028	1,893	4,013
Automobiles	967	1,707	3,138
Gasoline Stations	357	652	1,530
Apparel	182	288	547
Furniture	234	419	799
Eat-Drink Places	394	775	1,911
Drugs	172	275	593
TOTAL SALES	4,763	8,170	16,722

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military center, SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; Loc. Est. 6,240
County 80 Cen. 86,717; Loc. Est. 88,484

4 - HOUSEHOLDS:
City 80 Cen. 2,883; Loc. Est. 2,731
County 80 Cen. 29,174; Loc. Est. 31,314

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 41,439

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist and housing area for Fort Huachuca and Sierra Vista workers. There are many small arts and crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: Principal Shopping Centers-Bisbee Road Shopping Center; El Rancho Shopping Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Supermarket-Safeway.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 1,838; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Stephen M. Woody, Gen. Mgr., REVIEW, Bisbee, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8 and 10, State Hwys. 84, 93 and 287.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines- Greyhound; Continental Trailways.
Airports- 1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; Loc. Est. 16,022
CZ-ABC: (80) 14,971; (83) 16,100
RTZ-ABC: (80) 40,271; (83) 42,100
County 80 Cen. 90,918; Loc. Est. 95,632
City & RTZ-ABC: (80) 55,242; (83) 58,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; Loc. Est. 4,957
County 80 Cen. 28,411; Loc. Est. 31,201
CZ-ABC: (80) 4,819; (83) 5,400
RTZ-ABC: (80) 11,290; (83) 12,200
City & RTZ-ABC: (80) 16,109; (83) 17,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	5	$80,000,000

6 - PASSENGER AUTOS: County 43,144

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining 1,000; Construction 800; Mfg. 911; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Fin., Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza (150 parking spaces-Basha's and Cornet Store); Jack-in-the-Box; Casa Grande Mall (325 parking spaces-K mart; Safeway; SupeRx Drug; Fashion Conspiracy; Sears; Simon's Menswear; Casual Country; Lynda's Unique Fashions; Lee Optical; Bessie's Tots to Teens; Season's; Mall Cinema; Tastee Freeze; C.C.'s Card & Gift Shop; Kinney Shoes; Household Finance.
Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Brook's; Cornet; TG&Y; K mart.
Discount Stores-Yellow Front; Checker Auto; K mart; TG&Y.
Variety Stores-U&S Variety.
Chain Drug Stores-SupeRx; Revco; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; O.S. Stapley; Foxworth Galbraith; Home Improvement Center; Montgomery Ward (catalog); Kinney Shoes; Fashion Conspiracy.

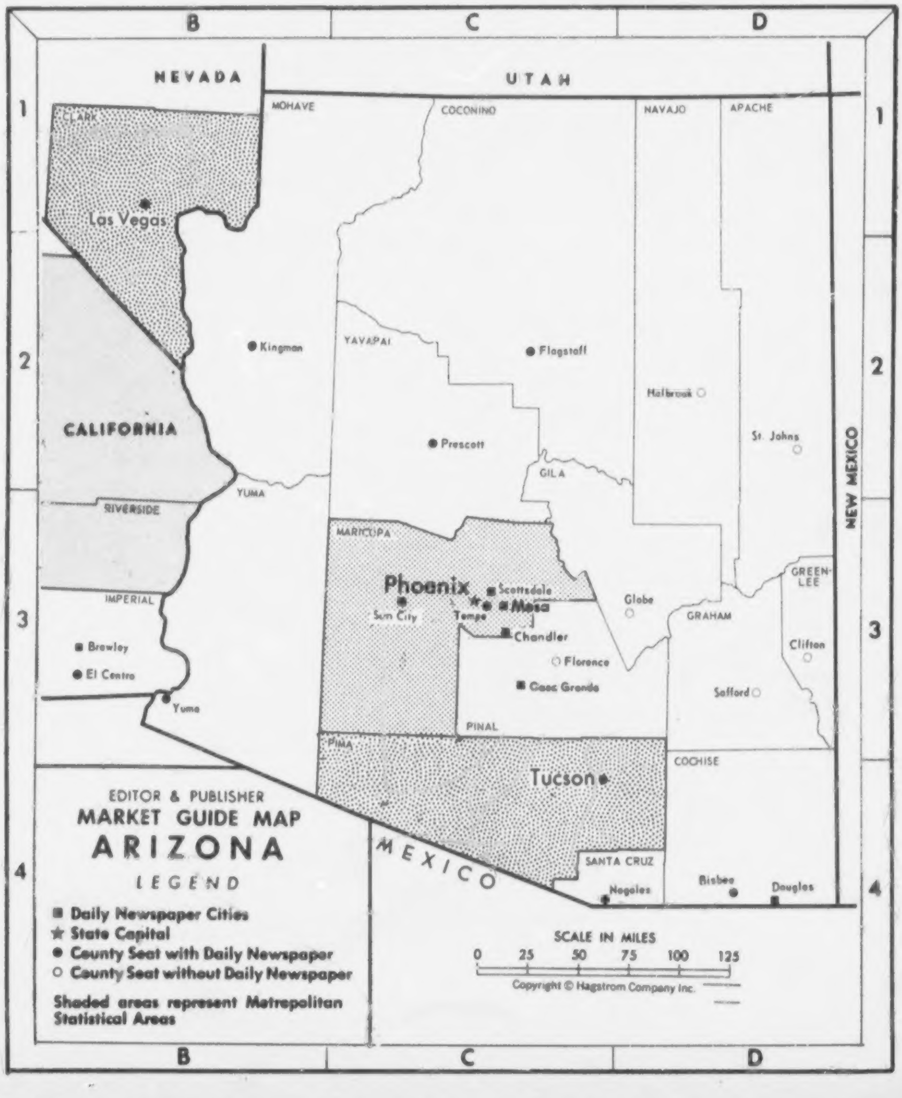
14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 6,268; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv./Mktg. Dir., DISPATCH, 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: None.

CHANDLER

1 - LOCATION: Maricopa County, (In Phoenix MSA) E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agriculture & citrus fruits. 7 mi. E of I-10; served directly by Arizona Routes 87 & 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22 lines.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; Loc. Est. 32,366
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,644,873


B
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NEVADA
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CALIFORNIA
NEW MEXICO
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CLARK
Las Vegas
MOHAVE
COCONINO
NAVAJO
APACHE
Kingman
YAVAPAI
Flagstaff
Holbrook
St. Johns
Prescott
GILA
YUMA
RIVERSIDE
MARICOPA
Phoenix
Scottsdale
Mesa
Sun City
Tempe
Chandler
Globe
GRAHAM
GREENLEE
Clifton
IMPERIAL
Brawley
El Centro
Yuma
Florence
Casa Grande
Safford
PINAL
PIMA
Tucson
COCHISE
SANTA CRUZ
Nogales
Bisbee
Douglas
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARIZONA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
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4 - HOUSEHOLDS:
City 80 Cen. 9,455; Loc. Est. 12,000
County/MSA 80 Cen. 544,252; Loc. Est. 621,409

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agricultural & Processing 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Arizona Ave. (34 stores); Chandler Center (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores)-Basha's Plaza (7); Granada Plaza (6).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Saba's; Smitty's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Revco; Thrifty; Arrow's United Drug.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's Angels.
Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furniture; Serrano's; Tune-up Masters.

14 - NEWSPAPERS: ARIZONAN (e) 7,060; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bruce Spotleson, Pub., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 963-6666.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

DOUGLAS

1 - LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads-Southern Pacific, Nacozari (S into Mexico).
Intercity Bus Lines-Greyhound Pacific.
Motor Freight Carriers-4.
Airlines-Fiesta Airlines.

3 - POPULATION:
Corp. City 80 Cen. 13,058; Loc. Est. 12,231
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,008.
County 80 Cen. 86,717; Loc. Est. 88,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031; Loc. Est. 3,779
County 80 Cen. 29,174; Loc. Est. 31,314

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 41,439

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Smelter 308 ($440); Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210; 23 Electronic & Auto Parts "Twin Plant" industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Area-8th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Phelps Dodge Mercantile; K mart; Vernon's; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-K mart; J.J. Newberry; Rasco.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-Western Auto Supply; Charm; Sweetbriar (women's wear); The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Phil's Shoes; Yellow Front; Kobe's; Payless Shoes.

14 - NEWSPAPERS: DISPATCH (e) 3,027; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Aaron E. Loney, Pub., DISPATCH, Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative: Thomson Newspapers.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2, County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.
Airlines-Desert Air; Skyway; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; Loc. Est. 37,223
PMA-ABC: (80) 45,922; (83) 49,500
County 80 Cen. 74,947; Loc. Est. 83,560
RTZ-ABC: (80) 29,086; (83) 33,700
Total PMA & RTZ-ABC: (80) 75,008; (83) 83,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 9,181
PMA-ABC: (80) 14,393; (83) 16,200
County 80 Cen. 21,904; Loc. Est. 25,261
RTZ-ABC: (80) 7,497; (83) 9,000
Total PMA & RTZ-ABC: (80) 21,890; (83) 25,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 31,582

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($250); Ord. Plants 110 ($180); Steel Fabric 168 ($150); University 985 ($200); Also Northern Arizona Univ. (12,000 students, 800 faculty).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6. Last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 20 stores; Park Santa Fe 15 stores; University Plaza 15 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenlaw(35)	NA	Montgomery Ward
Cedar Pines(10)	NA	A.J. Bayless
South Beaver(8)	NA	
Pinegrove(9)	NA	UPD
Flagstaff Pl.(13)	NA	TG&Y, Sears
University Pl.(15)	NA	Safeway, TG&Y
Flag Mall(20)	NA	Sears, JCPenney
Park Santa Fe(15)	NA	El Rancho, Yellow Front

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; Babbitt's; JCPenney; Malcolm's.
Chain Drug Stores-Revco; SupeRx; Thrifty; TG&Y.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco; SupeRx; Thrifty.
Chain Supermarkets-J&D; Food Town; Safeway 2; Bayless 2; El Rancho 2.
Other Chain Stores Sweet Briar; Daniels; Rosenweigs; Radio Shack; Hi Health; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 10,179; (S) 10,702, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel (602) 774-4545.
National Representative: Scripps League Newspapers.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 9,876
PMA-ABC: (80) 15,187; (83) 15,700
County 80 Cen. 55,693; Loc. Est. 66,131
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; Loc. Est. 3,148
County 80 Cen. 21,074; Loc. Est. 26,176
PMA-ABC: (80) 5,643; (83) 6,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 37,110

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,[illegible]20

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 450 ($285); Mfg. 587 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Beale St.
Nearby Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Avenue; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 8.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Babbitt's; Montgomery Ward.
Discount Stores-Yellow Front 2; TG&Y; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse Reitz; Great West (Western Auto).
Chain Drug Stores-Revco; Walgreen Agency.
Chain Supermarkets-Safeway 2; Circle K 3; Bashas; El Rancho; Ranch Markets 2.
Other Chain Stores-Firestone; Sweetbriar; Western Auto; Mode O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,249; (S) 6,314; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Herb Gollis, Pub., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-2337.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County, (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley; Tonto Basin Stage.
Motor Freight Carriers-6.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Frontier; Western; Apache; Eastern; PSA; Continental; United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,453; Loc. Est. 166,287
County/MSA 80 Cen. 1,509,262; Loc. Est. 1,644,873

4 - HOUSEHOLDS:
City 80 Cen. 54,148; Loc. Est. 66,290
County/MSA 80 Cen. 544,252; Loc. Est. 621,409

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$896,000,000
Savings & Loan	7	$560,000,000

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 500; Wholesale & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Average rainfall 7.24.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Areas-20 blocks on E. and W. Main St.; 2 on N. & S. MacDonald St.; 2 on First Ave.; 2 on S. Country Club; 20 blocks on E. and W. Broadway; 20 blocks on E. and W. Southern.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Diamonds, Broadway, Sears, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Skagg's
Mesa(21)	NA	Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Diamonds, JCPenney
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Hahn's Mkt.
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics

Principal Shopping Days-Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreen 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2; Long's 2.
Discount Stores-Gemco; Smitty's; K mart 2; Thrifty 2; Yellow Front 8.
Chain Supermarkets-Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's Big Town 3; Fry's 4; Alpha Beta 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Lehart Hdwe.; Foxworth Lbr.; O'Malley Lumber; Lee Optical; Mesa Optical.

14 - NEWSPAPERS: TRIBUNE (m) 36,127; (S) 36,276; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Rick Cluff, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press, Inc.

NOGALES

1 - LOCATION: Santa Cruz County, E&P Map C-4, County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
City 80 Cen. 15,683; Loc. Est. 16,740
County 80 Cen. 20,459; Loc. Est. 21,839

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,765
County 80 Cen. 5,999; Loc. Est. 6,684

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings&Loan/Comm.	5	N.A.

6 - PASSENGER AUTOS: County 11,763

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on west coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Neutral, very soft.

A bird's eye view.

From a national perspective, Phoenix has always been an important part of the big picture.

Because of an explosive growth pattern and a noticeable skew toward upscale demographics, Phoenix has long been an attractive market to national advertisers.

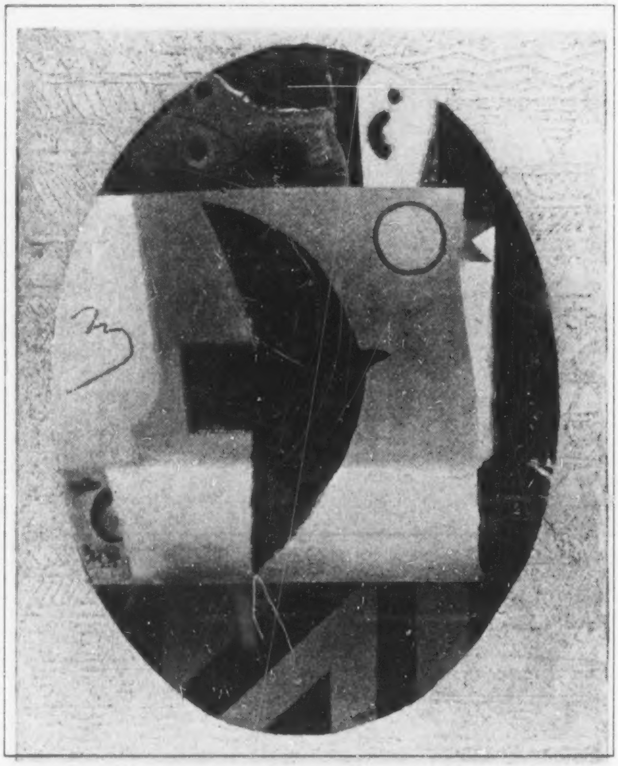
Phoenix is now firmly entrenched as a "top 25" market. And, as a whole, Phoenix residents still tend to be younger, better-educated and more affluent than the national norm.

The median age in Phoenix is 30.5. Half of all adults are college-educated. And 40% enjoy annual household incomes of $25,000 or more.

Seven out of ten of these upscale adults are reached with an average daily issue of The Arizona Republic/The Phoenix Gazette.

Across the nation, few major metro newspapers deliver comparable media dominance of such a rapidly emerging audience. And few major markets have such a decidedly upscale audience to offer.

Phoenix. It's a rare bird indeed.



THE PHOENIX BIRD by Max Papart. This is his vision of the mythical Phoenix bird that consumed itself on a pyre of spices and was reborn. A commissioned painting from the Collection of The Arizona Republic/The Phoenix Gazette.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

A Member of Million Market Newspapers, Inc.

Sources: Scarborough Research, 1981. S&MM Survey of Buying Power, 1982.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Sabina Ceramics

Principal Shopping Days-Fri., Sat., Thu.

13 - RETAIL OUTLETS: Department Stores-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 3,875; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. center, high-technology. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, Texas.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir; Western; Wein Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 764,911; Loc. Est. 849,000
CZ-ABC: (80) 1,473,759; (83) 1,609,600
RTZ-ABC: (80) 260,276; (83) 284,400
County/MSA 80 Cen. 1,509,052; Loc. Est. 1,605,500
City & RTZ-ABC: (80) 1,734,035; (83) 1,894,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 284,780; Loc. Est. 303,000
County/MSA 80 Cen. 544,759; Loc. Est. 588,000
CZ-ABC: (80) 533,365; (83) 599.800
RTZ-ABC: (80) 87,798; (83) 99,800
City & RTZ-ABC: (80) 621,163; (83) 699,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$7,625,722,000
Commercial	21	$15,454,786,000

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: Residence 335,542

8 - GAS METERS: Residence 249,902

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 107,600 ($361); Construction 47,600 ($442); Retail & Wholesale 170,200 ($205 Ret., $442 Whl).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-84; Summer 78-105; Fall 45-75; Winter 38-65.

11 - TAP WATER: Alkaline, 10 grains of hardness per gallon; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Diamonds, Goldwater's, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(53)	NA	Broadway, I. Magnin, Saks
Camel View Plaza(26)	NA	Bullock's, Sakowitz
Chris-Town(150)	NA	Broadway, Bullocks, JCPenney, Montgomery Ward
Colonnade(60)	NA	Joskes, Mervyns, Marshalls, Sears
Fiesta Mall(140)	NA	Broadway, Diamonds, Goldwater's, Sears
Los Arcos Mall(83)	NA	Broadway, Sears
Maryvale Mall(55)	NA	Mervyns
Metrocenter(265)	NA	Broadway, Diamonds, Joskes, Sears, Goldwater's
Paradise Valley Mall(130)	NA	Diamonds, JCPenney, Goldwater's
Scottsdale Fashion Square	NA	Diamonds, Goldwater's
Thomas Mall(80)	NA	Diamonds, Mont. Ward
Tri-City Mall(61)	NA	Diamonds, JCPenney
Valley West(75)	NA	Montgomery Ward, Boston Store, JCPenney
Westridge Mall(85)	NA	Diamonds, Sears, JCPenney

Principal Shopping Days-Wed., Thurs., Fri., Sat. Groceries-Wed., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullocks; Diamonds; Goldwater's; JCPenney; Montgomery Ward; Sears; Joske's; Mervyn's; Smitty's.
Discount Stores-Yates; Yellow Front; Smitty's; K mart; Gemco; La Belle's; Loehmanns; Marshalls; Price Club.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Sakowitz; Saks; Switzer's; Lady Marden; Starretts; Lemer's; Angel's; Handyman; O' Malley BMC; Appliance TV City; Home TV & Appliance; Levitz Furn.; Lew Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 301,243; GAZETTE (e) 119,833; ARIZONA REPUBLIC (S) 448,771; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/ GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Mkt. Newspapers.

PRESCOTT

1 - LOCATION: Yavapai County, E&P Map C-2, County Seat. Shipping center for livestock and agricultural products. N central part of state. 394 mi. from Los Angeles; 989 mi. from Denver; 96 mi. from Phoenix; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; Loc. Est. 21,666
PMA-ABC: (80) 34,797; (83) 39,000
RTZ-ABC: (80) 8,458; (83) 11,200
County 80 Cen. 68,145; Loc. Est. 76,428
Total PMA & RTZ-ABC: (80) 43,255; (83) 50,200

4 - HOUSEHOLDS:
City 80 Cen. 7,971; Loc. Est. 8,076
County 80 Cen. 26,599; Loc. Est. 31,273
PMA-ABC: (80) 13,427; (83) 15,600
RTZ-ABC: (80) 3,126; (83) 4,300
Total PMA & RTZ-ABC: (80) 16,553; (83) 19,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: County 43,939

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 7,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-VH Hosp. 451; Utilities 302; Electric Goods 440; Clothing 260.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez. Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Marina St. (1 block); Ponderosa Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culver TV(9)	NA	Singer Sewing Center
Park Plaza(10)	NA	SupeRx, Safeway
Ponderosa(25)	NA	Bayless, Sears, TG&Y, Zales, SupeRx
Prescott(17)	NA	Rexall, Fry's Food Store
Prescott Valley	NA	Safeway, Revco
Iron Springs(9)	NA	

Principal Shopping Days-Sat., Thu.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Western Auto; Seits; Pennington; Comet; Sears; K mart.
Discount Stores-Yellow Front; Checker.
Variety Stores-Comet; Sprouse Reitz; TG&Y.
Chain Drug Stores-Rexall; SupeRx; Key Rexall.
Chain Supermarkets-Safeway 3; Fry's; Food Basket 2; Bayless.
Other Chain Stores-Firestone; McMahns; Mode O'Day; Western Auto.

14 - NEWSPAPERS: COURIER (e-mon to fri) 11,163; (S) 11,480; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Mansky, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham/Newspaper Sales.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: Airlines-TWA; American; Frontier; Air West; Western; Continental; Delta; Aero Mexico; Pacific Southwest; USAir; United; Pan Am; Eastern; Northwest Orient.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; Loc. Est. 92,730
PMA-ABC: (80) 152,428; (83) 163,700
County/MSA 80 Cen. 1,509,262; Loc. Est. 1,644,873
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,295; Loc. Est. 40,928
County/MSA 80 Cen. 544,252; Loc. Est. 621,409
PMA-ABC: (80) 56,756; (83) 63,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Elec. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Scottsdale Rd.; and one block E. and W. from 2nd St. to Shea Blvd., corner of McDowell, Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Borgata(60)	1	Grand Maison de Blanc, Pierre Dieux
Camelback Mall(30)	0	Safeway, Thrifty
Camelback's Miller Plaza(28)	0	Skagg's, Angel's
Camel View(20)	0	Sakowitz, Bullock's
Fifth Ave. Shops(225)	0	David Frank
Frontier Town(18)	0	SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)	0	Sears, Broadway
Lucky(12)	0	Lucky's, Thrifty
McDowell Plz.(25)	1	
Old Town(212)	0	Skaggs
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)	0	Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Fashion Sq.(68)	0	Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)	0	Walgreen, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Earl's Food, TG&Y
Smithy's Bigtown(8)	1	Smithy's, Western Savings
Paseo Village(30)	1	Alpha Beta, Town & Country
Stetson Sq.(31)	0	
Indian School & Miller Plz.(14)	0	Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Diamond's; JCPenney; Goldwater's; Hanny's; Smitty's; Sakowitz; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; LaBelle's Distributing 2; Appliance TV City.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Revco 3; Skagg's 4; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Pittsburgh Plate Glass; Uniroyal; Angel's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 18,964; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Alcott, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press, Inc.

SIERRA VISTA

1 - LOCATION: Cochise County, E&P Map D-4. Military center, construction industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise; Copper State.

3 - POPULATION:
Corp. City 80 Cen. 25,968; Loc. Est. 26,480
County 80 Cen. 86,717; Loc. Est. 88,484

4 - HOUSEHOLDS:
City 80 Cen. 7,708; Loc. Est. 8,091
County 80 Cen. 29,174; Loc. Est. 31,314

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$60,500,000
Commercial	3	$32,439,790

6 - PASSENGER AUTOS: County 41,439

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Sierra Vista's economy and activity is closely related to the U.S. Army's Fort Huachuca. Current post population is 16,194 including 6,331 military and 4,885 civilian workers. Also included are vendors, their employees, auxiliary personnel and dependents. Major organizations at Ft. Huachuca include the U.S. Army Communications Command, the U.S. Army Intelligence Center and School, the U.S. Army Electronic Proving Ground, U.S. Army Communications Electronic Installation Agency, and the U.S. Army Security Agency Test and Evaluation Center. Fort Huachuca had a total import (wages, contracts, procurement) in Arizona of $4.9 million in fiscal year 1980.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Area-3-mile strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping centers grouping along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plaza(16)	NA	Sear's, El Rancho
El RAncho	NA	McCrory's
Shade's Plaza(6)	NA	JoAnn's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All shopping centers every night until 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward (catalog).
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front; Ben Franklin.
Chain Drug Stores-Thrifty; Revco.
Chain Supermarkets-Food Giant; Safeway; El Rancho; Bayless; Circle K; 7-Eleven.
Other Chain Stores-JoAnn's.

14 - NEWSPAPERS: HERALD-DISPATCH (e-mon to fri; S) 5,460; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD-DISPATCH, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. PMA includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA) 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; Loc. Est. 48,843
PMA-ABC: (80) 46,886; (83) 51,800
County/MSA 80 Cen. 1,509,262; Loc. Est. 1,644,873

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; Loc. Est. 20,464
PMA-ABC: (80) 26,156; (83) 30,000
County/MSA 80 Cen. 544,252; Loc. Est. 621,409

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	9	$1,250,000,000

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) Majority Retail Services, Real Estate & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. Ann. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Safeway
Hadley's Ctr.(10)	NA	Hadley's
La Ronde(36)	NA	Revco
Royal Oak	NA	SupeRx
Sun Bowl Plz.(34)	NA	Safeway
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plaza 99(12)	NA	King's Table

13 - RETAIL OUTLETS: Variety Stores-TG&Y; Sprouse Reitz, Yellow Front.
Chain Drug Stores-Walgreen; Revco; Value Drug; Longs Drugs; SupeRx.

14 - NEWSPAPERS: NEWS-SUN (e) 17,258; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Block, Display Adv. Mgr., NEWS-SUN, 10020 Santa Fe Dr., Sun City, AZ 85372; Tel. (602) 977-8351.
National Representative: Branham/Newspaper Sales.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; USAir; Air West; Western; Continental; Delta; Aeronaves de Mexico.

3 - POPULATION:
Corp. City 80 Cen. 106,920; Loc. Est. 116,429
County/MSA 80 Cen. 1,509,262; Loc. Est. 1,644,873

4 - HOUSEHOLDS:
City 80 Cen. 37,277; Loc. Est. 40,816
County/MSA 80 Cen. 544,252; Loc. Est. 621,409

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	8	$248,400,000

6 - PASSENGER AUTOS: County 806,546

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Casting 475; Rolling Mill 375; SRP Hqtrs. 910; Garments 400; Electronics 700; Insurance 450; Food Dist. 650; Misc. 1,000. Also Arizona State University (37,122 students, 4,750 faculty and staff).

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreen
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Woolco, Fry's, SupeRx
Lake Country(40)	NA	Safeway, Skagg's
Valley Plaza(13)	NA	TG&Y, Revco, Bayless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-TG&Y Family Center; Smitty's; Mervyn's; Gemco; K mart; Marshall's.
Variety Stores-TG&Y.
Chain Drug Stores-Skaggs; SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreen.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (m) 9,923; (S) 9,977; Mar. 31, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Don Nelson, Adv. Mgr., NEWS, 607 Mill Ave., Tempe, AZ 85282; Tel. (602) 967-3321.
National Representative: Landon Associates; U.S. Suburban Press, Inc.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4, County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; **Amtrak.**
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; American; Continental; Copper State; Eastern; Frontier; Golden; PSA; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 330,537; Loc. Est. 342,501
CZ-ABC: (80) 512,105; (83) 560,900
RTZ-ABC: (80) 241,857; (83) 260,600
County/MSA 80 Cen. 531,263; Loc. Est. 576,082
City & RTZ-ABC: (80) 753,962; (83) 821,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; Loc. Est. 133,177
County/MSA 80 Cen. 195,460; Loc. Est. 221,836
CZ-ABC: (80) 189,872; (83) 216,000
RTZ-ABC: (80) 76,353; (83) 85,500
City & RTZ-ABC: (80) 266,225; (83) 301,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$5,328,412,000
Commercial	7	$11,398,909,000

6 - PASSENGER AUTOS: County 264,107

7 - ELECTRIC METERS: 197,644

8 - GAS METERS: 146,687

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 24,400 ($334); Mining 7,400 ($519); Construction 11,200 ($423); Ret. & Whsle. Trade 43,800 (N.A.); Trans., Util. 8,500 ($418); Govt. 44,700 (N.A.)
Principal Pay Days-Fri., 1st, 15th, 5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-90; Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26. Last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; **Alkaline**, very hard. North Side Reservoir No. 3; **Alkaline**, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(124)	NA	JCPenney, Levy's, Mont. Ward, Goldwaters
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway
Tucson Mall(104)	NA	

Principal Shopping Days-Tues. thru Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Southwest 2; Diamond's 2; Goldwater's 2; Levy's 2; JCPenney 2; Steinfeld's; Montgomery Ward; Korby's; Mervyn's; Sears 2.
Discount Stores-Davis Monthan AFB PX; Fed Mart; Woolco 3; Yellow Front 6; Super City 9; K mart 4; Jewelcor 2; La Belle's 2; Zody's 2.
Variety Stores-Sprouse Reitz 5; McLellan's 3; Ben Franklin; TG&Y 2.
Chain Drug Stores-Walgreen 11; Revco 16; Skagg's 5; Thrifty 7; Defender 5; United 6; Long's; Rexall.
Chain Supermarkets-Alpha Beta 4; Bayless 11; Circle K 96; El Grande 4; Food Giant 12; Gemco 2; Lucky 13; Low Cost 2; Safeway 13; Fry's 5; Del Monte 2; Quik Mart 18; 7-Eleven 28; U-Totem 24; Lavicios 6; E-Z Save; Warehouse Foods; United Market.
Other Chain Stores-Ace Hardware 5; Ann Mercer 2; Baker's Shoes 3; Barrow's Furniture; Baum & Adamson; Browse Around 3; Carpet Giant 2; Cele Peterson 4; Checker Auto Parts 9; Cloth World 2; College Shop; Complete Auto Supply; Custom Hi-Fi Discount; Daniel's Jewelers 5; Discount Nursery 5; Fashion Conspiracy 4; Firestone 4; Fitzgerald TV; Florsheim Shoes 3; Flash's TV; Franklin's Men's Store 3; Giberts 2; Gallenkamp's 3; Goldwyn's; Handy Andy 4; Handyman 2; Hirsh's Shoes 3; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 4; Lewis Salon Shoes; May's 4; Mode O'Day 3; National Shirt Shop; Payless; Cashway Lumber 2; Plant World 5; Radio Shack 16; Regal Shoes 3; Lou Regester; Shoe Corral; Singer Co. 2; Size 5-7-9 2; Thom McAn 3; Standard Brands 2; Vicki Wayne 3; Western Auto 2; Wood Bros. 2; Zale's.

14 - NEWSPAPERS: STAR (m) 77,809; CITIZEN (e) 67,110; STAR (S) 146,108; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Quentin J. Robb, Nat'l. Adv. Dir., STAR AND CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 573-4211.
National Representative: Gannett Newspaper Advertising Sales.

YUMA

1 - LOCATION: Yuma County, E&P Map B-3, County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-9 interstate.
Airlines-Sunaire; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 42,481; Loc. Est. 45,840
PMA-ABC: (80) 64,321; (83) 70,200
County 80 Cen. 90,554; Loc. Est. 96,405
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; Loc. Est. 14,218
County 80 Cen. 29,848; Loc. Est. 33,295
PMA-ABC: (80) 21,931; (83) 24,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$399,842,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 45,846

7 - ELECTRIC METERS: Residence 27,288 (Yuma area)

8 - GAS METERS: Residence 12,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-RR 1,050 ($275); Agriculture 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-105; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plaza (27 stores), 24th St. & Ave. A; Westbluff Center (8 stores), 24th St. and Ave. A; Western Village (11 stores), 14th St. & 4th Ave.; Alpha Beta Center, 4th Ave. & Catalina.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, TG&Y, Anthony's
Bayless(10)	4	Bayless, Family Dept.
Westgate Mall(52)	4	Walgreen, Safeway, Aim for the Best
Southgate Mall(33)	4	Albertson's, Thrifty, JCPenney
Territorial Mall	NA	Western Auto, Thrifty Drug
Alpha Beta	NA	Alph Beta, Long's Drug

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: Department Stores-J.M. McDonald; JCPenney; Family; C.R. Anthony; Ken Lewis Men's Wear; Sears; Harfield's; Mr. C's; Mervyn's.
Variety Stores-Rasco; TG&Y; Aim For the Best.
Chain Drug Stores-Thrifty 2; Walgreen; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 3; Low Cost; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores-Sweetbriar (women's clothing); Karl's (shoes); Western Auto; Firestone; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy; BF Goodrich; Daniel's Jewelers; House of Fabrics; Sherwin-Williams; Radio Shack; The Kloth Knight; O'Malley Lumber Co; Kid's Mart; Pam's.

14 - NEWSPAPERS: SUN (e-mon to fri) 25,000; (S) 25,226; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Craig, Mkt. Dir., SUN, PO Box 2710, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pine Bluff-Jefferson County.
Texarkana, Ark.-Tex.-Miller County, Ark.; Bowie County, Tex.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	158	175	178
5-14 Years	383	366	372
15-24 Years	326	408	415
25-44 Years	411	583	593
45-64 Years	407	442	450
65 and Over	238	312	318
TOTAL	1,923	2,286	2,326

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	269	432	611
General Mdse	434	751	1,112
Food	800	1,453	2,426
Automobiles	939	1,539	2,228
Gasoline Stations	335	496	917
Apparel	215	326	489
Furniture	177	267	402
Eat-Drink Places	198	385	747
Drugs	122	193	329
TOTAL SALES	3,912	6,383	10,175

ARKADELPHIA

1 - LOCATION: Clark County, E&P Map B-3, County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Buslines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; Loc. Est. 9,836
County 80 Cen. 23,326; Loc. Est. 23,460

4 - HOUSEHOLDS:
City 80 Cen. 3,267; Loc. Est. 3,283
County 80 Cen. 8,134; Loc. Est. 8,604

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$70,188,000
Savings & Loan	2	$28,000,000

6 - PASSENGER AUTOS: County 8,788

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Work Pants 350; Brassiere Plant 340; Aluminum 600; Sawmill [illegible]50; Marine 245; Gypsum Pdts. 130; Bearing [illegible]00.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Magic Mart); Neel's.
Principal Shopping Days: Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dew-Orr; JCPenney; West's.
Discount Stores-Howard; Wal-Mart.
Chain Drug Stores-Walgreen (Fuller's) 2; Rexall (Phillips).
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,853; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Butch Kluth, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St., Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; Loc. Est. 8,326
County 80 Cen. 30,147; Loc. Est. 31,677

4 - HOUSEHOLDS:
City 80 Cen. 3,272; Loc. Est. 3,429
County 80 Cen. 10,901; Loc. Est. 12,019

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 12,479

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Rubber Pdts. 206 (NA); Poultry Processing 202 ($160); Thermostats, Gas Burners 500 (NA); Lime Mfg. 327 (NA); Shoes 500 (NA); Egg Processing ($160); Banquet Frozen Foods ($160); Others ($120); Arkansas Eastman ($200); Independence Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thurs., Fri., Sat.

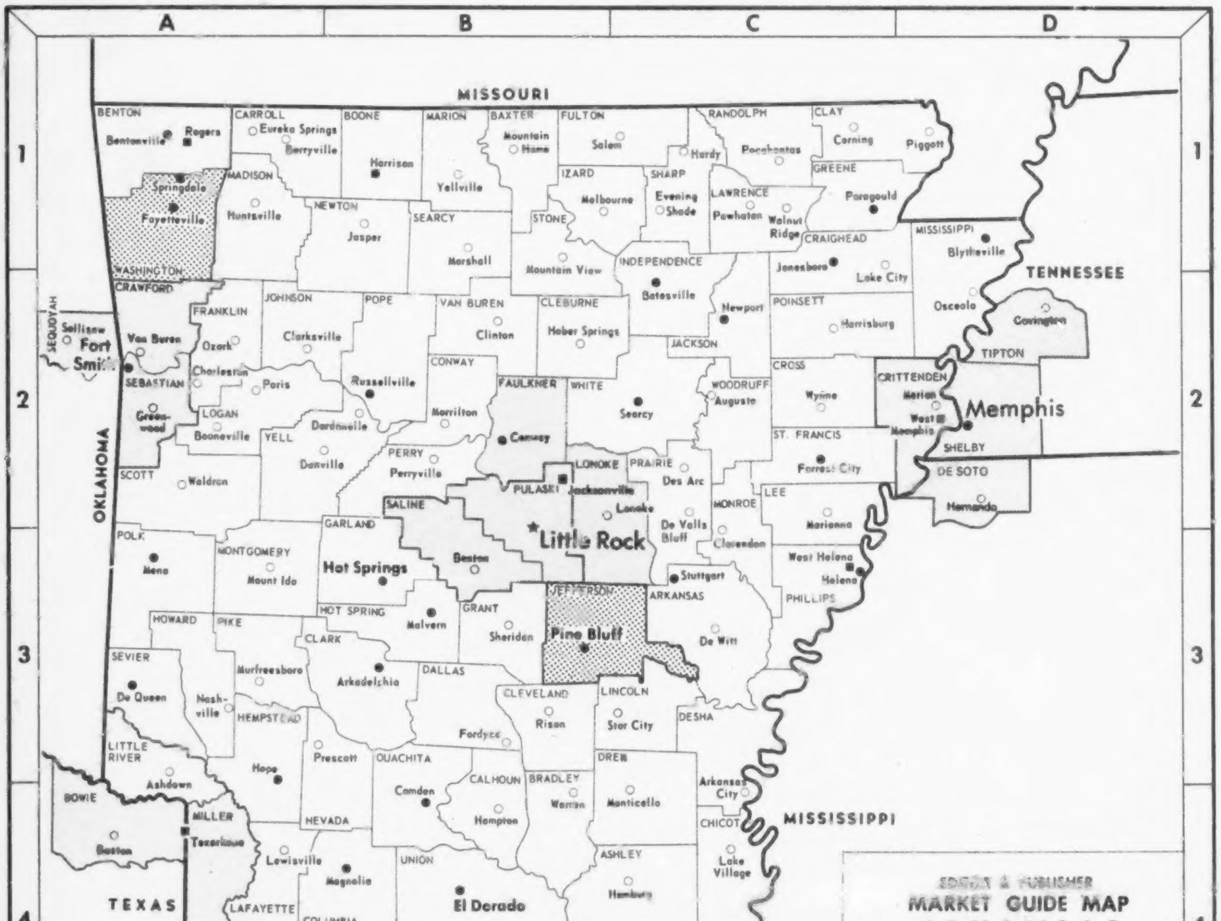
13 - RETAIL OUTLETS: Department Stores-Cato's; Barnett Bros.; Montgomery Ward; Fitzhush's; Sears; Woodson's.
Variety Stores-Dollar General; TG&Y.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; Magic Mart.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Van Atkins; Tradewinds Dress Shop; She Shop; Harris Style Shop; Miller's; Jr. Junction; The Specialty Shop; Wells Style Shop; Furniture: Batesville, Bowling, Russ, Whitting's, Skinner's; Shoes: Monday's, Hellers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 9,034; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: Railroads-Missouri Pacific.


A
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MISSOURI
TENNESSEE
MISSISSIPPI
OKLAHOMA
TEXAS
LOUISIANA
BENTON
Bentonville
Rogers
CARROLL
Eureka Springs
Berryville
BOONE
Harrison
MARION
Yellville
BAXTER
Mountain Home
FULTON
Salem
RANDOLPH
Pocahontas
CLAY
Corning
Piggott
Hardy
Springdale
Fayetteville
MADISON
Huntsville
WASHINGTON
NEWTON
Jasper
SEARCY
Marshall
STONE
Mountain View
IZARD
Melbourne
SHARP
Evening Shade
LAWRENCE
Powhatan
Walnut Ridge
GREENE
Paragould
CRAIGHEAD
Jonesboro
Lake City
MISSISSIPPI
Blytheville
Osceola
Covington
TIPTON
INDEPENDENCE
Batesville
Newport
POINSETT
Harrisburg
CRAWFORD
SEQUOYAH
Sallisaw
Fort Smith
Van Buren
FRANKLIN
Ozark
Charleston
JOHNSON
Clarksville
POPE
Russellville
VAN BUREN
Clinton
CLEBURNE
Heber Springs
JACKSON
CROSS
Wynne
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
SEBASTIAN
Greenwood
Paris
LOGAN
Booneville
YELL
Danville
Dardanelle
CONWAY
Morrilton
FAULKNER
Conway
WHITE
Searcy
WOODRUFF
Augusta
ST. FRANCIS
Forrest City
DE SOTO
Hernando
SCOTT
Waldron
PERRY
Perryville
PULASKI
Jacksonville
LONOKE
Lonoke
PRAIRIE
Des Arc
LEE
Marianna
MONROE
Clarendon
SALINE
Benton
Little Rock
GARLAND
Hot Springs
De Valls Bluff
Stuttgart
POLK
Mena
MONTGOMERY
Mount Ida
HOT SPRING
Malvern
GRANT
Sheridan
JEFFERSON
Pine Bluff
ARKANSAS
De Witt
West Helena
Helena
PHILLIPS
HOWARD
PIKE
CLARK
Arkadelphia
Murfreesboro
SEVIER
De Queen
Nashville
DALLAS
Fordyce
CLEVELAND
Rison
LINCOLN
Star City
DESHA
HEMPSTEAD
Hope
LITTLE RIVER
Ashdown
Prescott
OUACHITA
Camden
CALHOUN
Hampton
BRADLEY
Warren
DREW
Monticello
Arkansas City
BOWIE
Boston
MILLER
Texarkana
NEVADA
Lewisville
CHICOT
Lake Village
ASHLEY
Hamburg
UNION
El Dorado
Magnolia
LAFAYETTE
COLUMBIA
BOSSIER
Benton
Shreveport
CADDO
SCALE IN MILES
0
25
50
75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,438; Loc. Est. 18,050
County 80 Cen. 52,881; Loc. Est. 55,900
MSA 80 Cen. 474,204; Loc. Est. 506,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; Loc. Est. 6,400
County 80 Cen. 17,477; Loc. Est. 18,800
MSA 80 Cen. 168,985; Loc. Est. 188,821

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$108,220,000
Savings & Loan	3	$68,000,000

6 - PASSENGER AUTOS: County 26,832

7 - ELECTRIC METERS: Residence 6,145

8 - GAS METERS: Residence 7,046

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Military Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Military Plaza(14)	1	Wal-Mart
Niloak Square(12)	1	Kroger, Magic Mart
Plaza Center	1	Gibson's, Cinema
Lincoln Square(20)	1	

13 - RETAIL OUTLETS: Department Stores-Gingle's; West's; Otasco.
Discount Stores-Gibson's; Wal-Mart; Magic Mart; Fred's Dollar Store; Dollar General Store.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Pharm.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,164; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising **Data:** Sam Hodges, Pub.; Gene Austin, Gen. Mgr., COURIER, 322 Main St., Benton, AR 72015; Tel. (501) 847-0109.
National Representative: None.

BENTONVILLE

1 - LOCATION: Benton County, E&P Map A-1, County Seat. NW portion of state. Livestock market. Hwy. 71.

2 - TRANSPORTATION: Intercity Bus Lines-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; Loc. Est. 8,899
County 80 Cen. 78,115; Loc. Est. 78,934

4 - HOUSEHOLDS:
City 80 Cen. 3,248; Loc. Est. 3,272
County 80 Cen. 28,622; Loc. Est. 30,241

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,358,000
Savings & Loan	4	$223,328,000

6 - PASSENGER AUTOS: County 38,523

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Wal-Mart Stores, Inc.; Kraft Foods; CTS; Gold Kist; Wendt Sonis; Bentonville Casting; Tysons; Foam Moulding (Skelly Engr.).
Number of Wage Earners-County 6,888. Av. Wkly. **Wage** $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10. Last killing frost, April 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart-Old Town Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwest Arkansas Mall(50)	23	Sears, JCPenney, Dillards
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Center	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-Phillips Foods.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,775; (S) 6,125 sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** Bob Rendon, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Papert Companies.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state. 70 mi. N of Memphis; 230 mi. S of St. Louis; 5 mi. W of Mississippi River, U.S. Hwys. 61 & 55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; Loc. Est. 24,230
County 80 Cen. 59,517; Loc. Est. 58,784

4 - HOUSEHOLDS:
City 80 Cen. 8,086; Loc. Est. 8,166
County 80 Cen. 19,757; Loc. Est. 20,359

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 22,536

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (NA); Chemicals 325 (NA); Clothing 250; Air Force Installation, 3,500 military & civilian personnel.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts.; 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N. 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N. 6th, 6 blocks; Day Shpg. Ctr., N. 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
U.S. Hwy 61	NA	Safeway, Mont. Ward
Blytheville Plz(19)	NA	Walgreen, IGA
Town North(5)	NA	Kroger, Magic Mart, JCPenney
Day Center(14)	NA	Mont. Ward, Safeway

Principal Shopping Days-Sat. and Fri.
Stores Open Evenings-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears (catalog); West's.
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Magic Mart.
Chain Drug Stores-Pill Box; Plaza 2.
Chain Supermarkets-Kroger; Safeway; Hays 4; IGA; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Hays; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 10,680; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data:** Charles Berry, Bus. Mgr., COURIER-NEWS, PO Box 1108, Blytheville, AR 72315; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential center. S central Arkansas. 102 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2-TRANSPORTATION: Railroads-Cotton Belt; Missouri Pacific; Rock Island.
Airlines-Sunbelt.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Missouri Pacific Trans. Co.; Arkansas Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 15,356; Loc. Est. 15,719
County 80 Cen. 30,541; Loc. Est. 30,975

4 - HOUSEHOLDS:
City 80 Cen. 5,883; Loc. Est. 6,241
County 80 Cen. 11,198; Loc. Est. 11,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$90,233,000
Savings	2	$77,340,000
Savings & Loan	3	$60,464,507

6 - PASSENGER AUTOS: County 13,655

7 - ELECTRIC METERS: Residence 7,521

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Ammunition; Paper Prod.; Furn.; Roofing; Air Condit. Mfg.; Pub. and Pottery; Electronics; Machy.; Printing Ink; Truck Trailers; Mobile Homes; Garment Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardinal(12)	1	Piggly Wiggly
Garden Oaks(15)	4	Piggly Wiggly,
Wal-Mart	NA	Howard's, Wal-Mart
West Gate(8)	NA	Handi Pack Grocery

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; JCPenney; Belk-Jones; Beall's Credit Shop; Freers.
Discount Stores-Gibson's; Howard's; Wal-Mart.
Variety Stores-Bargain World; Varieties; P.N. Hirsch.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 6,019; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** Cheryl Shikle, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County, (In Little Rock-N. Little Rock MSA), E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; Loc. Est. 20,639
County 80 Cen. 46,192; Loc. Est. 48,033
MSA 80 Cen. 474,204; Loc. Est. 506,705

4 - HOUSEHOLDS:
City 80 Cen. 6,798; Loc. Est. 6,955
County 80 Cen. 15,483; Loc. Est. 16,806
MSA 80 Cen. 168,985; Loc. Est. 188,821

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$123,663,000
Savings & Loan	4	$88,055,935

6 - PASSENGER AUTOS: County 18,350

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 6,208

9 - PRINCIPAL INDUSTRIES: Shoes; Food and Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Machinery; School Furniture; Paper Boxes; Pianos; Furniture; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Kotex Products; Wheel Alignment Products; Water Pumps; Horse Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Con-Ark(10)	NA	Rexall Drugs
Mid-Town(2)	NA	
Faulkner Plaza(15)	NA	Kroger, Wal-Mart
North Plaza(12)	NA	Piggly Wiggly, West's, Gibson's
Oak St.(2)	NA	Safeway, Duckwall-Alco

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West's; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Gibson's; Ashleys; Duckwall-Alco.
Chain Drug Stores-Village Rexall; Village Mart.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (eS) 9,076; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising **Data:** Pat Valachovic, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.
National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carries-4.
Intercity Bus Lines-Jordan; Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 4,594; Loc. Est. 4,640
County 80 Cen. 14,060; Loc. Est. 14,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,884; Loc. Est. 1,923
County 80 Cen. 5,527; Loc. Est. 5,619

5 - BANKS	**NUMBER**	**DEPOSITS**
	2	$55,183,000

6 - PASSENGER AUTOS: County 5,912

7 - ELECTRIC METERS: Residence 1,943

8 - GAS METERS: Residence 1,992

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Timber Products 1,693 ($350); Poultry Processing 912 ($180); Shoe Mfg. 30 ($305).

10 - CLIMATE: Min. and Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Knight's; Fred's; Gibson's; Mullin's; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,756; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data:** Ray Kimball, Pub., CITIZEN, PO Box 1000, De Queen, AR 71832; Tel. (501) 642-2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 119 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Missouri Pacific; Rock Island.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 26,685; Loc. Est. 24,119
CZ-ABC: (80) 25,270; (83) 24,100
RTZ-ABC: (80) 23,303; (83) 23,300
County 80 Cen. 49,988; Loc. Est. 49,363
City & RTZ-ABC: (80) 48,573; (83) 47,400

4 - HOUSEHOLDS:
City 80 Cen. 11,176; Loc. Est. 10,581
CZ-ABC: (80) 9,831; (83) 9,700
RTZ-ABC: (80) 8,249; (83) 8,600
County 80 Cen. 20,226; Loc. Est. 19,247
City & RTZ-ABC: (80) 18,080; (83) 18,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$49,000,000
Commercial	3	$104,000,000

6 - PASSENGER AUTOS: County 21,657

7 - ELECTRIC METERS: Residence 14,750

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chemical 149; Pet. Ref. 1,134; Const. 680; All Mfg. 12,147.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center- Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	Brookshire's, Montgomery Ward
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's
Mellor Park(16)	NA	Kroger, SupeRx, Wal-Mart
Northwest Vlg.(16)	NA	West's, Safeway, Walgreen

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown Fri. to 8:30; Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; B.W. Reeves; J.A. West.
Discount Stores-Howard Bros.; Dollar General; Gibson's 2; K mart; Wal-Mart.
Variety Stores-P.N. Hirsch.
Chain Drug Stores-Rexall; Walgreen; SupeRx.
Chain Supermarkets-Safeway; Kroger; Brookshire's; Smitty's.
Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Oklahoma Tire; Union Tire; Regent Clothing; Singer Co.; Sherwin Williams; Zale's Jewelry; Colonial Bakery; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,099; (S) 11,378; Mar. 31, 1983 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, PO Box 912, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62 & 71; State Hwys. 16, 45, 112, 180 & 265.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-5.
Airlines-Skyways; Metro.
Bus Lines-Continental; Jefferson; KG Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,604; Loc. Est. 38,000
CZ-ABC: (80) 36,608; (83) 36,900
RTZ-ABC: (80) 82,850; (83) 87,400
County 80 Cen. 99,735; Loc. Est. 104,300
MSA 80 Cen. 99,735; Loc. Est. 103,966
City & RTZ-ABC: (80) 42,867; (83) 46,200

4 - HOUSEHOLDS:
City 80 Cen. 13,480; Loc. Est. 14,100
County 80 Cen. 35,825; Loc. Est. 39,077
MSA 80 Cen. 36,072; Loc. Est. 39,077
CZ-ABC: (80) 13,482; (83) 14,100
RTZ-ABC: (80) 29,385; (83) 32,100
City & RTZ-ABC: (80) 42,867; (83) 46,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$157,020,688
Commercial	3	$333,398,287

6 - PASSENGER AUTOS: County 52,118

7 - ELECTRIC METERS: County 42,550

8 - GAS METERS: Residence 25,621

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly Wage N.A.)-Poultry Proc. 1,700; Clothing 250; Elec. 610; Woodworkers 210; Ptg. 560; Electronics 400; Light Metal 750; Sporting Goods, Fishing Reels 350; Tool & Die 74; Food Proc. 640; Civilian Labor Force (Fayetteville-Springdale SMSA) 76,100.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(29)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(82)	NA	Sears, Woolworth, Mode O'Day, Dillard, JCPenney, Kinney's
Highway 71 N.	NA	Wal-Mart, K mart, Consumers Market
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Wal-Mart
Westgate(11)	NA	IGA, Wal-Mart, Ashley's
Downtown(45)	NA	Campbell Bell, Lewis Bros.

Principal Shopping Days-Wed., Thurs., Sat.; Food, Discount, & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Campbell Bell; Montgomery Ward; JCPenney; Boston Store; C.R. Anthony; Sears; Dillard's.
Variety Stores-Woolworth's; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Ashleys; Mathias.
Chain Drug Stores-Collier (Rexall) 3; Consumer's.
Chain Supermarkets-Consumers IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Food 4 Less.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e-mon to fri) 10,655; (m-sat) 10,358; (S) 11,468; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., PO Box D, Fayetteville, AR 72701; Tel. (501) 442-6242.
National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis.

2 - TRANSPORTATION: Railroads-CRI&P; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; Loc. Est. 14,067
County 80 Cen. 30,858; Loc. Est. 30,441

4 - HOUSEHOLDS:
City 80 Cen. 4,651; Loc. Est. 4,802
County 80 Cen. 9,930; Loc. Est. 10,264

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$85,044,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 10,656

7 - ELECTRIC METERS: Residence 4,450

8 - GAS METERS: Residence 3,366

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Television Mfg. 1,800; Materials Handling Equip. 690; Elect. Motors 465; Textiles 290; Ind. Heating & Air Cond. Equip. 150; Farm Mochy. 150; Timber Planning Mills 155.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center 10 blocks in downtown area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(7)	NA	
Valli-Vista(25)	NA	Gibson, Kroger, SupeRx

Principal Shopping Days-Gen. Mdse.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Sears; Graber's; Fussell-Graham-Alderson Co.; Colony Shop; Phillips Ladies Apparel.
Variety Stores-Ben Franklin; Sterling.
Discount Stores-Gibson's.
Chain Supermarkets-Vandiver's 2; Lindsey Food Center; Kroger; Liberty; Big Star.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,188; sworn Sept. 30, 1982
Local Contact for Advertising and Merchandising Data: Trent Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Landon Associates.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 71, 271, 64 [illegible] Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 70,608
CZ-ABC: (80) 89,851; (83) 90,900
RTZ-ABC: (80) 202,700; (83) 214,800
County 80 Cen. 94,930; Loc. Est. 95,431
MSA 80 Cen. 162,571; Loc. Est. 165,343
City & RTZ-ABC: (80) 292,551; (83) 305,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,654; Loc. Est. 28,654
County 80 Cen. 35,686; Loc. Est. 37,609
MSA 80 Cen. 58,842; Loc. Est. 62,473
CZ-ABC: (80) 34,140; (83) 35,900
RTZ-ABC: (80) 71,479; (83) 78,500
City & RTZ-ABC: (80) 105,619; (83) 114,400

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$175,000,000
Commercial	3	$401,775,000

6 - PASSENGER AUTOS: County 46,696

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Food Prod. 2,600; Apparel 500; Lumber and Wood Prod. 400; Furniture and Fixtures [illegible]950; Printing Publishing 550; Stone, Clay and Glass Prod. 900; Metal Industries 5,200; Fabricated Metal Prod. 450; All Other Manufacturing 1,650; Non-manufacturing 28,750; Mining 450; Contract Construction 2,400; Wholesale Trade 2,150; Retail Trade 7,100; Financial, insurance and Real Estate 1,450; Service Industries 6,950; Govt. 6,150; All other Non-agricultural employment 6,850; Agriculture 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment (SMSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Village, Greenwood & Rogers Aves.; Park Plaza 3400 Rogers Ave., Phoenix Village, Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers and Waldron Road; Waldron Square, 5300 Rogers Ave.; Towson Plaza, [illegible]600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plaza(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Park Plaza(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thurs.
Stores Open Evenings-Dept.-Thu.; Food-nightly; Central Mall & Phoenix Village-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Center.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 40,527; (m-sat) 39,811; (S) 45,770; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) [illegible] 7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County, E&P Map B-1, County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62 & 65.

2 - TRANSPORTATION:
Motor Freight Carriers-Garrison.
Intercity Bus Lines-Continental; Sunnyland.
Airline-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,567; Loc. Est. 10,642
County 80 Cen. 26,067; Loc. Est. 29,235

4 - HOUSEHOLDS:
City 80 Cen. 3,931; Loc. Est. 4,771
County 80 Cen. 9,781; Loc. Est. 11,469

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$142,000,000
Commercial	3	$98,000,000

6 - PASSENGER AUTOS: County 12,256

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-100; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe., Williams Mkt.
Ozark Mall(32)	NA	Kroger, Radio Shack
Younes(4)	NA	
Town & Country(4)	NA	

Principal Shopping Days-Tues. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Bee Discount; Magic Mart.
Variety Stores-Sterling; United; Crest Variety; Cost Plus.
Chain Supermarkets-Consumer's; Kroger.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,682; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, 111 W. Rush Ave., Harrison, AR 72601; Tel. (501) 741-2325.
National Representative: Papert Companies.

HELENA-
WEST HELENA

1 - LOCATION: Phillips County, E&P Map C-3, County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; Loc. Est. 20,972
Helena 80 Cen. 9,598; Loc. Est. 9,385
West Helena 80 Cen. 11,367; Loc. Est. 11,587
County 80 Cen. 34,772; Loc. Est. 33,541

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251; Loc. Est. 7,445
Helena 80 Cen. 3,371; Loc. Est. 3,427
West Helena 80 Cen. 3,880; Loc. Est. 4,018
County 80 Cen. 11,434; Loc. Est. 11,562

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,987

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Gibson's, Safeway, McCrory
Tri County Plz(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.E. Mayer, Boston, Stephens; Wall's; Cato; Kenwin; Smith's; Cost Plus.
Variety Stores-Fred's; Bill's Dollar Store; Agee's; McCrory; Ronny's.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-M-C 2; Economy 2.
Chain Supermarkets-Safeway 2; Best; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto 2; Dixie; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri; S) 5,859; sworn Mar. 2, 1983.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St., Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-8.
Airlines-Hope Municipal Airport has two concrete runways; commercial air service is available at Texarkana Municipal Airport, 30 minutes via I-30.

3 - POPULATION:
Corp. City 80 Cen. 10,290; Loc. Est. 10,288
CZ-ABC: (80) 10,290; (83) 10,300
RTZ-ABC: (80) 21,830; (83) 22,100
County 80 Cen. 23,635; Loc. Est. 23,963
City & RTZ-ABC: (80) 32,120; (83) 32,400

4 - HOUSEHOLDS:
City 80 Cen. 3,882; Loc. Est. 3,913
County 80 Cen. 8,578; Loc. Est. 9,133
CZ-ABC: (80) 3,882; (83) 4,000
RTZ-ABC: (80) 7,785; (83) 8,300
City & RTZ-ABC: (80) 11,667; (83) 12,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$111,000,000
Commercial	2	$144,747,248

6 - PASSENGER AUTOS: County 8,682

7 - ELECTRIC METERS: Residence 5,997

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: **Principal Shopping Center**-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, West's Dept., Sears
Harvey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores-TG&Y; Fred's; Bill's Dollar Store.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store; Cato's.

14 - NEWSPAPERS: STAR (e) 4,876; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sibyl Parsons, Adv. Dir., STAR, W. 3rd & Grady Sts., Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Motor Freight Carriers-6.
Airlines-Skyways.

3 - POPULATION:
Corp. City 80 Cen. 35,166; Loc. Est. 33,257
County 80 Cen. 69,916; Loc. Est. 72,084

4 - HOUSEHOLDS:
City 80 Cen. 15,200; Loc. Est. 14,349
County 80 Cen. 27,888; Loc. Est. 30,127

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,125,897,534
Commercial	3	$482,516,000

6 - PASSENGER AUTOS: County 35,188

7 - ELECTRIC METERS: Residence 28,549

8 - GAS METERS: Residence 17,946

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave. Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Ferguson's Furn., Western Auto
Central City(18)	NA	K mart, Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zales
Rector Hts.(2)	NA	Piggly Wiggly, K mart
Mowery-Wyatt(10)	NA	Magic Mart, Walgreen, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rephans 2; Gartenberg's; Dillard's; Kress; Sears; Bealls.
Variety Stores-General Dollar Stores.
Discount Stores-K mart 2; Magic Mart 2; Wal-Mart 2.
Chain Drug Stores-Walgreen 3; Crawford 4; Medical Arts 2; Topmost; Revco 2.
Chain Supermarkets-Safeway 3; Kroger 3; Piggly Wiggly 3; Cooley's; Razorback 3; Budget Saver Foods; Food-4-Less.
Other Chain Stores-Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; S&H Green Stamps; Scotties.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 19,562; (S) 20,562; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St., Hot Springs, AR 71901; Tel. (501) 623-7711.
National Representative. Papert Companies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 27,589; Loc. Est. 31,221
MSA 80 Cen. 474,204; Loc. Est. 506,705
County 80 Cen. 340,613; Loc. Est. 369,192

4 - HOUSEHOLDS:
City 80 Cen. 8,646; Loc. Est. 10,189
County 80 Cen. 124,516; Loc. Est. 141,192
MSA 80 Cen. 168,985; Loc. Est. 188,821

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 175,173

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Apparel Mfg.; Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gregory Place(7)	NA	K mart, Osco, Safeway
Heritage(7)	NA	7-Eleven
Jacksonville(13)	NA	Weingarten's, Sears, Sterling Store, Knight's Food
Jackson Square(10)	NA	Magic Mart, TG&Y, Wal-Mart

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart; Magic Mart; TG&Y; K mart.
Chain Drug Stores-Dotson 2; Price Drug Center; Osco.
Chain Supermarkets-Weingarden; Safeway; Thriftway; Piggly Wiggly; Food 4 Less; Knight's Food.

14 - NEWSPAPERS: NEWS (e) 9,010; (S) 10,990; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: James T. Canfield, Pub.; Ken Elliott, Gen. Mgr., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative: Landon Associates.

JONESBORO

1 - LOCATION: Craighead County, E&P Map C-2, County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: **Railroads**-St. Louis-Southwestern; St. Louis-San Francisco; Missouri Pacific.
Motor Freight Carriers-10.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; Loc. Est. 31,540
County 80 Cen. 63,218; Loc. Est. 63,998

4 - HOUSEHOLDS:
City 80 Cen. 11,405; Loc. Est. 11,824
County 80 Cen. 22,330; Loc. Est. 23,659

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	4	$435,139,250

6 - PASSENGER AUTOS: County 26,740

7 - ELECTRIC METERS: Residence 15,399

8 - GAS METERS: Residence 15,072

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Electric Mts. Comm. 1,893; Materials Handling Eqpt. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, P.N. Hirsh, Grisham's
Eastwood(7)	NA	Colony Shop
Fountain Square(4)	NA	Green Leaf, Gold & Stone
Indian Mall(49)	NA	Dillard's, Sears, JCPenney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jonesboro Appliance
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Mont. Ward, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: **Department Stores**-Wall's; P.N. Hirsch; Broadway's; JCPenney; Dillard's; Sears; Grisham's.
Discount Stores-Gibson's; Wal-Mart; Fred's Dollar Store; K mart; General Dollar Store; Fred P. Gattas.
Chain Drug Stores-Crail's 2; Service 2; Skagg's; Consumer Pharmacy 2.
Chain Supermarkets-Safeway 2; Kroger; Stimson's 2; Big Star 3; IGA; Jr. Food Stores 5; Hays.

14 - NEWSPAPERS: SUN (mS) 19,005; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Papert Companies.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and the capital of state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: **Railroads**- Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-38 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; Frontier; Skyways; Trans-Central; TWA.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 158,461; Loc. Est. 171,756
CZ-ABC: (80) 317,859; (83) 320,000
RTZ-ABC: (80) 707,840; (83) 720,200
MSA 80 Cen. 474,204; Loc. Est. 506,705
County 80 Cen. 340,613; Loc. Est. 369,192
City & RTZ-ABC: (80) 1,025,699; (83) 1,041,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; Loc. Est. 68,816
County 80 Cen. 124,516; Loc. Est. 141,192
MSA 80 Cen. 168,985; Loc. Est. 188,821
CZ-ABC: (80) 166,937; (83) 122,500
RTZ-ABC: (80) 248,422; (83) 262,400
City & RTZ-ABC: (80) 365,359; (83) 384,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,519,000
Commercial	10	$2,148,857,684

6 - PASSENGER AUTOS: County 174,448

7 - ELECTRIC METERS: Residence 175,254

8 - GAS METERS: Residence 116,449

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (Number of Employees)-Food (39) $13,600,000 (3,200); Lumber (16) $2,056,000 (590); Furn. & Fix. (11) $722,000 (246); Printing (83) $11,100,000 (2,700); Elec. & Elec. Equip. (18) $20,200,000 (4,000).
Principal Industrial Pay Days-Weekly, 1 & 15, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N. Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area. Geyer Springs & Baseline; West 7th St.(600 to 1200 blocks); Park Hill (NLR), Indian Hills; McCain Mall; The Other Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(24)	NA	M.M. Cohn, Dillards, Osco
Heights Center(72)	NA	Safeway, Kroger
Tanglewood(24)	NA	Safeway, Otasco
Park Plaza(42)	NA	Dillard's, Beall's, McCrory
Colony West(14)	NA	Kroger, Osco Drug
Sturbridge(7)	NA	Custom Audio
Williamsburg Row(7)	NA	The Fifth Season
The Market Place(28)	NA	Wyatt's Cafeteria, Audio World, Crafton's Home Decor
Trellis Square(19)	NA	Radio Shack
University Mall(37)	NA	JCPenney, Mont. Ward, Osco
Broadmoor(16)	NA	Arkansas Bookhouse, Osco

Breckenridge(24)	NA	Merle Norman, Jack Sommer's Shoes, Greenshaw's
Town & Country(7)	NA	Handy Sams, Otasco
K mart Plaza(8)	NA	K mart
Southwest City Mall(32)	NA	Oscr, Target, Bealls
Colony South(10)	NA	Kroger, Magic Mart
Village Center(21)	NA	West's, Western Auto
University Pl.(13)	NA	Schuster's Savers, Food 4 Less
Rose City(12)	NA	Safeway, P.N. Hirsch, Otasco
Lakehill Center(14)	NA	Hog Heaven, Schuster's Savers
McCain Mall(68)	NA	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	NA	Target, Red River Pottery
Levy Center(8)	NA	Ben Franklin
North Park Mall	NA	Magic Mart, Otasco
Indian Hills(16)	NA	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	NA	West's, Magic Mart
Stein Mart Plaza(5)	NA	Stein Mart, Radio Shack
Geyer Springs(9)	NA	Food 4 Less, Wal-Mart,
Galleria Park(12)	NA	Regan's
Cloverdale Plz.(9)	NA	Kelly TV, True Value Hdw.
Vali-Hi Center(15)	NA	Curtis Mathes
Baseline/Chicot(12)	NA	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale Center	NA	Baker Drug, Harry's Mkt.

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thu., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 3; West's 4; Montgomery Ward, Bealls 3; McCrory's 2.
Discount Stores-K mart 3; Magic Mart 6; Wal-Mart 5; Target 3; Skagg's 2.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 2; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33; Magic Mart 5.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (4 Model Mkts., 4 Thriftway, Indep. 5); 7-Eleven Food Stores 15; Majik Mkts. 12; Skagg's 2; Food 4 Less 4; GSC; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 3; Baker's Shoes 3; Auto Supply; Otasco 10; Stinger Sam 6; Voss Hutton 3; Handy Dan's 3; Lowe's; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furniture; Singer Co. 3; Pittsburgh Paints 2; Sherwin Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; P.N. Hirsch 4; United Jewelers; Service Merchandise 2; Handy Sam's 2; Auto Shack 5; Factory First 4.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 73,624; (S) 137,694; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Dick Browning, Nat'l. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72203; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.
ARKANSAS GAZETTE (m) 129,115; (S) 153 951; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Henry W. Borener, Nat'l. Adv. Mgr., ARKANSAS GAZETTE, PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3994. Additional Market Information: Wm. C. Bohannon, Research Mgr., (501) 371-3868.
National Representative: Sawyer-Ferguson-Walker.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; Loc. Est. 12,294
County 80 Cen. 26,644; Loc. Est. 27,236

4 - HOUSEHOLDS:
City 80 Cen. 4,306; Loc. Est. 4,576
County 80 Cen. 9,535; Loc. Est. 10,237

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$48,396,000
Commercial	4	$179,800,000

6 - PASSENGER AUTOS: County 10,620

7 - ELECTRIC METERS: Residence 4,710

8 - GAS METERS: Residence 4,460

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($215); Textile 495 ($180); Oil Prod. 2,300 ($325); Aluminum 500 ($240); Rubber Life Boats 730 ($240); Chemical 450 ($355).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Huckaby's Thriftway
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger, Bojangles

Principal Shopping Days-Tues., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; West's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Gibson's Pharm.; Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Huckaby's Thriftway; Kroger.
Other Chain Stores-Otasco; Western Auto; Sears; Montgomery Ward; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,379; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; Loc. Est. 10,200
County 80 Cen. 26,819, Loc. Est. 27,295

4 - HOUSEHOLDS:
City 80 Cen. 3,955; Loc. Est. 4 071
County 80 Cen. 9,683; Loc. Est. 10,363

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,000,000
Savings & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 10,564

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 1,450; Brick & Tile 400; Mining 330; Lumber & Wood Products 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Sat., Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West Bros.; Leader; Samon's.
Discount Stores-Gibson's; Wal-Mart; Fred's.
Chain Drug Stores-Rexall 2; Walgreen; SupeRx.
Chain Supermarkets-Budget Saver; Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,653; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Ken Richardson, Adv. Dir., RECORD, PO Box 70, Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Papert Companies.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental Bus.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 5,154; Loc. Est. 5,242
County 80 Cen. 17,007; Loc. Est. 17,900

4 - HOUSEHOLDS:
City 80 Cen. 2,068; Loc. Est. 2,229
County 80 Cen. 6,318; Loc. Est. 6,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,579

7 - ELECTRIC METERS: Residence 2,146 (1980)

8 - GAS METERS: Residence 1,970 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Textile 550; Electric Motors 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Rephan's; Adam & Eve.
Discount Stores-Fred's; Ben Franklin; Cowden Factory Outlet; Wal-Mart.
Chain Drug Stores-Rexall; Walgreen; Consumer's.
Chain Supermarket-Piggly Wiggly.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (e-mon to fri) 1,647; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising **Data**: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: None.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14 & 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,289; Loc. Est. 8,290
County 80 Cen. 21,646; Loc. Est. 21,519
Demographic information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; Loc. Est. 3,193
County 80 Cen. 7,786; Loc. Est. 8,143

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 8,216

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture.

10 - CLIMATE: Ann. Average Temp. 65

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Village Mall.
Principal Shopping Days-Mon., Thurs. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gullic's; P.K. Holmes; Van-Atkins; Star.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,407; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Paul Doss, Adv. Mgr., INDEPENDENT, 308 Second St., Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; Loc. Est. 15,442
County 80 Cen. 30,774; Loc. Est. 31,205

4 - HOUSEHOLDS:
City 80 Cen. 5,928; Loc. Est. 6,230
County 80 Cen. 11,228; Loc. Est. 11,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$147,288,000
Savings & Loan	1	$29,008,193

6 - PASSENGER AUTOS: County 12,475

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electric Motors 1,750; Shirts 400; Milk Processing 125; Store Fixtures 700; Automobile Shock Absorbers 1,200; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 1,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers-Paragould Plaza; Paragould Park Plaza; Centre One.
Stores Open Evenings: Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk's.
Discount Stores-Gibson's, Wal-Mart; Magic Mart; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 3; Warehouse Foods.
Other Chain Stores-Otasco; Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,505; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Fred A. Wulfekuhler, Ed. & Pub., PRESS, PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA). E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.
Motor Freight Carriers-23.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Frontier; TWA. Little Rock Airport.

3 - POPULATION:
Corp. City 80 Cen. 56,576; Loc. Est. 55,423
CZ-ABC: (80) 56,636; (83) 53,700
RTZ-ABC: (80) 122,913; (83) 122,500
County/MSA 80 Cen. 90,718; Loc. Est. 91,350
City & RTZ-ABC: (80) 179,549; (83) 176,200

4 - HOUSEHOLDS:
City 80 Cen. 19,928; Loc. Est. 20,225
County/MSA 80 Cen. 30,588; Loc. Est. 32,244
CZ-ABC: (80) 19,960; (83) 19,600
RTZ-ABC: (80) 41,270; (83) 42,700
City & RTZ-ABC (80) 61,230; (83) 62,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$402,971,452
Savings & Loan	3	$2,627,423,106

6 - PASSENGER AUTOS: County 36,887

7 - ELECTRIC METERS: Residence 32,004

8 - GAS METERS: Residence 22,555

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Manufacturing 5,550; Durable Goods 5,520; Food & Kindred 700; Paper & Allied Products 2,075; Other non durable 350; Construction 975; Transportation & Public Utilities 3,200; Wholesale & Retail Trade 5,550; Finance, Insurance & Real Estate 1,250; Service & Mining 5,575; Government 6,650; Agriculture 1,725.
Principal Pay Days-RR 1st & 15th; Utilities 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	Magic Mart, Safeway
Jefferson Square(39)	NA	TG&Y, Kroger, Mangel's, Shainberg's, Dillards
Oak Park(15)	NA	Magic Mart, Safeway

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Varies

13 - RETAIL OUTLETS: Department Stores-Cohen's; Shainberg's; JCPenney; Sears; Baim's; Dillard's; Campbell-Ben.
Discount Stores-Magic Mart 2; K mart 2; Wal-Mart.
Variety Stores-TG&Y; Kent's.
Chain Drug Stores-Conery's 2; Oak Park 2; Walgreen.
Chain Supermarkets-IGA 4; Safeway 4; Kroger; In & Out Convenience 22; Mad Butcher 2; Country Market.
Other Chain Stores-Kinney Shoes; Mangel's; Majik Market; National Credit Clothiers; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps.

14 - NEWSPAPERS: COMMERCIAL (e) 21,436; (S) 22,449; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County, E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; Loc. Est. 17,684
CZ-ABC: (80) 17,429; (83) 18,900;
RTZ-ABC: (80) 92,548; (83) 98,500
County 80 Cen. 78,115; Loc. Est. 78,934
City & RTZ-ABC: (80) 109,977; (83) 117,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; Loc. Est. 6,573
County 80 Cen. 28,622; Loc. Est. 30,241
CZ-ABC: (80) 6,554; (83) 7,400
RTZ-ABC: (80) 33,916; (83) 37,500
City & RTZ-ABC: (80) 40,470; (83) 44,900

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$138,944,869
Savings & Loan	5	$354,635,373

6 - PASSENGER AUTOS: County 38,523

7 - ELECTRIC METERS: 6,849

8 - GAS METERS: 7,141

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Manufacturing 7,486; Food Prod. 2,467; Machinery (except electrical) 949. Other manufacturing 3,950. Includes toy guns; nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	Gibson Discount
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days- Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thurs.
Stores Open Sundays- Food markets.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Hunt's; Campbell; Bell-Lewis Bros.; Walshes; Bealls.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; IGA 2; Phillips Food Ctr.; Safeway.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin Williams; Linkway.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 12,692; (S) 14,043; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Stilwell, Adv. Mgr.; NEWS, PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies; Branham/Newspaper Sales.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2, County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; Loc. Est. 14,900
County 80 Cen. 39,003; Loc. Est. 39,309

4 - HOUSEHOLDS:
City 80 Cen. 5,014; Loc. Est. 4,977
County 80 Cen. 13,612; Loc. Est. 14,325

5 - BANKS	NUMBER	DEPOSITS
Commerical	2	$156,000,000

6 - PASSENGER AUTOS: County 16,364

7 - ELECTRIC METERS: County Res. 15,252; Industrial 40; Commercial 1,217.

8 - GAS METERS: Res. County 13,007.

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods: Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	JCPenney, Safeway
Plaza East(7)	NA	Wal-Mart
Main Plaza(2)	NA	Van Atkins, TG&Y

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; JCPenney; Beall's.
Variety Stores-Magic Mart; TG&Y.
Discount Stores-Howard Bros., Wal-Mart, Fred's; Magic Mart; TG&Y; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less.
Other Chain Stores-Payless Shoes; Irma Dumas; Van Atkins; Colony Shop; Sears; Montgomery Ward; Otasco; Western Auto; Shelly Rand; Loefiers; Cato's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri; S) 10,868; sworn Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Harte-Hanks Communications; Papert Companies.

SEARCY

1 - LOCATION: White County, E&P Map C-2, County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroads-Missouri Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; Loc. Est. 14,613
County 80 Cen. 50,835; Loc. Est. 54,575

4 - HOUSEHOLDS:
City 80 Cen. 4,478; Loc. Est. 4,992
County 80 Cen. 17,423; Loc. Est. 19,607

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 19,717

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 1,750 ($220); Manufacturing 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Discount Stores-Fred's; Magic Mart; Wal-Mart; Dollar General.
Chain Drug Stores-Rexall; Headlee 2; Revco.
Chain Supermarkets-Kroger; Safeway; Associated Grocers; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Mode O'Day; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,176; (S) 6,521, sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Richard Guerrero, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Papert Companies.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market-center. Manufacturing and canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; Loc. Est. 24,966
CZ-ABC: (80) 23,458; (83) 24,800
RTZ-ABC: (80) 116,391; (83) 122,600
County 80 Cen. 99,735; Loc. Est. 103,966
MSA 80 Cen. 99,735; Loc. Est. 103,966
City & RTZ-ABC: (80) 139,849; (83) 147,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,510; Loc. Est. 9,365
County 80 Cen. 35,825; Loc. Est. 39,077
MSA 80 Cen. 36,072; Loc. Est. 39,077
CZ-ABC: (80) 8,510; (83) 9,400
RTZ-ABC: (80) 42,589; (83) 46,500
City & RTZ-ABC: (80) 51,099; (83) 55,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 63,076

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Processing 4,000; Electrical 705; Tool Making 730; Alum. Fabrication 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 West; 20 blocks on 68 East; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 West.
Principal Shopping Days-Fri. & Mon.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Wal-Mart, IGA
N.W. Ark. Mall(76)	NA	Sears, Boston Store JCPenney, Dillard's
Sunset Center(3)	NA	Harp's IGA

Stores Open Evenings-Shopping centers every evening until 9:00.; Fri.

13 - RETAIL OUTLETS: Department Stores-Camps; Clarkson; Dwights; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Boston Store.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; Sav-On; Osco; Consumer's.
Chain Supermarkets-Harp's IGA; Food-4-Less; Consumer's Market; Safeway.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,014; (S) 13,[illegible]30; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3, County Seat. 50 mi. SE of Little Rock.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; Loc. Est. 12,489
County 80 Cen. 24,175; Loc. Est. 26,939

4 - HOUSEHOLDS:
City 80 Cen. 4,111; Loc. Est. 4,697
County 80 Cen. 8,909; Loc. Est. 9,219

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$48,615,206
Commercial	2	$119,150,000

6 - PASSENGER AUTOS: County 13,111

7 - ELECTRIC METERS: Residence 4,595

8 - GAS METERS: Residence 4,745

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rice Mills 1,400; Seed Processors 145; Metal Fabricators 134; Shoes 330; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 251.

10 - CLIMATE: Ann. Avg. Temp. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	NA	Kroger, Wal-Mart
Stuttgart Sq.(8)	NA	West's, Gibson's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; West's; Sears; Montgomery Ward (catalog); Holidays.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Gibson's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Singer Co.; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,480; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mike Brown, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Papert Companies.

TEXARKANA, AR

See TEXARKANA TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural center, in NE portion of state. 6 mi. W of Memphis; 125 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; Loc. Est. 28,086
CZ-ABC: (80) 28,138; (83) 27,500

Bal. in PMA-ABC: (80) 21,361; (83) 20,200
County 80 Cen. 49,097; Loc. Est. 49,007
MSA 80 Cen. 912,887; Loc. Est. 938,406
Total PMA-ABC: (80) 49,499; (83) 47,700

4 - HOUSEHOLDS:
City 80 Cen. 9,250; Loc. Est. 9,206
County 80 Cen. 15,571; Loc. Est. 16,231
CZ-ABC: (80) 9,250; (83) 9,400
Bal in PMA-ABC: (80) 6,451; (83) 6,300
Total PMA-ABC: (80) 15,701; (83) 15,700
MSA 80 Cen. 311,996; Loc. Est. 335,422

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 22,500

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Corragated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Packaging; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; Number of Wage Earners 9,815 city; 23,625 county. Avg. Weekly Wage N.A.

10 - CLIMATE: Av. Ann. Min. & Max. Temp.-30-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,824,000 gallons per 24 hours.

12 - RETAILING: Principal Shopping Center-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook Square(20)	NA	Wal-Mart, Pic Pac, Shainberg's, Super Drug
Broadway Plz.(10)	NA	E-Z Foods, Big Star
Holiday Plz.(26)	NA	Walgreen, Kroger
Missouri Plz.(8)	NA	E-Z Foods

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Holiday Plaza Mall; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Sears; Western Auto; Goodyear; Goodrich; Saig's; Shainberg, Wal-Mart; Colony Shop; Campbells; Country Squire; Fred's; Radio Shack; Lowes Lumber; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores-Walgreen; Rexall, Super D Drug.
Chain Supermarkets-Kroger; Big Star; Safeway; Warehouse; Pic Pac; Marion Big Star; Nite 'N Day.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Lou's Young World; Kid's Stuff; Payless Shoe; Baskin's Firestone; Master Home Furnishings.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,646; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Lendermon, Adv. Dir., TIMES, 111 E. Bond St., West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: None.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado-Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.
Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernardino-Riverside and San Bernardino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	1,643	1,708	1,844
5-14 Years	3,886	3,446	3,721
15-24 Years	3,565	4,486	4,844
25-44 Years	5,044	7,058	7,622
45-64 Years	4,036	4,556	4,920
65 and Over	1,792	2,415	2,608
TOTAL	19,966	23,669	25,559

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	2,171	4,328	7,195
General Mdse	6,905	10,554	18,383
Food	10,652	17,267	33,913
Automobiles	9,569	16,232	27,651
Gasoline Stations	3,444	5,733	12,473
Apparel	2,590	3,766	6,643
Furniture	2,439	4,341	7,678
Eat-Drink Places	4,588	8,052	18,393
Drugs	1,928	3,040	6,080
TOTAL SALES	48,893	81,058	153,791

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: Railroads-SP; AT&SF; Alameda Belt Line; W.P.
Motor Freight Carriers-15.
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit District.
Airlines-Airlines using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852; Loc. Est. 62,659
County 80 Cen. 1,105,379; Loc. Est. 1,141,030
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751

4 - HOUSEHOLDS:
City 80 Cen. 26,517; Loc. Est. 27,543
County 80 Cen. 402,092; Loc. Est. 460,389
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Sav.	11	$310,552,000
Savings & Loan	7	$219,000,000

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: Residence 24,026

8 - GAS METERS: Residence 23,248

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 8,000; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Shore(61)	NA	JCPenney, Woolworth, Safeway, Mervyn's
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Long's; Walgreen; Nelson's; Pay Less.
Chain Supermarkets-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; New Island; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Alburt's Men's Shop; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney Shoes.

14 - NEWSPAPERS: TIMES-STAR (m) 8,664; Mar. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Papert Companies, U.S. Suburban Press, Inc.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In San Francisco PMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: Railroads-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; MTA.

3 - POPULATION:
Corp. City 80 Cen. 43,559; Loc. Est. 49,101
CZ-ABC: (80) 42,683; (83) 40,500
RTZ-ABC: (80) 32,534; (83) 32,200
County 80 Cen. 657,252; Loc. Est. 691,721
PMSA 80 Cen. 1,490,090; Loc. Est. 1,530,859
City & RTZ-ABC: (80) 75,217; (83) 80,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227; Loc. Est. 18,081
County 80 Cen. 241,805; Loc. Est. 266,604
PMSA 80 Cen. 612,880; Loc. Est. 659,477
CZ-ABC: (80) 14,955; (83) 17,600
RTZ-ABC: (80) 11,056; (83) 11,300
City & RTZ-ABC: (80) 26,011; (83) 28,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	6	$75,000,000
Savings & Loan	6	$75,000,000

6 - PASSENGER AUTOS: County 405,057

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (No. of plants)Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chemicals 335 (2); Gypsum Prods. 150 (1); Gas. Electric Power 100 (1); Fruit-vegetable Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

10 - CLIMATE: Min. & Max. Temp.-N.A.

FOR TOTAL SELLING, IT TAKES TWO . . .

To pinpoint your prospective markets:
Editor & Publisher
MARKET GUIDE

To learn about the newspapers that serve them:
Editor & Publisher
YEAR BOOK

New data every year about American markets and newspapers—the No. 1 ad medium.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; flouridated.

12 - RETAILING: Neighborhood Shopping Centers-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(23)	NA	Lucky Stores, Ben Franklin
Antioch Square(20)	NA	Hilson's
County East(50)	NA	Sears, Safeway, Penney's, Mervyn's, Wards
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Albertson's
Raleys(12)	NA	Raleys, Metro Hdwe., Walker Bros.

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Department Stores-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; Hartifield's; JCPenney's.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway 2; Lucky Stores 2; Savings Center; Mt. View 2; Keller Foods; Dutch Pride; Albertson's; Raley's.
Chain Drug Stores-McKell Rexall 3; Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Karl's Shop; Payless Paint; Kinney Shoes.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 13,642; (S) 13,849; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Nick Whitlatch, Gen. Mgr., LEDGER, 1700 Cavallo Rd., Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsby; U.S. Suburban Press, Inc.

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento MSA), County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; Loc. Est. 7,761
County 80 Cen. 117,247; Loc. Est. 129,728
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411

4 - HOUSEHOLDS:
City 80 Cen. 3,188; Loc. Est. 2,996
County 80 Cen. 42,732; Loc. Est. 49,666
MSA 80 Cen. 416,356; Loc. Est. 474,601

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 73,776

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agriculture; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Hwy. 80, Interchange Rd. Harrison & Elm Sts.; Hwy. 49 & Atwood, Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy. & Palm Ave.; Auburn-Folsom Rd. & Douglas; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs, Lucky's Mkt.
Palm Center(10)	1	Lumber Jack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Daughtery's; Lumberjack.
Discount Stores-Pay Less; K mart
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Maurins; Shoes N' Things; Baskin Robbins; Fashionable Flaa; Radio-Shack; Beno's; Payless Shoes; Tower of Clothing; Carpet Town; Montgomery Ward Auto Ctr.; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (m-mon to fri; S) 14,129; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: James Webb, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: U.S. Suburban Press, Inc.; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County, (In Bakersfield MSA). E&P Map D-6, County Seat. 113 mi. N of Los Angeles; 291 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-Continental; Pacific Express; Imperial Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 105,611; Loc. Est. 230,000
CZ-ABC: (80) 219,882; (83) 236,300
RTZ-ABC: (80) 183,207; (83) 196,900
County/MSA 80 Cen. 403,089; Loc. Est. 433,210
City & RTZ-ABC: (80) 403,089; (83) 433,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; Loc. Est. 43,200
County/MSA 80 Cen. 139,811; Loc. Est. 157,328
CZ-ABC: (80) 79,788; (83) 89,000
RTZ-ABC: (80) 60,023; (83) 66,900
City & RTZ-ABC: (80) 139,811; (83) 155,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	20	$415,249,000
Commercial	39	$875,327,000

6 - PASSENGER AUTOS: County 204,946

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prod. 275 ($162); Printing & Publishing 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Products 703 ($187); Cement Products 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N. Chester; 4 on E. Niles; 2 on S. H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks S.W. on California; 2 blocks on W. Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	JCPenney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty, Mayfair
Brundage(14)	NA	Thrifty, Alpha Beta
College Center(12)	NA	JCPenney, Dunlaps
Hillcrest(10)	NA	Thrifty, Western Auto
Stockdale Vlg (22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plaza(75)	NA	Sears, Brock's, Broadway, Payless
Westchester(14)	NA	Montgomery Ward, Thrifty Drug
Ming Plaza(15)	NA	Ardan's, Picadilly's
Mervyn's Plaza(10)	NA	Mervyn's, Builders Emporium

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Zody's; Pic 'N Save 2.
Variety Stores-Comet 2; Newberry 2; TG&Y 2; Ted's; Bonanza 88; Woolworth's 2.
Chain Drug Stores-Thrifty 6; Drug King; Sav-On 2; El Tejon 3; Rufener's 3; Pay Less; Skagg's 2; Long's.
Chain Supermarkets-Safeway 12; Thriftimart 4; Albertson's 3; Young's 2; Arden-Mayfair 2; Alpha Beta 3; Circle K 22, 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Broadway; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Gemco; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furniture; Sackett & Peters; Shoe Stop; Sofa Factory; Standard Brands; Wild West Stores; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 76,547; (S) 84,437; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Mktg./Sales Dir., CALIFORNIAN, PO Box 440, Bakersfield, CA 93302; Tel. (805) 395-7225.
National Representative: Story & Kelly-Smith.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; Loc. Est. 14,583
County 80 Cen. 663,923; Loc. Est. 731,615
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,615
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; Loc. Est. 5,537
County 80 Cen. 243,019; Loc. Est. 280,418
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 360,819

7 - ELECTRIC METERS: (3 Cities) 6,145

8 - GAS METERS: (3 Cities) 8,468

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: Shopping Centers-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-Coronet; TG&Y; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-JCPenney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.; Mark C. Bloome.

The Bakersfield Californian
Californian

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Actually, it's no contest. If you think you're covering Bakersfield and Kern County when you buy the Los Angeles Times, better think again.

In fact, the Los Angeles Times and the Herald-Examiner combined have only 10.6% penetration into the Bakersfield/Kern County market.

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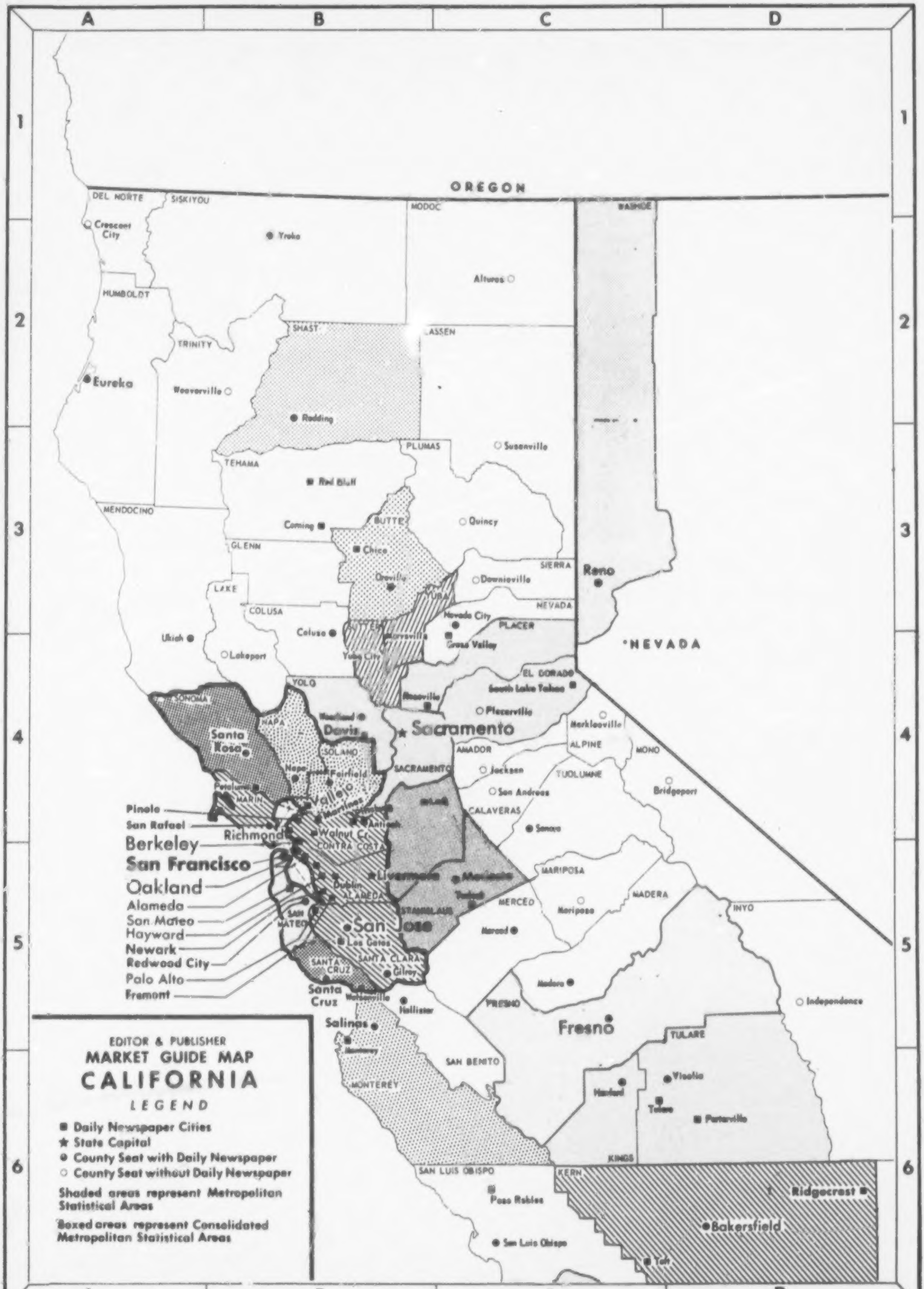
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SIERRA
Reno
Oroville
Downieville
LAKE
COLUSA
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Colusa
SUTTER
Marysville
PLACER
Ukiah
Grass Valley
Lakeport
Yuba City
YOLO
EL DORADO
SONOMA
Roseville
South Lake Tahoe
Placerville
Woodland
NAPA
Davis
Sacramento
Markleeville
Santa Rosa
SOLANO
ALPINE
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MARIN
Vallejo
San Andreas
SAN JOAQUIN
Pinole
Martinez
Antioch
CALAVERAS
San Rafael
Stockton
Sonora
Richmond
Walnut Cr.
CONTRA COSTA
Berkeley
San Francisco
Livermore
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Mariposa
INYO
San Mateo
SAN MATEO
STANISLAUS
Hayward
San Jose
Merced
Newark
Los Gatos
Redwood City
SANTA CRUZ
SANTA CLARA
Palo Alto
Gilroy
Madera
Fremont
Santa Cruz
Watsonville
Hollister
FRESNO
Independence
Salinas
Fresno
Monterey
TULARE
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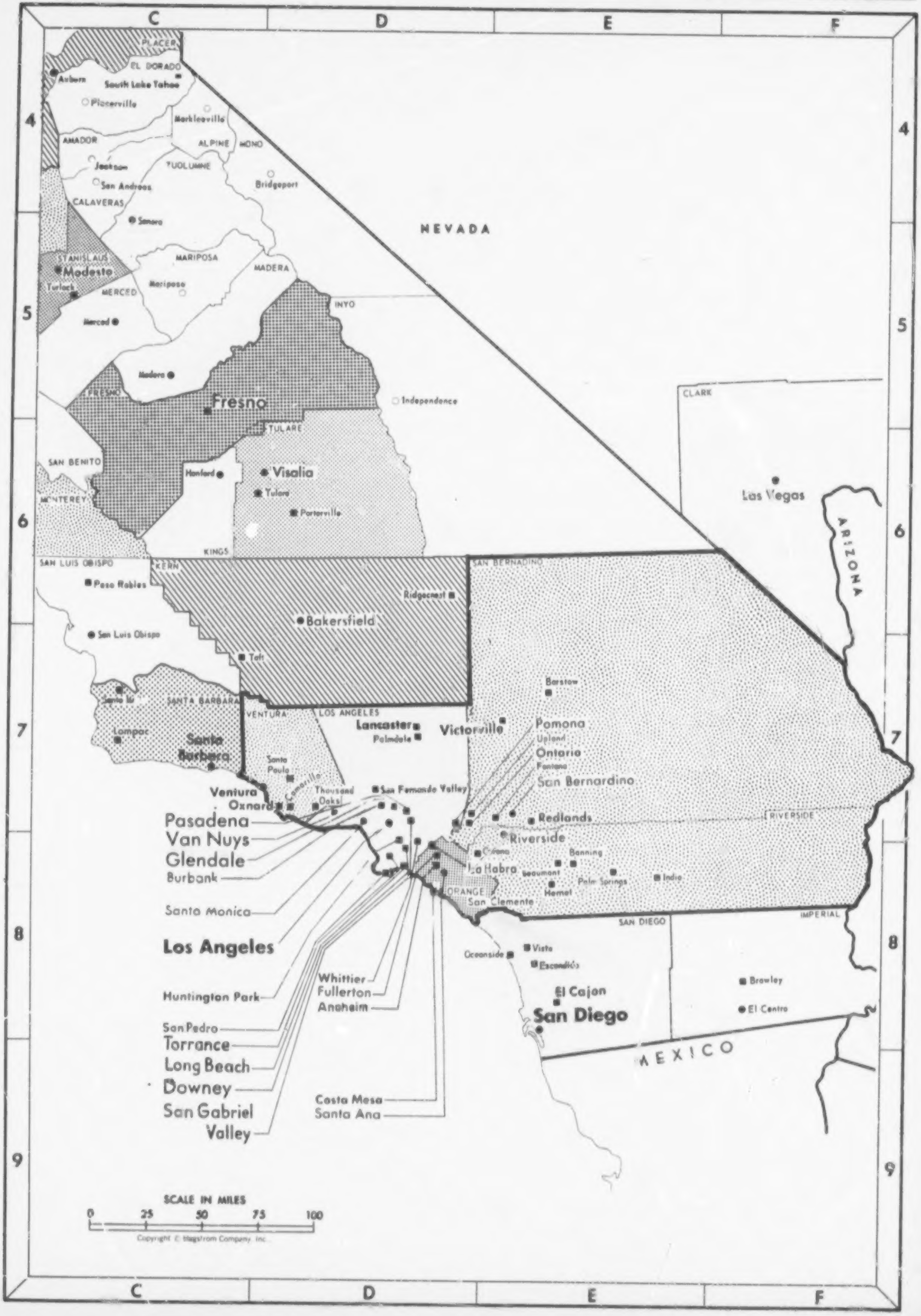
MONTEREY
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas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AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
INYO
Merced
Madera
FRESNO
Fresno
Independence
TULARE
CLARK
SAN BENITO
Hanford
Visalia
Tulare
MONTEREY
Porterville
Las Vegas
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNARDINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
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Lancaster
Palmdale
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Pomona
Upland
Ontario
Fontana
San Bernardino
Lompoc
Santa Barbara
Santa Paula
Camarillo
Ventura
Oxnard
Thousand Oaks
San Fernando Valley
Redlands
RIVERSIDE
Pasadena
Van Nuys
Glendale
Burbank
Riverside
Corona
Banning
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
Santa Monica
SAN DIEGO
IMPERIAL
Los Angeles
Oceanside
Vista
Escondido
Whittier
Fullerton
Anaheim
Brawley
Huntington Park
El Cajon
San Diego
El Centro
San Pedro
Torrance
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San Gabriel Valley
Costa Mesa
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SCALE IN MILES
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14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 2,862; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising **Data:** Neil [illegible] Harrand, Pub., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: Scripps League.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; Loc. Est. 17,934
County 80 Cen. 893,157; Loc. Est. 981,229
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844

4 - HOUSEHOLDS:
City 80 Cen. 6,174; Loc. Est. 5,943
County 80 Cen. 308,062; Loc. Est. 354,445
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll)-Railroad Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly averages).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Alpha Beta, TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thurs., Fri. & Mon.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rude's; Sears; David's; Montgomery Ward (catalog); K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Alpha Beta.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,405; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** Bob Ring, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representatives: Papert Companies.

BELL
See HUNTINGTON PARK

BERKELEY

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-4. 10 mi. E of San Francisco; 4 1/2 mi. N of Oakland. University Center. Univ. of California (83,500 students), Berkeley Campus (26,000 students). On I-80 and State Hwy. 24.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers-56.
Intercity Bus Lines-Greyhound; Alameda-Contra Costa Transit; Continental Trailways.
Freight Steamship Lines-26.
Airlines-(At Oakland, 15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; Air Cal; (San Francisco International Airport, 25 mi.).

3 - POPULATION:
Corp. City 80 Cen. 103,328; Loc. Est. 100,827
County 80 Cen. 1,105,379; Loc. Est. 1,141,030
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 44,704; Loc. Est. 45,644
County 80 Cen. 426,092; Loc. Est. 460,389
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: Residence 51,298

8 - GAS METERS: Residence 47,211

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)Drugs 702 ($150); Soap, Toilet Articles 550 ($151); Baking 450 ($145); Inks & Colors 265 ($150); Embossing Tapes 200 ($153); Construction 2,500 ($215); Other Mfg. 8,600; Gov't 31,800; Wholesale & Retail Trade 9,200 ($148); Finance, Ins. & Real Estate 3,100; Total Est. Employment 72,400.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-63 Summer 54-70; Fall 51-69; Winter 42-55. Avg annual rainfall 23.6 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Shattuck Ave.; 14 blocks on University Ave; College Avenue.
Neighborhood Shopping Centers-4 blocks on Telegraph Ave.; 2 on Bancroft Way; 4 on College Ave.; 1 on Ashby Ave.; 3 on Adeline St.; 2 on Alcatraz Ave.; 10 on San Pueblo Ave.; 4 on University Ave.; 6 on Solono Ave.; 4 on Shattuck Ave.; 1 on Vine St.; 3 on Gillman St.; 2 on Hopkins St.; 2 on Euclid Ave.; 1 on Hearst Ave.
Principal Shopping Days-Dept. Thurs., Fri., Sat.; Food Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-J.F. Hink & Sons; JCPenney.
Variety Stores-Kress.
Chain Drug Stores-Pay and Save; Consumer Co-op 4; Guy's; Bill's Drugs.
Chain Supermarkets-Safeway 5; Park & Shop 4; Lucky 2; Key; Co-op 4; Pic 'N Pac 3.
Other Chain Stores-General Paint; Pittsburgh Paints; W.P. Fuller, Kelley Moore, Dutch Boy; Men's & Women's Apparel: Moss, Grodin's, Hastings; Shoes: Gallenkamp's, Leeds; Candy: Edy's 2, See's, MacFarlane's; Other: Firestone, Grand Auto, Austin Studios, Singer Co., Radio Shack, Pacific Stereo, Cal-Hi Fi.

14 - NEWSPAPERS: GAZETTE (e-tues to sat) 12,500; THE SUNDAY PAPER (S) 45,438; sworn Sept. 30, 1982. The Gazette converted to a tues. to sat. frequency in July, 1983. The circulation figures above reflect the mon. to fri. frequency. The Sunday Paper is published jointly by the Gazette and the Contra Costa Independent (Richmond, CA).
Local Contact for Advertising & Merchandising **Data:** John Carnahan, Mkt. Dir., GAZETTE, 2043 Allston Way, Berkeley, CA 94704; Tel. (415) 234-6262.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86. 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 14,946; Loc. Est. 15,654
PMA-ABC: (80) 24,865; (83) 26,200
County 80 Cen. 92,110; Loc. Est. 100,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; Loc. Est. 4,768
County 80 Cen. 28,157; Loc. Est. 30,020
PMA-ABC: (80) 7,614; (83) 8,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 43,345

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Field Packing 850; Comm. Harvesting 850; Imperial Irrigation: District 960 ($325); Sugar 550 ($400 to $450). Geothermal resources are presently being developed in Brawley trade area by Magma Power for San Diego Gas & Electric Co. (Southern Pacific Land Co., Southern California Edison Co., McCulloch Oil Co., State Dept. of Energy, and others also working in the area.) At present So. Calif. Edison & Union Oil have a 10 M.W. test plant on-line approx. 1 mi. N of city. Other plants are in various stages of planning & construction. County Geothermal Potential Est. 4,000 M.W.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; 950 (ppm), not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area: Cudad Plaza.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-National Stores; McMahan's; Imperial Hdwr.
Variety Stores-J.J. Newberry.
Drug Stores-Henry's Pharmacy; Adams Drug; Thrifty Drug; White Cross Pharmacy.
Chain Supermarkets-Safeway; Cook's; Mayfair; Rancho; Westmoreland 2.
Other Chain Stores-Firestone; Kennedy's Firestone; Western Auto; Goodyear; Valley Auto Supply; Dorman's.

14 - NEWSPAPERS: NEWS (e) 5,226; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Alex Gay, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham/Newspaper Sales.

BURBANK

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). Residential and industrial center. 11 mi. from Los Angeles; on U.S. Hwys. 6 & 101; State Hwy. 134; I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Air Cal; American; Alaska; Continental; P.S.A.; Republic; Commuter Airlines; Resort; Front Air.

3 - POPULATION:
Corp. City 80 Cen. 84,625; Loc. Est. 85,000
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,880; Loc. Est. 36,224
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	8	$150,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 3,817,142

7 - ELECTRIC METERS: Residence 37,406

8 - GAS METERS: Residence 34,469

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: First killing frost, Dec. 30. Last killing frost, Jan. 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks, Verdugo to Burbank Blvd.
Neighborhood Shopping Centers-Hollywood Way and Magnolia; Verdugo and Sparks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burbank Mall(28)	NA	Montgomery Ward, Buffum's, JCPenney,
Rancho Plaza(10)	NA	Thom McAn, Thrifty Drug

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.: Mon., Sat.; Food daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Burcal's; Zody's; Green's.
Discount Stores-Zody's; K mart; Akron.
Variety Stores-Gilberts; J.J. Newberry.
Chain Drug Stores-SupeRx; Thrifty 3; Sav-on.
Chain Supermarkets-Safeway; Ralph's; Von's 2; Thriftmart 2; Market Basket; Fazio's; Continental; Lucky 2; Marvin's 5.
Other Chain Stores-Pep Boys; Mark C. Bloome.

14 - NEWSPAPERS: REVIEW (e) 7,216; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** Tom L. Marks, Dir. of Sales, REVIEW, 111 N. Isabel St., Glendale, CA 91206; Tel. (213) 241-4141.
National Representative: Landon Associates.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; Loc. Est. 42,195
PMA-ABC: (70) 32,664; (82) 50,000
County/PMSA 80 Cen. 529,899; Loc. Est. 554,115
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; Loc. Est. 15,686
County/PMSA 80 Cen. 173,254; Loc. Est. 189,275
PMA-ABC: (70) 8,164; (82) 14,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 307,096

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prod.; Rock Prod.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponderosa(29)	0	Von's, Sears, Thrifty
Camarillo Vlg.(16)	0	Alpha Beta
Los Posas Plz.(30)	0	Safeway
Carmen Plaza(20)	0	Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plaza	0	K mart, Market Basket, Long's Drug
Conejo Village(13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant

Buenaventura(54)	13	Montgomery Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Von's; Safeway; Lucky's; Market Basket; Alpha Beta; B&D; Hughes; Food Giant; Food Fair; Mayfair Perla.

14 - NEWSPAPERS: NEWS (m) 10,355; (S) 10,455; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 99 S. Glen Dr., Camarillo, CA 93010; Tel. (805) 987-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (In Chico MSA), E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-West Air; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 26,601; Loc. Est. 28,600
PMA-ABC: (80) 164,312; (83) 182,300
County/MSA 80 Cen. 143,851; Loc. Est. 154,400

4 - HOUSEHOLDS:
City 80 Cen. 10,524; Loc. Est. 12,041
County/MSA 80 Cen. 56,904; Loc. Est. 67,096
PMA-ABC: (80) 64,299; (83) 74,100

5 - BANKS	NUMBER	EST. DEPOSITS
Savings & Loan	8	$53,919,000
Commercial	12	$282,211,000

6 - PASSENGER AUTOS: County 75,119

7 - ELECTRIC METERS: Chico Div. 33,634

8 - GAS METERS: Chico Div. 24,288

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, Number of Wage Earners-Agriculture 3,200; Food Processing 1,225; Retail Trade 9,600; Gov./Education 8,600; Hospitals 2,400; Construction & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Ann. Temp.-63. Summer high-105; Winter low-20 Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Int'l Imports, Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza(7)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores-M. Osar; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Gemco.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 2.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin Williams; Gallenkamp's Shoes; The Fashion; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Mode O'Day; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Anita Shops; Kragen Auto Stores; Grossman's; Color Tile; Bistrin's; McCurry Camera; Ardan; Consumer's; Winston Tire; PV Ranch & Home.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,440; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Branham/Newspaper Sales.

COLUSA

1 - LOCATION: Colusa County, E&P Map B-3, County Seat. On Sacramento River. 80 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; Loc. Est. 4,376
County 80 Cen. 12,791; Loc. Est. 13,603

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,624
County 80 Cen. 4,690; Loc. Est. 5,203

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,347

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food (Seasonal) 150-2,000 ($60-140); Cable Eqpt. 300 ($60-160).
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-Two blocks on Fremont St.; Country Plaza, -1/2 mile, 4 units.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Worsley's.
Variety Stores-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,065; Sept. 24, 1982.
Local Contact for Advertising and Merchandising Data: Marsha Daily, Adv. Dir., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: Branham/Newspaper Sales.

CORNING

1 - LOCATION: Tehama County, E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Bus Lines-Greyhound.
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; Loc. Est. 5,207
County 80 Cen. 38,888; Loc. Est. 42,592
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; Loc. Est. 1,999
County 80 Cen. 14,538; Loc. Est. 16,668

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 19,446

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Center-Solano Street.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Sundays-Grocery; drug; restaurants.
13 - RETAIL OUTLETS: Department Stores-Million's; Mari's; Letza's; The Shoe Tree; C&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,290; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mari Petty, Pub., OBSERVER, 710 Fifth St., Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County, E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus center with allied industries. Mining, agricultural, dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 37,791; Loc. Est. 41,130
County 80 Cen. 663,923; Loc. Est. 731,615
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844

4 - HOUSEHOLDS:
City 80 Cen. 11,964; Loc. Est. 11,727
County 80 Cen. 243,019; Loc. Est. 280, 418
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	NUMBER	EST. DEP.
Deposits	8	$146,335,000

6 - PASSENGER AUTOS: County 360,819

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Manufacturing 1,500 ($300).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, JC Penney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza(13)	NA	Von's Mkt, Aaron Bros., Art Mart, Thrifty Dru.,
Corona Mall(70)	NA	Emerson Pauly, Vasels, Radio Shack
North Mall	NA	Albertson's, Sav-On Drug
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Mervyn's; Wineman's.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-Builder's Emporium; TG&Y.
Chain Supermarkets-Food Barn (Safeway); Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Hanover's Rancho Mkt.; Albertson's.
Other Chain Stores-Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire; K mart; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,269; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert S. Magee, Pub., INDEPENDENT, P.O. Box 1029, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA
See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; Loc. Est. 41,549
County 80 Cen. 113,374; Loc. Est. 121,408
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411

4 - HOUSEHOLDS:
City 80 Cen. 14,041; Loc. Est. 16,351
County 80 Cen. 41,304; Loc. Est. 46,273
MSA 80 Cen. 416,356; Loc. Est. 474,601

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 57,889

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Center(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plaza(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Market

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 8,101; Dec. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Burt McNaughton, Adv. Mgr., ENTERPRISE, PO Box 1078, Davis, CA 96516; Tel. (916) 756-0800.
National Representative: U.S. Suburban Press, Inc.

DOWNEY

1 - LOCATION: Los Angeles County, E&P Map D-8 (In Los Angeles-Long Beach PMSA). Served by Santa Ana Freeway (U.S. Hwy. 101), Long Beach Fwy., San Gabriel Fwy.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Airports-Long Beach (9 mi.); LA International (15 mi.); Orange County (20 mi.).
Intercity Bus Lines-6.
Water-Long Beach and Los Angeles Harbors.

3 - POPULATION:
Corp. City 80 Cen. 82,602; Loc. Est. 82,006
CZ-ABC: (80) 82,602; (83) 81,400
RTZ-ABC: (80) 138,727; (83) 138,800
City & RTZ-ABC: (80) 221,329; (83) 220,200
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764

4 - HOUSEHOLDS:
City 80 Cen. 32,667; Loc. Est. 33,513
CZ-ABC: (80) 32,667; (83) 33,400
RTZ-ABC: (80) 46,816; (83) 48,700
City & RTZ-ABC: (80) 79,483; (83) 82,100
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494

5 - BANKS	NUMBER	DEPOSITS
Commercial	24	$650,000,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: 33,599

8 - GAS METERS: 29,300

9 - PRINCIPAL INDUSTRIES: Aerospace; Electronics; Steel Fabricating; Food Processing; Graphic Arts; Oil Tool Mfg.; Industrial Firms: Norwalk 67; Pico Rivera 150; Santa Fe Springs 900; Downey 380.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-69; Summer 62-79; Fall 56-75; Winter 45-65. Annual rainfall 14 in. Elevation 120 feet.

11 - TAP WATER: Metropolitan Water District.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downey Sq.(17)	NA	[illegible] Steak House
Stonewood(84)	NA	Broadway Dept., JCPenney, Albertson's, Jewelcor
Villa Sq.(20)	NA	Sunderland's
Del Rio(17)	NA	Safeway

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Broadway; JCPenney; Montgomery Ward; Wineman's; Mervyn's.
Discount Stores-Gemco; K mart; Fed Mart; Zody's; All American Home Center.
Variety Stores-S.H. Kress; Newberry's; Woolworth.
Chain Drug Stores-Sav-On; Thrifty; Best Buy.
Chain Supermarkets-Albertson; Alpha Beta; Food Fair; Food Giant; Lucky; McCoy; Safeway; Von's; Ralph's.
Other Chain Stores-Firestone; Goodyear; Goodrich; Harris & Frank; Lerner Shops; Mode O'Day; Miller's Outpost; Standard Brands.

14 - NEWSPAPERS: SOUTHEAST NEWS & DOWNEY CHAMPION (e-mon to fri) 7,244; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pete Leonard, Adv. Mgr., SOUTHEAST NEWS & DOWNEY CHAMPION, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1645.
National Representative: Branham/Newspaper Sales.

EAST SAN DIEGO COUNTY (El Cajon P.O.)

1 - LOCATION: San Diego County (In San Diego MSA), E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; Golden West; Hughes Airwest; National; PSA; Sun-Aire; United; Western; C&M.

3 - POPULATION:
Corp. City 80 Cen. 73,892; Loc. Est. 76,678
CZ-ABC: (80) 118,599; (83) 132,300
RTZ-ABC: (80) 174,713; (83) 190,100
County/MSA 80 Cen. 1,861,846; Loc. Est. 1,993,060
City & RTZ-ABC: (80) 293,312; (83) 322,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; Loc. Est. 31,661
County/MSA 80 Cen. 670,094; Loc. Est. 751,361
CZ-ABC: (80) 44,110; (83) 51,000
RTZ-ABC: (80) 62,436; (83) 70,300
City & RTZ-ABC: (80) 106,546; (83) 121,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: County 1,044,310

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Ann. Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Walker-Scott
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plaza(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket
College Grove	NA	Walker-Scott, Long's, Safeway, JCPenney
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon., Thurs., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Richman Bros.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's.
Discount Stores-Ardan-Royal; Gemco; K mart; Best Co.
Variety Stores-TG&Y, Woolworth; Moskatel's.
Chain Drug Stores-Thrifty; Long's; Sav-On; Fed-Mart; Payless; Knapp.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Frazier Farms; Windmill Farms.
Other Chain Stores-Auto Accessories: Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts; Jewelry: Roven's, [illegible]. Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, United, R.B. Furniture, Wickes; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade, Dorman's, Pep Boys.

14 - NEWSPAPERS: CALIFORNIAN (e) 18,704; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William P. Wineska, Gen. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press, inc., Papert Companies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja Cal., Mexico population to 1,000,000.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire; (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; Loc. Est. 27,000
PMA-ABC: (80) 51,567; (83) 56,100
County 80 Cen. 92,110; Loc. Est. 100,371
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; Loc. Est. 8,472
County 80 Cen. 28,157; Loc. Est. 32,020
PMA-ABC: (80) 15,290; (83) 17,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 43,398

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15, last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zales, Miller's Outpost
Valley Plaza(50)	NA	J.M. McDonalds, Woolworth, JCPenney Kinney Shoes

Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.M. McDonald's; JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Clements 2; Long's.
Chain Supermarkets-Safeway, Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Dorman's; Imperial Stores 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zales.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,876; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Mkt. Con./P.R. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St., El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Light industrial, agricultural and dairy center. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.

3 - POPULATION:
Corp. City 80 Cen. 62,480; Loc. Est. 66,874
CZ-ABC: (80) 104,190; (83) 120,400
RTZ-ABC: (80) 138,175; (83) 141,100
County/MSA 80 Cen. 1,861,846; Loc. Est. 1,993,060
City & RTZ-ABC: (80) 242,365; (83) 261,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; Loc. Est. 27,767
County/MSA 80 Cen. 670,094; Loc. Est. 751,361
CZ-ABC: (80) 38,559; (83) 43,600
RTZ-ABC: (80) 48,825; (83) 48,700
City & RTZ-ABC: (80) 87,384; (83) 92,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,044,310

7 - ELECTRIC METERS: Residence 29,020

8 - GAS METERS: Residence 20,045

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft Tools 139; Building Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fabricating 133; Food Processing 242; Golf Equipment 115; Machine Products 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 107 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug
Escondido Mall(72)	NA	Sears, Walker-Scott
Felicita Plaza(26)	NA	Safeway, Carter Realty, Del Sol Travel
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Montgomery Ward
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Square(15)	NA	Century 21
Valley Plaza(48)	NA	Big Bear
The Vineyard(65)	NA	Alpha Beta, Pacific Telephone
Washington Sq.(14)	NA	
Wild West	NA	

Principal Shopping Days-Sun., Fri. & Sat.
Stores Open Evenings-Largest-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JC Penney; Walker Scott; K mart, Montgomery Ward; Gemco.
Variety Stores-Ardan; TG&Y; F.S. Rasco.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Fiesta (Rexall); Thrifty; Sav-On; Long's.
Chain Supermarkets-Safeway 2; 7-Eleven 5; Food Basket; Box'n'Save; Von's 2; Alpha Beta; Lavicio's 2.
Other Chain Stores-Western Auto Supply; Frazee's Paint; McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; United Furn.; Kinney Shoes; Singer; Handyman; House of Fabrics; Golden State Fabrics; Hickory Farms of Ohio; Builder's Emporium; Embassy Fabrics; Goodrich Surplus; Le Roy's Jewelers; Jessop's Jeweler; Motherhood Maternity; C&R Clothiers; Steicher's Shoes; Pine Tree Lumber; Drue's; Appliance TV City; Dixieline Lumber; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Shelli's; Colortile; General Nutrition; Checker Auto Stores; Koby Shoes; Payless Shoes; Moskatels; Millers Outpost; Sprouse Reitz; Wickes Lumber; Standard Brands Paint; Sinclair Paint; Kennedy Tire; Firestone; L&M Goodyear; Winston Tire; Trainer Tire; Dorman's; Thom McAn; Zale's Jewelers; Larson Jeweler; The Bedroom; Orange Julius; Wild West; Woolworth; Home & Garden; Picadilly; Famous Footwear.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 31,528; (S) 33,275; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kristina Hahn, Nat. Adv. Rep., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Trinity Hwy. 299. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, local junior college.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-Republic; West Air.

3 - POPULATION:
Corp. City 80 Cen. 24,153; Loc. Est. 24,453
CZ-ABC: (80) 42,373; (83) 43,300
RTZ-ABC: (80) 84,358; (83) 88,900
County 80 Cen. 108,024; Loc. Est. 112,846
City & RTZ-ABC: (80) 126,731; (83) 132,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; Loc. Est. 10,370
County 80 Cen. 41,38[illegible]; Loc. Est. 45,246
CZ-ABC: (80) 16,835; (83) 17,900
RTZ-ABC: (80) 31,521; (83) 34,400
City & RTZ-ABC: (80) 48,356; (83) 52,300

5 - BANKS	NUMBER	EST. DEP.
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 54,091

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Comm. Fishing 1,775 ($230); Construction 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Construction-Mon; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay'n Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin Williams; Jonkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furniture; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,401; (S) 21,834; Mar. 31, 1963 ABC.
Local Contact for Advertising and Merchandising Data: Gary J. Omernick, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Papert Companies; Thomson Newspapers, Inc.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA), County Seat. Agriculture, industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwy. 80; State Hwy. 12.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways; Vaca Valley; Dart.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; Loc. Est. 74,652
Fairfield 80 Cen. 58,099; Loc. Est. 61,018
Suisun 80 Cen. 11,087; Loc. Est. 13,634
County 80 Cen. 235,203; Loc. Est. 249,520
PMSA 80 Cen. 334,402; Loc. Est. 354,546

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; Loc. Est. 24,460
Fairfield 80 Cen. 18,406; Loc. Est. 19,954
Suisun 80 Cen. 3,434; Loc. Est. 4,506
County 80 Cen. 80,426; Loc. Est. 89,568
PMSA 80 Cen. 117,050; Loc. Est. 130,179

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	10	$53,000,000

6 - PASSENGER AUTOS: County 131,767

7 - ELECTRIC METERS: Residence 18,610

8 - GAS METERS: Residence 18,940

9 - PRINCIPAL INDUSTRIES: industry, Number of Wage Earners (Av. Weekly Wage)-County 515 ($195); Travis AFB 3,328 Civilians ($215); Explosives 135; Agriculture 500; Misc. Industry 300; Beer 500; Metal Cans 200; Plastic Bottles & Cans 500; Industrial Pumps 260; Electronic Equip. 260; Explosive Division 200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W. Texas and 14 blocks on N. Texas; K mart Shopping Center; Raley Shopping Center on Holiday Lane and Travis Blvd.; Mission Village, N. Texas; Solano Mall.
Principal Shopping Days-Thu., Fri., Sat., Sun. & Mon.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Ross; Emporium-Capwells.
Discount Stores-Warehouse; WOW; K mart; Food and Hardware; Ardans; Consumers; Ole's Building & Home Center.
Chain Drug Stores-Longs; Thrifty; Raley.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair 2; Travis; Farmer's Mkt. 2; Raley; Albertson's.
Other Chain Stores-Sears; Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors; Grand Auto; Firestone; MCO Discount Stores; Ardans; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zales; Granat Bros.; Gloria Marshall; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Hustons Florsheim.

14 - NEWSPAPERS: REPUBLIC (e-mon to fri) 16,471; (S) 16,856; sworn Mar. 31, 1982, (latest statement available).
Local Contact for Advertising and Merchandising Data: Keith Resnick, Adv. Dir., REPUBLIC, 1250 Texas St., Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel production center. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: **Railroads**-AT&SF; Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,109; Loc. Est. 40,747
County 80 Cen. 893,157; Loc. Est. 981,229
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; Loc. Est. 13,380
County 80 Cen. 308,062; Loc. Est. 354,445
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: Residence 9,100

8 - GAS METERS: Residence 9,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 14,000; Agriculture 250; Construction 1,200; Transp., Comm. & Util. 1,000; Whol. & Retail 2,500; Fin., Insur. & Real Estate 500; Services & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: **Principal Shopping Districts**-Sierra, 6 blocks N. from Merrill; Arrow, 4 blocks W. from Sierra; Foothill, 3 blocks E. and W. from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontana Sq.(24)	0	JCPenney, Woolworth, Thrifty Drug
Inland Center(78)	9	Sears, May Co., Broadway
Central City Mall(100)	9	Montgomery Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney
South Sierra(27)	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plaza	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y.
Discount Stores-Pic 'N Save.
Variety Stores-Rasco; Woolworth; Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets-Safeway; Stater Bros. 3; Alpha Beta; Lucky.
Other Chain Stores-Goodyear; Firestone; McMahan's Furniture; Ole's Hdw.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,405; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.M. Shufflebarger, Adv. Dir., HERALD-NEWS, 16920 Spring, Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Western Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; Loc. Est. 179,537
Fremont 80 Cen. 131,945; Loc. Est. 146,422
Newark 80 Cen. 32,126; Loc. Est. 33,115
County 80 Cen. 1,105,379; Loc. Est. 1,141,030
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
Cities of Pub.-ABC: (80) 164,071; (83) 176,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; Loc. Est. 60,803
Fremont 80 Cen. 44,125; Loc. Est. 50,959
Newark 80 Cen. 9,216; Loc. Est. 9,844
County 80 Cen. 426,092; Loc. Est. 460,389
PMSA 80 Cen. 667,626; Loc. Est. 726,993
Cities of Pub.-ABC: (80) 53,341; (83) 59,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	13	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: **Fremont**-Food Distrib. 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.	NA	Dale Hardware
Paseo Padre(10)	NA	Fry's Foods
Franciscan Pk.(12)	NA	Flair Foods
Fremont Plaza(21)	NA	Payless
Fremont Fashion Center(34)	NA	Safeway, Capwell's
Fremont Hub(96)	NA	Mont. Ward, Mervyn's, Fremont Mkt.
Glenmoor Ctr.(47)	NA	Crown Drug
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Century 21, Highland Pharm.
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	H&R Block
Century Plaza(16)	NA	Alpha Beta
Union Square(48)	NA	Safeway, Orchard Supply
El Mercado(23)	NA	Alpha Beta
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	
Rosemont Sq.(13)	NA	Lucky, Pay Less
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Fotomat
K mart Ctr.(7)	NA	K mart, Alpha Beta
Fry's Plaza(13)	NA	Fry's, Sarco
New Park Mall(130)	NA	Sears, Macy's

Stores Open Evenings-Shopping centers, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 2.
Chain Supermarkets-Alpha Beta 2; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Rebello's 3; Charlie's Markets 2.
Other Chain Stores-Clothing: Smith's, Grodin's, Grutman's, Goldman's, JayVee, Hartfield's, Frederick's, Marlene's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's, Wild West; Jewelry: Crescent, Milen's, Davidson & Licht, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: R.B. Furniture, Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Wickes Lumber, Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5", Sportina Goods, House of Fabrics, Fabric Lane, Singer Sewing Center.

14 - NEWSPAPERS: THE ARGUS (m) 19,927; (S) 20,102; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe Hall, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Calif. Newspaper Markets; Papert Companies.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5, County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Atchison, Topeka & Sante Fe.
Motor Freight Carriers-31 interstate, 64 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Republic; Frontier; Pac Cal Air; Pacific Southwest; Golden Gate; Inland Empire; Air California.

3 - POPULATION:
Corp. City 80 Cen. 217,129; Loc. Est. 232,777
PMA-ABC: (80) 514,621; (83) 550,600
County/MSA 80 Cen. 515,013; Loc. Est. 551,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; Loc. Est. 91,643
County/MSA 178,624; Loc. Est. 220,227
PMA-ABC: (80) 178,506; (83) 192,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	13	$1,231,832,000
Commercial	19	$2,086,517,000

6 - PASSENGER AUTOS: County 256,093

7 - ELECTRIC METERS: City 101,484

8 - GAS METERS: City 92,482

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-All Mfg. 23,200; Nondurable Goods 12,200, Durables 11,000; Transp. & Public Utilities 11,300; Fin., Insur. & Real Estate 11,600; Government 40,600; Retail Trade 36,800; Wholesale Trade 13,800; Services 38,100; Agriculture, Forestry & Fisheries 49,000; Construction 10,600.
Principal Pay Days-Thurs., Fri., 1 & 15.

10 - CLIMATE: Average Min. & Max. Temp.-Oct. 49-79; Jan. 36-55; April 46-74; July 63-98. First killing frost, Dec. 24. Last killing frost, April 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-24-block core area-Van Ness, H St., Inyo and Tuolumne (includes Fulton Mall); Manchester Ctr.; Fig Garden Village; West Fresno, Ashlan Park, Eastgate; Northgate; Fashion Fair, Chestnut, Clovis & Shaw; West & Bullard; Shaw & West.
Neighborhood Shopping Centers-N. First & McKinley; Wishon & Olive; N. Cedar & Shields; N. First & Ashlan; N. Fruit & W. McKinley; Blackstone & Clinton; E. Tulare & N. Cedar; W. Shields & West; Blackstone & Shaw; Kings Canyon Rd. & Clovis Ave.; West & Ashlan; First & Shaw; First & Barstow; First & Bullard; Cedar & Herndon; Blackstone & Herndon; Willow & Shaw; Peach & Shaw; Pain & Bullard; Minnewawa & Shaw; Marks & Bullard; Marks & Shaw; First & Shields; Minnewawa & Bullard.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fashion Fair	5	Weinstock's, JCPenney, Gottschalk's
Fig Garden	7	McDonald's, Food World
N. Gate Strip	8	K mart, Safeway, Ward's, Thrifty Mart
Payless	7	Payless
Manchester	4	Sears, Liberty House, Gottschalks, Long's Drugs
Eastgate	5	K mart, Thrifty Drugs, Mayfair Mkt.
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club Village	6	Von's, Handyman

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 3; JCPenney 2; Montgomery Ward; Sears Roebuck; Ollenberger's 4; Liberty House; McDonalds; Weinstock's.
Discount Stores-K mart 3; Payless 3; Handyman; Zody's; Mervyn's; Gemco; Ardan's; Best; Consumers.
Variety Stores-Woolworth 2; J.J. Newberry; Sprouse Reitz 4.
Chain Drug Stores-Long's 7; Thrifty 6; Payless 3; Drug Fair; Family Phmcy. 2.
Chain Supermarkets-Mayfair 4; Safeway 8; Continental; Country Boy 2; Save Mart 7; Thriftmart 2;

Foodland 10; Hanoian's; Alpha Beta 4; Young's 2; Bad Boy 2; Gong's 2; Prairie Market 2; Von's.
Other Chain Stores-Apparel: Montgomery Ward, Sears, Roos-Atkins, Lerner Shops, Rodder's-Goldring 2, Berkeley's, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys, JCPenney, Weinstock's, Gottschalk's, Goodyear, Kragen's 4, Grand Auto; Furniture: R.B. Furniture, McMahan's, Levitz, Breuner's, Sofa Factory; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag; Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 141,034; (S) 160,522; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cruse, Nat. Adv. Mgr., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

FULLERTON
See ORANGE COUNTY

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA), E&P Map B-5. In extreme southern area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California; Republic; Continental; PSA; United; Western; American; TWA (all at San Jose Int'l Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; Loc. Est. 24,300
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,367,846

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; Loc. Est. 7,839
County/PMSA 80 Cen. 458,519; Loc. Est. 506,894

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 805,638

7 - ELECTRIC METERS: 22,515 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 15,657 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Processing 3,300; Mfg. 3,450; Retail 3,200; Services 3,300; Wholesale 1,500; Fin., Ins. & Real Estate 1,800.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown and South Valley Shopping Center; Tennant Station (Morgan Hill).
Neighborhood Shopping Centers-Town Plaza; Gilroy Plaza; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Center.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fords.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Drug Stores-Longs; Bills; Bertelli's.
Chain Supermarkets-Albertsons; Alpha Beta; Luckys; Nob Hill; Safeway; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahans; Western Auto; Orchard Supply Hardware.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 9,871; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Gayle Mondo, Ret. Adv. Mgr., THE DISPATCH, Box 7, Gilroy, CA 95020. Tel. (408) 842-6411.
National Representative-Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles PMSA). Approx. 7 mi. N of the city of Los Angeles and situated in the Southeastern part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Metro; Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; Loc. Est. 145,560
County/PMSA 80 Cen. 7,477,421; Loc. Est. 7,781,764
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,339; Loc. Est. 62,992
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	18	$567,676,000
Savings & Loan	17	$2,033,335,000

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry, and Fisheries 200; Construct. 5,200; Food Pdts. 2,100; Fabric. Metals 3,300; Elec. Machy. 1,700; Transp. Equip. 1,350; Instruments 2,600; Other Manufacturing 14,900; Transp., Commun. and Util. 1,900; Whole. and Ret. Trade 17,200; Fin., Ins. and Real Estate 3,300; Service 14,200; Govt. 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. 42.67 in. rainfall in 1983 (18 in.-average).

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N. Pacific from Glenoaks N.; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S. Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Broadway, JCPenney, Nordstrom's Ohrbach's, Buffum's, Melvin's,
Glendale Fashion	NA	J.W. Robinson's, Webbs
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thu. & Fri.
Stores Open Evenings-Dept.: 6 nights; Food: Every night; Others: Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Webbs; Sears; JCPenney; Reinie's; Robinson's; May Co.; Montgomery Ward; Broadway; Orbach's; Buffum's; Nordstrom's; Melvin's.
Discount Stores-Lucky Stores; Value Center; K mart.
Variety Stores-Woolworth; Kress.
Chain Drug Stores-Thrifty 2; Sav-On; Safeway.
Chain Supermarkets-Thriftmart 4; Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky Markets 2; Market Basket 3; Phils.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Siavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney's, Ryan, Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 11,283; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Walter Roach, Gen. Mgr., NEWS-PRESS, 111 N. Isabel, Glendale, CA 91206; Tel. (213) 241-4141.
National Representative: Landon Associates.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Electronics mfg., lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20 & 49, about 12 mi. N of I-80.

2 - TRANSPORTATION: **Airlines**-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; Loc. Est. 7,326
PMA-ABC:(80)45,949;(83)54,500
County 80 Cen. 51,645; Loc. Est. 61,554

4 - HOUSEHOLDS:
City 80 Cen. 3,037; Loc. Est. 3,141 PMA-ABC:(80)17,930;(83)22,100
County 80 Cen. 20,350; Loc. Est. 24,993

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 32,212

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumbering 500; Agriculture 1,200; Manufacturing 1,000; Mining 100; Utilities 400; Construction 300; Electronic Mfg. 700.
Principal Pay Days-Mon.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-75; Summer 55-88; Fall 39-67; Winter 33-60. First killing frost, Oct. 16. Last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Grass Valley; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plaza; Grass Valley Shopping Center.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Rasco's; Alpha; K mart.
Variety Stores-Sprouse Reitz; Rasco's; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Anita's Apparel; Mode O'Day; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 12,621; Mar.31,1983 ABC(initial audit).
Local Contact for Advertising and Merchandising Data: Stuart Flansburg, Adv. Mgr., UNION, 11464 Sutton Way, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County, E&P Map C-6, County Seat. Midway bet. Los Angeles & San Francisco.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Amtrak.
Airlines-Inland Empire (Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; Loc. Est. 23,370
CZ-ABC: (80) 33,815; (83) 36,000
RTZ-ABC: (80) 46,169; (83) 47,700
County 80 Cen. 73,738; Loc. Est. 77,185
City & RTZ-ABC: (80) 79,984; (83) 83,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; Loc. Est. 8,526
County 80 Cen. 23,499; Loc. Est. 25,779
CZ-ABC: (80) 11,623; (83) 12,800
RTZ-ABC: (80) 13,847; (83) 14,800
City & RTZ-ABC: (80) 25,470; (83) 27,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$331,528,000
Savings & Loan	10	$45,000,000

6 - PASSENGER AUTOS: County 32,673

7 - ELECTRIC METERS: Residence 23,951

8 - GAS METERS: Residence 18,651

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Refinery 215 Tire Mfg. 750; Cannery.
Principal Industrial Pay Days-1st and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1. Last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Six blocks, Kings Mall (25 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Case's; Montgomery Ward.
Variety Stores-Woolworth; Cornet.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Safeway; Superway; Save Mart; Big John's; Farm Boy.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; Remar's Dress Shop; Mode O'Day; McMahan's; Kinney Shoes; Singer; House of Fabrics; Bonanza 88¢ Store; Pep Boys; Sprouse Reitz; Grand Auto; Wilshire Paint.

14 - NEWSPAPERS: SENTINEL (e) 13,567; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Darral Hawkins, Adv. Mgr., SENTINEL, PO Box 9, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Newspaper Advertising Service.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (2 lines); Western Pacific.
Intercity Bus Lines-Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Int'l. Airport; 23 mi. to San Francisco Int'l. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,167; Loc. Est. 96,668
CZ-ABC: (80) 215,907; (83) 227,700
RTZ-ABC: (80) 245,435; (83) 241,900
County 80 Cen. 1,105,379; Loc. Est. 1,141,030
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
City & RTZ-ABC: (80) 461,342; (83) 469,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; Loc. Est. 37,113
County 80 Cen. 426,092; Loc. Est. 460,389
PMSA 80 Cen. 667,626; Loc. Est. 726,993
CZ-ABC: (80) 78,092; (83) 85,100
RTZ-ABC: (80) 87,625; (83) 90,000
City & RTZ-ABC: (80) 165,717; (83) 175,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	N.A.
Savings & Loan	24	N.A.

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: 79,612

8 - GAS METERS: 70,456

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Employment 54,900; Agriculture, Forestry and Fishing 500; Construction 3,800; Manufacturing 9,200; Transportation, Communication, Utilities 3,000; Retail, Wholesale 12,800; Finance, Real Est., Ins. 1,600; Services 14,400; Gov. 9,500; Other 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas - Downtown Hayward**-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.

Shopping Centers

Castro Valley-Castro Village; Lucky Center.
Hayward-Creekside; Southland; Haymont; Shafer Park; Huntwood Manor; Oliver Corner; Tennyson East; Bedford Square; Fairway Park.
Union City-Town & Country Center; Union Square; El Mercado.
Principal Shopping Days-Thurs., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shopping Centers Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's.
Variety Stores-Woolworth 3; Toys "R" Us 2.
Discount Stores-Gemco 2; K mart 3.
Chain Supermarkets-Alpha Beta 6; Co-op; Russell's 6; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's 2; Tony's 2.
Chain Drug Stores-Walgreen 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grodman's, Marlene's, Marshall's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Roos Bros., Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleepaire, Levitz, Colonial Village, Crossroads, Carpeteria, R B Furniture; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Millen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Supply, Orchard Supply; Miscellaneous: Sherwin Williams, Color Tile, Standard Brands, Ardan's, Best Products, Service Merchandise, Alco Electronics, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods.

14 - NEWSPAPERS: REVIEW (e) 45,189; (S) 45,173; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Samoly, Adv. Dir., REVIEW, 116 W. Winton Ave., Hayward, CA 94544; Tel. (415) 783-6111.
National Representatives: Calif. Newspaper Mkts., Inc.; Papert Companies.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroads-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 23,211; Loc. Est. 26,985
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
County 80 Cen. 663,923; Loc. Est. 731,615

4 - HOUSEHOLDS:
City 80 Cen. 11,477; Loc. Est. 12,748
County 80 Cen. 243,019; Loc. Est. 280,418
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	34	$3,485,000,000

6 - PASSENGER AUTOS: County 360,819

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plaza(15)	NA	K mart, Sears
Hemet West(30)	NA	AIM
Hemet Mall(22)	NA	JCPenney, Harris

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Harris; Boston.
Discount Stores-K mart; AIM.
Chain Supermarkets-Staters; Vons; Alpha Beta; Albertson's.

14 - NEWSPAPERS: NEWS (e) 14,970; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James W. Gill, III, Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: None.

HOLLISTER

1 - LOCATION: San Benito County, E&P Map B-5, County Seat. Shipping center. On coast center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; Loc. Est. 11,752
CZ-ABC: (80) 11,488; (83) 13,100
Bal. In PMA-ABC: (80) 13,517; (83) 14,600
County 80 Cen. 25,005; Loc. Est. 25,061
Total PMA-ABC: (80) 25,005; (83) 27,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716; Loc. Est. 3,899
CZ-ABC: (80) 3,716; (83) 4,400
Bal. in PMA-ABC: (80) 4,166; (83) 4,700
County 80 Cen. 7,882; Loc. Est. 8,221
Total PMA-ABC: (80) 7,882; (83) 9,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$125,000,000
Savings & Loan	3	$41,250,000

6 - PASSENGER AUTOS: County 12,134

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762)

8 - GAS METERS: Residence 6,040

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 1,400 ($250); Explosive Ordnance 550 ($300); Agriculture 2,500 ($150); Miscellaneous 210 ($150).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.
Variety Stores-Cornet's.
Chain Supermarkets-Nob Hill; K&S (Independent); Gonzalez Mkt; Benito Market.

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,106; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harry Hunter, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Branham/Newspaper Sales.

HUNTINGTON PARK-SOUTH GATE-BELL-MAYWOOD

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA) E&P Map D-7.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Pacific Greyhound; So. Calif. Rapid Transit; Continental.
Airlines-All lines at Los Angeles Int'l Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 160,267; Loc. Est. 174,902
South Gate 80 Cen. 66,784; Loc. Est. 71,756
Huntington Park 80 Cen. 46,223; Loc. Est. 51,819
Bell 80 Cen. 25,450; Loc. Est. 27,287
Maywood 80 Cen. 21,810; Loc. Est. 24,040
CZ-ABC: (80) 242,454; (83) 257,200
RTZ-ABC: (80) 208,846; (83) 211,900
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 451,300; (83) 469,100

4 - HOUSEHOLDS:
Cities 80 Cen. 53,276; Loc. Est. 60,427
South Gate 80 Cen. 22,883; Loc. Est. 25,398
Huntington Park 80 Cen. 15,015; Loc. Est. 17,531
Bell 80 Cen. 8,855; Loc. Est. 9,947
Maywood 80 Cen. 6,523; Loc. Est. 7,551
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 70,466; (83) 84,200
RTZ-ABC: (80) 67,360; (83) 70,600
City & RTZ-ABC: (80) 142,828; (83) 154,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Huntington Park 34,355

8 - GAS METERS: Huntington Park 14,095

9 - PRINCIPAL INDUSTRIES: Steel Mfg. & Fabrication; Aircraft Parts; Rubber Mfg.; Oil Well Supplies; Glass Mfg.; Plastics; Electro-Plating.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 57-82; Fall 51-81; Winter 46-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Pacific Blvd.
Neighborhood Shopping Centers-Approx. 5 block shopping centers in neighboring towns of Bell, Maywood, South Gate, Lynwood, Bell Gardens & Downey, Stonewood (in Downey), Cudahy Plaza.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Wineman's; Broadway.
Variety Stores-Kress; Newberry; Sprouse Reitz.
Discount Stores-Target; Zody's; K mart.
Chain Drug Stores-Thrifty 5; Sav-On 3; Drug King; MDX; House of Vitamins; White Cross.
Chain Supermarkets-Alpha Beta 3; Boys 2; Super-A; Food King 4; Lucky 4; Ralph's 3; Market Basket 2; Safeway 4; Albertson's 4; Von's 3; McCoy's 2.
Other Chain Stores-Shoes: Thom McAn, Flagg Bros., Canada, C.H. Baker, Holiday, Stride Rite, Geo. Allen; Clothes: Chandler's, Foreman & Clark, Harris & Frank, Lerner's, House of Nine, Hartfield's, Mode O'Day, Lynns, Sally's, Modern Woman; Furniture: McMahan's, Kay-Phillips, Santa Fe, Sims, D.F.C.; Auto Supplies: Pep Boys, Cal Auto, Western Auto.

14 - NEWSPAPERS: SIGNAL (m) 7,666; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ned Costa, Jr., Adv. Dir., SIGNAL, 8800 National Ave., South Gate, CA 90280; Tel. (213) 927-8681.
National Representative: Hearst Advertising Service.

INDIO

1 - LOCATION: Riverside County, (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; Loc. Est. 25,450
CZ-ABC: (80) 36,309; (83) 39,400
RTZ-ABC: (80) 52,803; (83) 60,800
County 80 Cen. 663,923; Loc. Est. 731,615
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
City & RTZ-ABC: (80) 89,112; (83) 100,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626; Loc. Est. 7,565
County 80 Cen. 243,019; Loc. Est. 280,418
PMSA 80 Cen. 551,081; Loc. Est. 634,863
CZ-ABC: (80) 10,983; (83) 12,400
RTZ-ABC: (80) 20,283; (83) 24,100
City & RTZ-ABC: (80) 31,266; (83) 36,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 360,819

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 11,[illegible]

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	NA	Sears, Harris
Town & Country(9)	3	Alpha Beta, K mart, Wendy's
Indio Plaza(16)	2	Von's, Pick'N'Save, JCPenney
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Alpha Beta, Thrifty
Coachella Island	2	Safeway

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Discount & markets open evgs. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse Reitz; Sears; Harris; Yellow Mart; Wise Shop; Zody's; Sunshine Lumber; 84 Lumber.
Chain Drug Stores-Thrifty; Gemco; Sav-On Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Gemco; Stater Bros.
Discount Stores-K mart; Wise Shops; Pic N' Save.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furniture;

More about syndicates in the annual E&P

SYNDICATE DIRECTORY

. . . pages and pages of vital information about syndicated features, listed alphabetically by distributor's name, subject matter—Astrology to Youth Features—feature title, and author's name. The directory also contains dozens of colorful, illustrative and descriptive ads to help in selection. Published annually at the end of July, it's $5 a copy. (Subscribers get it free!)

Editor & Publisher

575 Lexington Avenue, New York, N.Y. 10022

Winston Tire; High Performance; Earl Schieb; Pep Boys.

14 - NEWSPAPERS: DAILY NEWS (e) 8,385; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Gates, Mktg. Dir., DAILY NEWS, 45-140 Towne St., Indio, CA 92201; Tel. (714) 347-3313.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee, Inc.

LA HABRA
See DRANGE COUNTY

LAKE TAHOE
See SOUTH LAKE TAHOE

LIVERMORE

1 - LOCATION: Alameda County, E&P Map B-5. (In San Francisco PMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Western Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,349; Loc. Est. 53,370
County 80 Cen. 1,105,379; Loc. Est. 1,141,030
PMSA 80 Cen. 1,099,814; Loc. Est. 1,197,411
HERALD:
PMA-ABC: (80) 142,544; (83) 153,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,637; Loc. Est. 18,540
County 80 Cen. 426,092; Loc. Est. 460,389
PMSA 80 Cen. 416,356; Loc. Est. 474,601
HERALD:
PMA-ABC: (80) 46,374; (83) 52,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: 39,175

8 - GAS METERS: 37,066

9 - PRINCIPAL INDUSTRIES: Intel Corporation; Lawrence Livermore Lab; Sandia Laboratories.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta(18)	NA	Alpha Beta, TG&Y
Amador Center(21)	NA	Safeway
Depot Plaza	NA	Lucky
Granada Center(15)	NA	Lucky, Sprouse Reitz
Granada Vlg.(16)	NA	Lloyd's Bank
Lincoln	NA	Louis Stores
Livermore Arcade(18)	NA	Osh Hdwe., Safeway, Long's
Livermore Ctr.(21)	NA	PX Markets
Mission Plaza(22)	NA	Sears
Stoneridge(170)	NA	Capwell's, JCPenney, Macy's
Vineyard(17)	NA	Lucky, Sprouse Reitz
Ward's Plaza	NA	Montgomery Ward

Stores Open Evenings-Many on Mon. & Thurs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Liberty House; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores-TG&Y; Sprouse Reitz 2; K mart; Gemco.
Variety Stores-Handyman; Romley's; Lucky.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's Drug; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 3; Flair Market 2; Lucky 4; Safeway 2; Romley's.
Other Chain Stores-Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zales; Florsheim.

14 - NEWSPAPERS: TRI-VALLEY HERALD (m) 19,057; (S) 18,955; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Taylor, Adv. Dir., TRI-VALLEY HERALD, 325 South I St., Livermore, CA 94550; Tel. (415) 447-2111.
National Representatives: California Newspaper Markets, Papert Companies.
VALLEY TIMES (m-tues to fri; S) Paid 7,411; Controlled 27,545; Mar. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Adv. Mgr., VALLEY TIMES, 126 Spring St., Pleasanton, CA 94566; Tel. (415) 462-4160.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99 & 50; State Hwy 12.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,221; Loc. Est. 38,318
County/MSA 80 Cen. 347,342; Loc. Est. 381,512

4 - HOUSEHOLDS:
City 80 Cen. 14,015; Loc. Est. 15,557
County/MSA 80 Cen. 124,626; Loc. Est. 142,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$300,358,000
Savings & Loan	7	$156,637,000

6 - PASSENGER AUTOS: County 184,872

7 - ELECTRIC METERS: Residence 14,724

8 - GAS METERS: Residence 11,117

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Packaged & Canned Goods 865 ($290); Fab. Metal Products 700 ($265); Aggregates 175 ($385); Sportswear 145 ($195); Iron Casting (145) ($260); Cast Concrete Prod. 200 ($255); Wineries 370 ($255); Rubber Prod. 290 ($275); Meat Packing 230 ($270).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-71; Summer 52-96; Fall 41-78; Winter 42-58; Ann. av. temp. 60; Ann. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Main Shopping District**-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Pay N' Save 8; Lakewood 22; Long's; Payless 6; Top Value 4; Vineyard 21; Arbor Square 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Value	1	Top Value Store
Lakewood(22)	1	Sellrite
Pay n' Save	2	Pay n' Save
Lucky-Payless	1	Lucky Stores
Vineyard(21)	2	Fry's/Mervyn's

Principal Shopping Days-Mon., Thu. & Sat.
Stores Open Evenings-Thurs.; market & discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Newfield's; JCPenney; Mervyn's.
Variety Stores-Woolworth's.
Discount Stores-Long's Drugs; Payless Drug; Pay n' Save.
Chain Drug Stores-Long's; Payless; Pay n' Save.
Chain Supermarkets-Safeway; Lucky Stores; Lodi Supermarket 2; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furniture; Firestone; Burton's; Singer; Goodyear; Diamond International; Grand Auto; Grossman's; Kragen Auto; Tower of Shoes; Shoe Stop; Payless Shoe Source; Sherwin Williams; Winston Tire.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 14,009; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., P.O. Box 760, Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2-TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,267; Loc. Est. 27,445
PMA-ABC: (80) 44,779; (83) 46,400
County/MSA 80 Cen. 298,660; Loc. Est. 321,014
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,380; Loc. Est. 10,233
County/MSA 80 Cen. 109,343; Loc. Est. 122,310
PMA-ABC: (80) 14,903; (83) 16,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 175,995

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, West coast Space Shuttle launch & recovery site, MX test launch site. Military & Civ. 13,662; Diatomaceous earth mining 672; Agriculture.
Principal Industrial Pay Days-Fri, 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Ann. Min. & Max. Temp.-48-63; 13.20 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Broadway	17	Montgomery Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shopping Center(23)	1	JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Rasco every night; JCPenney-Mon., Thu., Fri.; Lucky's & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Moore's; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Woolworth; Rasco; K mart.
Chain Drug Stores-Thrifty.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 2; Lucky's 2.
Other Chain Stores-Remar's; Sears; Montgomery Ward; Kinney Shoes; McMahan's; Korbs; Miller's Outpost.

14 - NEWSPAPERS: RECORD (e-mon to fri) 9,354; (S) 9,344; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; Pacific Southwest; United.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; Loc. Est. 373,100
CZ-ABC: (80) 716,717; (83) 723,600
RTZ-ABC: (80) 221,478; (83) 233,800
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 938,195; (83) 957,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 151,611; Loc. Est. 154,600
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 280,041; (83) 293,400
RTZ-ABC: (80) 64,633; (83) 70,900
City & RTZ-ABC: (80) 344,674; (83) 364,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	131	$3,000,000,000
Savings & Loan	92	3,600,000,000

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Manufacturing: McDonnell Douglas; Hughes Aircraft; Rockwell International; Petrolane; Purex; Norris Industries. Professional and Related Services: 26 Hospitals; California State University at Long Beach and Dominguez Hills; Long Beach City College.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos Shopping Center; Los Cerritos Center; Carson Mall; Stonewood Center; Huntington Center; Del Amo Center; Westminster Center; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bixby Knolls	4	Safeway, Sav On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav On, JCPenney, Target,
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)	4	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: **Department Stores**-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fedco; Zody's; Gemco; K mart; Dooley's; Target; Best.
Chain Drug Stores-Thrifty 21; Sav-On 10; Skaggs 2.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch Markets; Boys Markets 4; Eddies Markets 4; Fedco; Food Rack; Foods Co. 3; Gemco 4; Grocery Warehouse; Jewel T 3; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 9; Sav-Mor 2; Smith's Food King 2; Super A Foods; Thriftimart 4; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller (paints); Harris & Frank Clothing; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The

Gap; Judy's; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zales; Baskin Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman; See's Candy; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Walden Books; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 73,199; (e-mon to fri) 55,727; comb. (m&e) 128,926; (m-sat) 119,738; (S) 138,515; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harvey Hopkins, Nat'l. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales, Inc.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, County Seat. Pacific coast harbor; industrial, agricultural & tourist center. City 463.7 sq. mi.

2 - TRANSPORTATION: Railroads-SF; SP; UP; Amtrak.
Motor Freight Carriers-5,786 primary market.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 72.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa; National, Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas International; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif.; Air India; Air Jamaica; Air Manila; Air Niugini; Alaska Airlines; Alia; Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; ELAL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait; Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Int'l; World; JAT; Holiday; Sierra Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; Loc. Est. 3,080,158
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
DAILY NEWS:
PMA-ABC: (80) 1,091,052; (83) 1,117,000
HERALD-EXAMINER:
CZ-ABC: (80) 3,289,439; (83) 3,355,600
RTZ-ABC: (80) 6,737,401; (83) 7,149,900
City & RTZ-ABC: (80) 10,026,840; (83) 10,505,500
TIMES:
L.A. County-ABC: (80) 7,477,503; (83) 7,689,500
Orange County-ABC: (80) 1,932,709; (83) 2,138,600
Total PMA-ABC: (80) 9,410,212; (83) 9,828,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; Loc. Est. 1,237,410
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
DAILY NEWS:
PMA-ABC: (80) 410,752; (83) 436,500
HERALD-EXAMINER:
CZ-ABC: (80) 1,218,304; (83) 1,288,900
RTZ-ABC: (80) 2,386,712; (83) 2,627,300
City & RTZ-ABC: (80) 3,605,016; (83) 3,916,200
TIMES:
L.A. County-ABC: (80) 2,730,469; (83) 2,913,800
Orange County-ABC: (80) 686,267; (83) 788,000
Total PMA-ABC: (80) 3,416,736; (83) 3,701,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	153	$48,769,454,000
Savings & Loan	963	$43,032,642,000

6 - PASSENGER AUTOS: 4,044,469

7 - ELECTRIC METERS: Residence 3,063,653

8 - GAS METERS: Residence 3,113,016

9 - PRINCIPAL INDUSTRIES: (L.A. County): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food & Kindred Products 51,400 ($327); Textile Mill Products 9,000 ($228); Apparel & Other Textile Products 77,200 ($183); Paper & Allied Products 17,000 ($376); Printing & Publishing 56,000 ($343); Chemicals & Allied Products 28,600 ($361); Petroleum & Coal Products 14,000 ($516); Rubber & Plastics Products 33,700 ($265); Leather & Leather Products 8,900 ($200); Lumber & Wood Products 12,900 ($321); Furniture & Fixtures 37,600 ($251); Stone, Clay & Glass Products 22,700 ($379); Primary Metal Industries 24,800 ($377); Fabricated Metal Products 79,700 ($334); Machinery (Except Electrical) 92,800 ($358); Electric & Electronic Equipment 136,200 ($314); Transportation Equipment 164,000 ($403); Instruments & Related Products 30,800 ($323); Miscellaneous Manufacturing Industries 20,400 ($234). Source: "California Labor Market Bulletin; Statistical Supplement", Health & Welfare Agency; Employment Devlopement Department, April 1981.

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp.-Spring 52-70; Summer 60-80; Fall 56-77; Winter 48-66.

11 - TAP WATER: Moderately soft 4.1 grains per gallon. Slightly alkaline, 6.2 grains per gallon. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.

12 - RETAILING: Principal Shopping Centers-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends eight blocks N. & S. from 1st St. to 9th St. & 7 blocks E. & W. from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 107 incorporated cities with their central shopping districts and community shopping centers. In addition there are 56 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept. Mon., Thu., Fri. & Sat. Food Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept. staggered by shopping center, many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores (L.A. and Orange Counties)-Broadway 29; Bullock's 13; May Co. 21; Montgomery Ward 17; JCPenney 49; Robinsons 14; Sears 27.
Variety Stores (L.A. and Orange Counties)-The Akron 13; Cornet 17; Freeway 8; National Dollar 14; Newberry 42; Pick 'N Save 28; Rasco 17; S.H. Kress 7; Sprouse-Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Discount Stores (L.A. and Orange Counties)-Cal Fed; Fedco 5; Fed Mart 18; Gemco 26; K mart 38; Leonards; The Treasury 7; Value Fair; Zody's 28.
Chain Supermarkets (L.A. and Orange Counties)-ABC 6; Albertson's 56; Alpha Beta 129; Big D Ranch Markets 6; Boys Markets 34; Dale's 12; Fedco 5; Fed Mart 15; Food Barn 7; Foods Co. 10; Gelson's 7; Gemco 25; Grocery Warehouse 4; Hughes 26; Hughes El Rancho 8; Jewel T 13; Jonsons 5; Jurgensen's 6; Lucky 80; Market Basket 59; Mayfair 11; McCoy's 20; The Pantry 12; Phil's 5; Ralphs 86; Safeway 92; Smith's Food King 25; Stater Bros. 33; Super A Foods 7; Thriftimart 26; Von's 90; Westward Ho 4.
Chain Drug Stores (L.A. and Orange Counties)-Best Buy Drugs 4; Circle Pharmacies 4; Clark 14; Danber Drugs 4; Disco 12; Drug King 9; Exclusive 4; Garfield 4; Guild 8; Hill 5; Hy-Lo 8; Horton & Converse 12; Leader 4; Longs 10; Mascarin 5; Sav-On 87; Shapiro 6; Skaggs 12; Thrifty 189; White Front 4.
Supermarket Chains With Pharmacies-Albertsons 8; Fedco 5; Fed Mart 17; Gemco 25; HPI 10; Lucky 25; Safeway 7; Jay Scott 4.

14 - NEWSPAPERS:
DAILY NEWS (m-mon to fri) 133,672; (m-sat) 119,571; (S) 149,503; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ty Tuupanen, Nat. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411; Tel. (213) 997-4276.
National Representative: Sawyer-Ferguson-Walker.
HERALD-EXAMINER (m-mon to fri) 265,401; (m-sat) 192,213; (S) 294,235; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: O.Q. DiMaria, Nat. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Hearst Advertising Service.
TIMES (m-mon to fri) 1,060,588; (m-sat) 973,772; (S) 1,342,720; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W. Sinkking, Gen. Adv. Mgr., TIMES, Times Mirror Square, Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.

MADERA

1 - LOCATION: Madera County, E&P Map C-5, County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (thru Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; Loc. Est. 23,786
CZ-ABC: (80) 21,732; (83) 23,800
RTZ-ABC: (80) 41,384; (83) 47,900
County 80 Cen. 63,116; Loc. Est. 70,986
City & RTZ-ABC: (80) 63,116; (83) 71,700

4 - HOUSEHOLDS:
City 80 Cen. 7,359; Loc. Est. 8,032
County 80 Cen. 20,950; Loc. Est. 24,700
CZ-ABC: (80) 7,359; (83) 8,400
RTZ-ABC: (80) 13,591; (83) 16,300
City & RTZ-ABC: (80) 20,950; (83) 24,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$93,416,400

6 - PASSENGER AUTOS: County 30,859

7 - ELECTRIC METERS: Residence 18,400

8 - GAS METERS: Residence 11,469

9 - PRINCIPAL INDUSTRIES: Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Products; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equipment; Campers; Armco Steel; Corn Prods.; Almond Processing; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley W. Plz.(10)	2	K mart, Sav-Mart
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days-Thurs., Fri., Sat. & Sun.

Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-James; Cerioni's; JCPenney; Money Back Sam; Vizcarra's.
Variety Stores-Coronet; Bonanza 88.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera Mkt.; Mayfair; Sav-Mart; Prairie Mkt.; Lucky's.
Other Chain Stores-McMahan's; Sears; Montgomery Ward (catalog); Radio Shack; Coast-to-Coast Hardware; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 7,752; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93637; Tel. (209) 674-2424.
National Representative: None.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Frontier; Inland Empire; Pacific Express; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 24,925; Loc. Est. 27,891
County/MSA 80 Cen. 325,100; Loc. Est. 381,500

4 - HOUSEHOLDS:
City 80 Cen. 8,592; Loc. Est. 9,800
County/MSA 80 Cen. 124,626; Loc. Est. 142,449

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 175,890

7 - ELECTRIC METERS: Residence 19,416 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 14,527 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sharpe Army Depot 1,381; Occidental Chemical 750; Spreckels Sugar 330; Boschert 413; Continental Telephone 245; Tracy Defense Depot 1,563; Inoy Electronics 330.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov 30. Last killing frost, March 2.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furniture
Cardosa(11)	1	Payless, Safeway, Sprouse Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y, Alpha Beta
Town Sq.	1	Country Gourmet, Happy Steak

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars; Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Thrifty; Payless; Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Save-Mart; New Deal; Lucky's.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 6,132; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Polly Wright, BULLETIN, PO Box 912, Manteca, CA 95336; Tel. (209) 239-3535.
National Representatives: Morris Newspaper Corp.; Landon Associates.

MARIN COUNTY

1 - LOCATION: (In San Francisco PMSA), E&P Map B-4, County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County and the East Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Railroads-Northwestern Pacific. Ferries to San Francisco.
Intercity Bus Lines-Golden Gate Transit; Marin County Transit and commuter buses; Greyhound.

3 - POPULATION:
City (San Rafael) 80 Cen. 44,700; Loc. Est. 46,165
CZ-ABC: (80) 203,753; (83) 209,800
RTZ-ABC: (80) 18,815 (83) 19,400
City & RTZ-ABC: (80) 222,568; (83) 229,200
PMSA 80 Cen. 1,490,090; Loc. Est. 1,530,859
County 80 Cen. 222,952; Loc. Est. 225,718

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; Loc. Est. 19,913
County 80 Cen. 88,983; Loc. Est. 94,184
PMSA 80 Cen. 612,880; Loc. Est. 659,477
CZ-ABC: (80) 82,932; (83) 88,600
RTZ-ABC: (80) 5,791; (83) 6,200
City & RTZ-ABC: (80) 88,723; (83) 94,800
Demographic Information available from Newspaper. See paragraph 14.

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Sav.	63	$1,046,905,000
Savings & Loan	40	$770,013,000

6 - PASSENGER AUTOS: County 142,997

7 - ELECTRIC METERS: County 97,183

8 - GAS METERS: Residence, County 79,033

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 849; Contract Construction 4,169; Manufacturing 4,500; Transportation, Communications and Utilities 1,946; Wholesale and Retail Trade 19,757; Finance, Insurance and Real Estate 5,784; Services 16,982; Government 13,400. (Total 67,387).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20. Last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shopping Center, Corte Madera Center.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears
Pacheco Plaza(26)	5	Safeway
Corte Madera(40)	5	Montgomery Ward, JCPenney
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco
Bon Air(23)	2	Petrini's Super
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Center(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Canithers
Novato Center(4)	10	Lucky, Long's
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Mon., Wed. & Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; JCPenney; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Montgomery Ward; Kaufman's; Ross; Sears; Canithers.
Discount Stores-Consumers Co-Op Foods; Consumers Distributing 2; Cost Plus.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save.
Chain Supermarkets-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Flair; Fry's Food & Drug.
Other Chain Stores-Singer; Cost Plus; Florsheim Shoes; Granat Bros. Jewelry; Hastings; Leed's (Shoes); Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Santa's Toys; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Beverley's; Gap; Rainbow Records; Liquor Barn; Earnies; Petrini's; Goodyear 2; Gensler-Lee Jewelry; Abbey Carpets; Kinney Shoes 2; W&J Sloane; Standard Brands Paint; Firestone; General Tires; Goodyear 2; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey/Hallmark; Brentano's; American Express; General Nutrition; Walden Books; Consumers Distributing Corp. 2; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 39,516; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Behrens, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representative: Gannett Newspaper Advertising Sales.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4, County Seat. Residential and industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,582; Loc. Est. 24,752
County 80 Cen. 657,252; Loc. Est. 691,721
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751

4 - HOUSEHOLDS:
City 80 Cen. 8,437; Loc. Est. 9,746
County 80 Cen. 241,805; Loc. Est. 266,604
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 405,057

7 - ELECTRIC METERS: Residence 14,917

8 - GAS METERS: Residence 14,872

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chemical 790 ($286); Government 6,400 ($372); VA Hosp. 800 ($283).
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty Drug; Long's.
Chain Supermarkets- Larid's; Gregson's; Safeway; Farmers.
Other Chain Stores-Goodyear; Big O Tires; Montgomery Ward (catalog); Mode O'Day; Foster's Freeze; Grande's Shoes.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 3,606; Sept. 30, 1982 VAC.
Local Contact for Advertising and Merchandising Data: David L. Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo, PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies; U.S. Suburban Press, Inc.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 125 mi. NE of San Francisco. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Western Pacific; Sacramento Northern, Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; Loc. Est. 31,772
Marysville 80 Cen. 9,898; Loc. Est. 10,294
Yuba City 80 Cen. 18,736; Loc. Est. 20,234
PMA-ABC: (80) 112,228 (83) 119,800
Counties/MSA 80 Cen. 101,979; Loc. Est. 109,580
Yuba 80 Cen. 49,733; Loc. Est. 51,772
Sutter 80 Cen. 52,246; Loc. Est. 56,425

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; Loc. Est. 14,363
Maryville 80 Cen. 4,183; Loc. Est. 7,648
Yuba City 80 Cen. 7,799; Loc. Est. 6,894
PMA-ABC: (80) 39,914; (83) 44,300
Counties/MSA 80 Cen. 36,313; Loc. Est. 41,261
Yuba 80 Cen. 17,504; Loc. Est. 19,580
Sutter 80 Cen. 18,809; Loc. Est. 21,681

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	N.A.
Savings & Loan	10	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba County 22,737; Sutter 27,115

7 - ELECTRIC METERS: Residence 34,023

8 - GAS METERS: Residence 26,294

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days- 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on D Street, Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Peach Tree Mall; Linda; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big R Ctr.	NA	Big R, All-Rite Mkt.
College Ctr.	NA	Sprouse Reitz
Colusa Ave.(15)	NA	Sprouse Reitz, Safesave Drug, Designer Fabrics
Hillcrest Plz.(22)	NA	Jane's, Main St., Continental Galleries
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Linda	NA	
The Peach Tree Mall(40)	NA	JCPenney, Pay 'n Save, K mart
Raley's Shopping Center	NA	Raley's, Rico's Pizza, House of Fabrics
Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack, Filco Appliances
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman, Holiday Market
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-The Peach Tree Mall, Linda-Westbridge Shopping, Yuba City-Fri., Sat & Mon.
Stores Open Evenings-Wed. & Fri.
Stores Open Sundays-Food, drug, clothing, appliances.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar; Gemco.
Discount Stores-Pay 'N' Save; K mart; Big R.
Variety Stores-Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores-Payless 2; Thrifty; Safe-Save 2; Walgreen; Pay'n Save; Long's.
Chain Supermarkets-Safeway; Yuba Munger 2; Lucky 2; Gemco; Raley's; Holiday 3.
Other Chain Stores-Singer; Firestone; Goodrich. Shoe Stores: Shannon's; Kinney's 2; Dave's 2; Kahn's 3. Men's Stores: Kauffman's; Schneider's; Miller's Outpost 2; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; College-Hi; General Nutrition; Mode O'Day; Bedazzled; Wherehouse; Handyman; Designer Fabric; Goodyear 2; Kragen Auto Supply; Pay 'n Pak.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 21,029; Mar. 31, 1983 ABC.
Local Contact for Advertising and Marketing Data: Wallace A. Lagorio, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 319 G St., PO Box 431, Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MAYWOOD
See HUNTINGTON PARK

MERCED

1 - LOCATION: Merced County, E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: **Railroads**-Amtrak; AT&SF; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Transp.
Airlines-Inland Empire.

3 - POPULATION:
Corp. City 80 Cen. 36,499; Loc. Est. 40,000
CZ-ABC: (80) 36,499; (83) 41,500
RTZ-ABC: (80) 106,304; (83) 114,900
County 80 Cen. 134,560; Loc. Est. 146,497
City & RTZ-ABC: (80) 142,803; (83 156,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,381; Loc. Est. 14,200
County 80 Cen. 44,539; Loc. Est. 50,806
CZ-ABC: (80) 13,381; (83) 15,800
RTZ-ABC: (80) 34,364; (83) 38,600
City & RTZ-ABC: (80) 47,745; (83) 54,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$600,000,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: County 63,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food, Processing & Packing 2,300; Insurance 1,500; Lumber 300; Aluminum Products 150; Health Care Products 100; Printing & Publishing 200; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($114 million annual payroll); Metal Electrical Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 56 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21 St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thu.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; JCPenney; Tall's; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's Drug 3; Payless; Save On.
Chain Supermarkets-Safeway 2; Save Mart 3; Prairie Markets; Alpha Beta; New Deal Markets; Save On.
Other Chain Stores-Toppers Jewelry; Mode O'Day; Gallenkamp's; Shoe Palace; House of Fabrics; Elaine Powers; Musicland; Kinney Shoes; Singer; Goodyear; Goodrich; Firestone; Western Auto; Pep Boys Auto; McMahan Furniture; Slater's Furniture; Diamond International; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Asher Bros. Shoes; Coronet; Beverly Fabrics; Grand Auto; Pic-A-Dilly; Kragen Auto; Grossman's; Handyman; Feminine Fitness; Miller's Outpost; B. Dalton Booksellers.

14 - NEWSPAPERS: SUN-STAR (e) 23,018; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, 3033 N. G St., Merced, CA 95340; Tel. (209) 722-1511.
National Representative: California Newspaper Markets, Inc.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Pacific Express; Inland Empire.

3 - POPULATION:
Corp. City 80 Cen. 106,102; Loc. Est. 117,700
CZ-ABC: (80) 106,602; (83) 119,800
Bal. in PMA-ABC: (80) 159,298; (83) 170,300
County/MSA 80 Cen. 265,902; Loc. Est. 286,400
Total PMA-ABC: (80) 265,900; (83) 290,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; Loc. Est. 44,081
County/MSA 80 Cen. 97,700; Loc. Est. 106,997
CZ-ABC: (80) 39,257; (83) 43,100
Bal. in PMA-ABC: (80) 55,418; (83) 57,600
Total PMA-ABC: (80) 94,675; (83) 100,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 140,187

7 - ELECTRIC METERS: Residence 55,553

8 - GAS METERS: Residence 59,942

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-All Mfg. 24,800; Nondurable Goods 19,500; Durables 5,400; Food Processing 17,100; Retail Trade 18,000; Wholesale Trade 4,100; Government 15,800; Construction 6,400; Transportation and Utilities 3,900; Services 18,200.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated

12 - RETAILING: Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; No. Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S. on Crows Landing Road; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, No. Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's Gottschalk's
McHenry Vlg.	2	Dunlap's, New Deal, Ardan's
Yosemite	2	Farr's, New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Ted's, Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Zody's
Tully Manor	3	Raley's
Standiford Ctr	4	Lucky's, Long's, Pier 1
Century Center	3	Gray's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5
Sylvan Square	4	Alpha Beta

Principal Shopping Days Thurs., Fri. Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. & Thurs.; Food-every night except Sunday; Vintage Faire-Mon. thru Fri. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Dunlaps; JCPenney; Loebs; Farr's; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Gray's; Macy's; Zody's.
Variety Stores-Woolworth; Sprouse Reitz 4.
Chain Drug Stores-Payless 2; Long's 3; Paul's Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky; Gemco 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Prairie Markets; Raley's 2; Alpha Beta 2.
Discount Stores-K mart 2; Bonanza; TG&Y; Gemco; Payless 2; Long's 3; Zody's; Liquor Barn.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Brownie Muffler; Copeland Lumber; Cousin's; Dutch Boy Paint; Dunlap's; Federated Group; Firestone; Fuller Paints; Handy Andy; Handyman; Hartfield's; House of Carpets; House of Fabrics; King Norman; Kragen Auto; Landons; Leed's; Levitz; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Self-Service Furn.; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Turner's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Mervyn's; Ardan's; Bedazzled; Ernie's Liquors; Furrow Lumber; 84 Lumber; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Gray's; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 72,032; (S) 79,162; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Craig A. Moon, Adv. Dir., BEE, PO Box 3928 Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.
Airlines-United; Pacific Express; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 27,558; Loc. Est. 28,359
CZ-ABC: (80) 90,934; (83) 93,700
Bal. in PMA-ABC: (80) 52,115; (83) 56,200
County/MSA 80 Cen. 290,444; Loc. Est. 310,156
Total PMA-ABC: (80) 143,049; (83) 149,900

4 - HOUSEHOLDS:
City 80 Cen. 11,208; Loc. Est. 12,034
County/MSA 80 Cen. 95,734; Loc. Est. 106,899
CZ-ABC: (80) 33,476; (83) 34,300
Bal. in PMA-ABC: (80) 17,739; (83) 18,500
Total PMA-ABC: (80) 51,215; (83) 52,800

5 - BANKS: Corp. City 9; Dep. N.A.

6 - PASSENGER AUTOS: County 151,296

7 - ELECTRIC METERS: Residence 42,708

8 - GAS METERS: Residence 36,929

9 - PRINCIPAL INDUSTRIES: Industry, Annual Payroll-Military $422,300,000; Tourist $278,900,000; Manufacturing $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65, Summer 52-70; Fall 48-66, Winter 43-61. First killing frost, Dec. 4. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway; Seaside; Monte Vista Ctr.; Monterey; Forest Hill Ctr.; Fairway Ctr.; Pacific Grove; Village Ctr.; Carmel Valley; Country Club.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(90)	NA	Macy's, Lucky, Thrifty Drugs, Saks
The Barnyard(60)	NA	Thunderbird Book Store
Carmel Rancho(10)	NA	Monte Mart, Brinton's
Carmel Center(13)	NA	Safeway, Long's
Crossroads(60)	NA	Long's, Safeway
Olympia Plaza(22)	NA	Sears
Carmel Plaza(62)	NA	J. Magnin
Country Club(22)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept.-Mon.-Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-Holman's; Macy's; JCPenney.
Discount Stores-Monte Mart; K mart.
Variety Stores-Woolworth; Sprouse Reitz 3.
Chain Drug Stores-Long's 2; Thrifty 2.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Western Auto; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; Ardoans; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Joseph Magnin.

14 - NEWSPAPERS: PENINSULA HERALD (m) 31,858; (S) 33,889; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 372-3311.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County, (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4, County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; Loc. Est. 55,562
CZ-ABC: (80) 55,326; (83) 59,900
RTZ-ABC: (80) 43,873; (83) 47,500
County 80 Cen. 99,199; Loc. Est. 105,026
PMSA 80 Cen. 334,402; Loc. Est. 354,546
City & RTZ-ABC: (80) 99,199; (83) 107,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714; Loc. Est. 21,165
County 80 Cen. 36,624; Loc. Est. 40,611
PMSA 80 Cen. 117,050; Loc. Est. 130,179
CZ-ABC: (80) 20,767; (83) 23,400
RTZ-ABC: (80) 15,857; (83) 17,800
City & RTZ-ABC: (80) 36,624; (83) 41,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$260,200,000
Savings & Loan	9	$290,000,000

6 - PASSENGER AUTOS: County 55,800

7 - ELECTRIC METERS: 28,915

8 - GAS METERS: 28,459

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Napa State Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-92; Fall 46-77; Winter 37-57. First killing frost, Oct. 23. Last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (13); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	Penney's, Mervyn's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores open Thursday evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Carithers; Mervyn's.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Rexall 2; PayLess; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Giovannon's; Fiesta Markets; Albertson's.
Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto, Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's; PayLess.

14 - NEWSPAPERS: REGISTER (e) 21,431; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER, 1615 Second St., Napa, CA 94558; Tel. (707) 226-3711.
National Representative: None.

NEWARK

See FREMONT

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA), E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads-SP; AT&SF; UP; WP.
Motor Freight Carriers-1,651.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-Air Canada; Alaska; American; British Air; Continental; Delta; Eastern; Japan; Mexicana; Northwest; Pan Am; TWA; Republic; Frontier; Air California; Apollo; PSA; United; Western; World Airways; Trans America; Phillipine Air; Singapore Air; SFO Helicopter; Royal American; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 339,288; Loc. Est. 347,300
PMA-ABC: (80) 1,761,759; (83) 1,823,700
County 80 Cen. 1,105,379; Loc. Est. 1,145,100
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; Loc. Est. 144,200
PMA-ABC: (80) 667,626; (83) 716,800
County 80 Cen. 426,092; Loc. Est. 442,400
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	318	$7,164,450,000
Savings & Loan	191	$5,255,331,000

6 - PASSENGER AUTOS: County 619,553

7 - ELECTRIC METERS: Residence 720,345

8 - GAS METERS: Residence 653,057

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 27,500 ($313); Fab. Metal Prods. 15,500 ($354); Machinery 14,400 ($358); Tran. Equip. 11,000 ($358); Primary Metals 6,100 ($350); Chemicals 11,000 ($342); Petroleum & Coal Prods. 5,000 ($417); Printing & Publishing 6,200 ($351); Paper Prods. 5,400 ($306); Stone, Clay & Glass Prods. 5,100 ($319).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E. 14th St.; 65 along E. 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	Mervyn's, Montgomery Ward
Southland(125)	NA	JCPenney, Sears, Emporium-Capwell
Newpark Mall(101)	NA	Macys, Sears
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, Sears
Bay Fair Mall(115)	NA	Macys, Montgomery Ward
Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plaza(60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	Bullocks, I. Magnin, Emporium-Capwell

Stores Open Evenings-Mon. & Thurs. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell's, Macy's 5; Mervyn's 7; Montgomery Ward 5; JCPenney 9; Liberty House 2; Sears 5; Gabardine's 2; Sherwood Swan & Co.; McCaulou's 8; Bullock's.
Discount Stores-Gemco 3; K mart 7.
Variety Stores-Newberry 3; Sprouse Reitz 13; Woolworth 9.
Chain Drug Stores-Drug King 2; Guy's 13; Long's 16; Domar's; Kerstein's 2; Payless 12; Pay 'N Save 6; Thrifty 14; Walgreen 5; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 4.
Chain Supermarkets-Safeway 61; Food Farm 2; Albertson's 5; Fry's 10; Park & Shop 3; Lucky 51, Cooperative of Berkeley 9; Alpha Beta 11; 7-Eleven 69; Big T Supermarket 11; Farmer's Markets 4; Romley's Markets 4; Russells Markets 5; Diablo Foods 4; Flair Mkt. 9; Petrini's.
Other Chain Stores-Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires 13; Bond's 3; Breuner's 2; C.B.S. Plywood 6; Crescent Jewelers

5; Davidson & Licht 5; Edison Bros. 12; Firestone 18; Florsheim 3; Foreman & Clark 2; Gallenkamp's 17; Goodyear 17; Goodrich 4; Grand Auto 17; W.T. Grand 4; Grodin's 5; Hartfield's 7; Hastings 4; Zale's Jewelers 5; Kinney Shoes 8; Kragen Auto 5; Lerner's 2; Levitz 2; I. Magnin 2; Joseph Magnin 4; Thom McAn; Hilton's 6; Mode O'Day 10; Ortho Mattress 4; R.B. Furniture 2; Regal Shoes 4; Roos/Atkins 10; S&H Green Stamps 2; Dr. Scholl's; Singer 10; Sleep Aire 4; Smith's 11; Western Auto 2; Kress 3; Goldmans 8.

14 - NEWSPAPERS: THE TRIBUNE (m-mon to fri) 166,697; (m-sat) 150,496; (S) 162,839; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Lavine, Adv. Dir., THE TRIBUNE, PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County, (In San Diego MSA), E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; Loc. Est. 82,092
CZ-ABC: (80) 112,188; (83) 132,700
RTZ-ABC: (80) 159,699; (83) 160,600
County/MSA 80 Cen. 1,861,846; Loc. Est. 1,993,060
City & RTZ-ABC: (80) 271,887; (83) 293,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022; Loc. Est. 34,180
County/MSA 80 Cen. 670,094; Loc. Est. 751,361
CZ-ABC: (80) 42,608; (83) 49,400
RTZ-ABC: (80) 53,402; (83) 52,000
City & RTZ-ABC: (80) 96,010; (83) 101,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,044,310

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (Number of Employees)-Electrical Connectors (500); D C Power Supplies/Transformers (380); Electronic Components/Systems (250); Agriculture (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Electronic Mfg. (100).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse Reitz, Safeway, Thrifty
Cape Code Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Huckaby's; May Co.
Variety Stores-Sprouse Reitz; Woolworth; Long's; PayLess.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 29,916; (S) 31,334; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans.
Airlines-Air Cal.; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; Loc. Est. 151,296
Ontario 80 Cen. 88,820; Loc. Est. 97,535
Upland 80 Cen. 47,647; Loc. Est. 53,761
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
PMA-ABC: (80) 268,392; (83) 295,400
County 80 Cen. 893,157; Loc. Est. 981,229
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; Loc. Est. 48,350
Ontario 80 Cen. 29,376; Loc. Est. 30,037
Upland 80 Cen. 17,561; Loc. Est. 18,313
County 80 Cen. 308,062; Loc. Est. 354,445
PMSA 80 Cen. 551,081; Loc. Est. 634,863
PMA-ABC: (80) 86,529; (83) 98,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	18	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft 1,475; Citrus Processing 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward
Ontario Plz.(36)	NA	J.M. McDonald's, Market Basket, Thrifty Drug
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland	NA	Thrifty Drug, Von's, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'n' Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Department, discount, major mkts.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; J.M. McDonald; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Gemco 2; Zody's 2; Target.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores-Cornets; Rascos; Sprouse Reitz; TG&Y; Ralphs 5 & 10.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 9; Long's.
Chain Supermarkets-Von's 4; Alpha Beta 4; Stater Bros. 9; Ralphs 2; Albertson's; Lucky; Skaggs; Alpha Beta; Safeway; Smith's Food King; Boys.
Other Chain Stores-Angels 3; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furniture; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Empurium; Radio Shack; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 34,186; (S) 35,495; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.
National Representative: Papert Companies

ORANGE COUNTY
(Anaheim)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: **Railroads**-AT&SF; SP; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 221,847; Loc. Est. 228,980
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,036,390
PMA-ABC: (80) 299,674; (83) 320,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; Loc. Est. 82,879
County/PMSA 80 Cen. 685,815; Loc. Est. 720,980
PMA-ABC: (80) 105,346; (83) 117,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Sav. & Comm.	40	$2,214,126,905
Savings & Loan	24	$560,830,245

6 - PASSENGER AUTOS: City 50,556

7 - ELECTRIC METERS: Residence 78,517

8 - GAS METERS: Residence 61,714

9 - PRINCIPAL INDUSTRIES: (Number of Wage Earners)-Electronic Equipment 7,700; Entertainment 7,600; Electro-mechanical Prods. 2,865; Data Processing Equipment 2,100; Electronic Prods. for Armed Forces 1,600; Lock Sets 1,450; Minicomputers 1,200; Sound Prods. & Telephone Equipment 900.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza de Oro, 41 stores; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 28; Canyon Village 26; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Canyon Plaza(70)	NA	Singer, Albertson's
Anaheim Plaza(62)	NA	Mervyn's, Robinson's
Brookhurst(51)	NA	Goodyear, Alpha Beta
E.Anaheim(50)	NA	Sav-on Drug, Thriftimart

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance, specialty stores.

13 - RETAIL OUTLETS: **Department Stores**-The Akron; Anthony's; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores-Lucky; Zody's; K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Payless; Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco, Lucky; McCoy's; Ralph's; Satellite; Stater Bros.; Thriftimart; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions, Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Sherwin-Williams; Silverwoods; Singer Co.; The Clothes Horse; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 14,053; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Karl Wray, Pub., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805; Tel. (714) 634-1567.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (freight).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster, Continental Trailways; Santa Ana; Orange County Transit District.
Airlines-Hughes Air West; Air California; Trans Catalina; Republic; Frontier; American; Air Irvine.

3 - POPULATION:
Corp. City 80 Cen. 82,291; Loc. Est. 84,003
CZ-ABC: (80) 145,118; (83) 153,600
RTZ-ABC: (80) 404,786; (83) 460,700
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,076,378
City & RTZ-ABC: (80) 549,904; (83) 614,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; Loc. Est. 34,396
County/PMSA 80 Cen. 685,815; Loc. Est. 771,494
CZ-ABC: (80) 60,457; (83) 66,500
RTZ-ABC: (80) 147,898; (83) 174,600
City & RTZ-ABC: (80) 208,355; (83) 241,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,198,397

7 - ELECTRIC METERS: 263,398

8 - GAS METERS: 244,335

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10 - CLIMATE: Ann. Min. and Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness, 125 parts per million; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center. (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Supermarkets; May Co.; Sears; JCPenney; The Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores-Costa Mesa**-May Co.; Sears; JCPenney; Montgomery Ward, Bullock's; Nordstrom's; Saks 5th Ave.; Mark Cross; I. Magnin; Woolworth; Reinert's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.

Discount Stores-Costa Mesa-Builder's Emporium; K mart; Treasury Stores; Fedco.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty, Sav-On.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Bargain Basket; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Market Basket; Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Brooks Bros.; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 37,277; (S) 36,978; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Powers, Adv. Mgr., DAILY PILOT, 330 W. Bay St., Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representative: Branham/Newspaper Sales.

ORANGE COUNTY (Fullerton)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA), E&P Map D-7. 35 mi. from Los Angeles; 5 mi. N of Disneyland; 100 mi. N of San Diego.

2 - TRANSPORTATION: **Railroads**-SF; UP; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Metropolitan Rapid Transit; Orange Co. Transit.

3 - POPULATION:
Corp. City 80 Cen. 102,034; Loc. Est. 105,662
CZ-ABC: (80) 137,075; (83) 148,500
RTZ-ABC: (80) 165,564; (83) 180,900
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,076,378
City & RTZ-ABC: (80) 302,639; (83) 329,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,869; Loc. Est. 40,704
County/SMSA 80 Cen. 685,815; Loc. Est. 771,494
CZ-ABC: (80) 48,663; (82) 54,500
RTZ-ABC: (80) 56,432; (83) 63,900
City & RTZ-ABC: (80) 105,095; (83) 118,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	25	N.A.
Savings & Loan	33	N.A.

6 - PASSENGER AUTOS: County 1,198,397

7 - ELECTRIC METERS: 43,221

8 - GAS METERS: 29,868

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 742; Construction 1,384; Manufacturing 25,608; Aerospace 19,099; Trans/Comm/Utilities 1,223; Trade 11,006; Fin./Ins./Real Estate 2,929; Services 8,771; Government 8,998.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-87; Summer 52-98; Fall 49-92; Winter 31-77. First killing frost, Dec. 3. Last killing frost, Feb. 6.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Downtown Center**-16 blocks on 5 sts.
Neighborhood Shopping Centers-N. Harbor 900-1400; S. Harbor 400-500; W. Commonwealth 400-500, 1600-1700; Raymond Ave. 100-400; Harbor & Orangethorpe (50 stores); Chapman & Raymond (29 stores); Orangethorpe & Brookhurst (30 stores); Brea Blvd. (1[illegible] stores); Yorba Linda Blvd. & Bradford (33 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brea Mall(185)	4	May Co., Sears, B'way, Nordstrom's
Lucky Square(8)	1	Lucky Stores, Rexall Drug
College Plaza(14)	1	McCoy Mkt., Sav-On
College Square(10)	1	Thrifty Drug, Builder's Emporium
East Fullerton(18)	1	Alpha Beta, Super Valu
Crossroads(33)	3	Ralph's Groc., Thrifty Drug, Mervyn's
Sunny Hills Plz.(34)	2	Sunny Crest Mkt., Loehmann's
Orangefair(42)	2	Boston Store, Woolworth, Long's
Sunrise Vlg.(25)	3	Sav-On Drug, Von's Mkt.
W. Fullerton(23)	2	Albertson's, Alpha Beta, Owl Drug, Thrifty Drug
La Mancha Ctr.(11)	0	Ralph's, Thrifty Drug

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Most food & drug open every night.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Boston Stores; Wineman's; Mervyn's; Sears; May Co.; Robinson's; Nordstrom's; Broadway; Marshall's.
Variety Stores-Woolworth.
Discount Stores-Ole's; Builder's Emporium; Zody's; Gemco 2; K mart 2; Handyman; Pic 'n Save; [illegible] Home Centers; Best Products.
Chain Supermarkets-Safeway; Alpha Beta 11; Lucky Stores 5; Ralph's 2; Pantry Mkt. 2; Von's 4; Albertson's 5.
Chain Drug Stores-Thrifty 4; Long's; Sav-On 2; Supervalu; Owl Rexall; Skagg's.
Other Chain Stores-Goodyear; Firestone; Pep Boys Auto; Chief Auto Supply 2; Carpet Town; Thompson Furniture; Lawson's Jewelry; Gallenkamp Shoes; Berland's Shoes; Radio Shack 3; Big 5 Sporting Goods; Newberry Fabric; Boston Store; Color Tile.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 19,504; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald M. Hopp, Adv. Dir., NEWS TRIBUNE, 655 W. Valencia Dr., Fullerton, CA 92632; Tel. (714) 871-2345.
National Representatives: Branham Newspaper Sales; U.S. Suburban Press, Inc.

ORANGE COUNTY (La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; Loc. Est. 45,655
PMA-ABC: (80) 73,145; (83) 8[illegible],800
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,076,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; Loc. Est. 17,267
PMA-ABC: (80) 26,453; (83) 30,700
County/PMSA 80 Cen. 685,815; Loc. Est. 771,494

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,198,397

7 - ELECTRIC METERS: 27,568

8 - GAS METERS: 20,584

9 - PRINCIPAL INDUSTRIES: (Number of employees). La Habra-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Department Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Utility Products 300; Industrial & Agricultural Chemicals 175.

10 - CLIMATE: Min. & Max. Temp.-N.A. Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Habra:		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plaza(16)	NA	Sears
Brea:		
Brea Mall(100)	NA	Sears, May Co.
Brea Plaza(30)	NA	Thrifty Drug, Albertson's
Brea Heights(18)	NA	Ray's Mkt.
Imperial Plaza(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores) La Habra: Highland Center (15); La Habra Plaza (14); Imperial Beach Center (14); Beach Plaza (12); Town & Country (12); Harbor Square (12); Spadra Square (10); North Hills Plaza (10); Harbor Central Plaza (10); Central Plaza (10); Chantry Square (10); Beach Plaza (9).
Brea: Brea Center (14), Brea West (14); 770 Center (10), Olinda Village (10).

13 - RETAIL OUTLETS: **Department Stores**-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'n' Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 4; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Center; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 3,594; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Graham, Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY (Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8, County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72, 214 & 250.

2 - TRANSPORTATION: **Railroads**-Santa Fe; So. Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound Continental Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Tustin Nickel Bus; Town Tours; Grayline Tours; Orange Coast Sightseeing. Charter Lines-Aardvarck; Four Winds; Pacific Scenic; Taylor Gus; Thompson Transp.; Western Stages.
Airlines-Air California; Golden West; Hughes Airwest; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int'l's (LAX) and Long Beach.

3 - POPULATION:
Corp. City 80 Cen. 203,713; Loc. Est. 216,800
PMA-ABC: (80) 1,932,709; (83) 2,138,600
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,076,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; Loc. Est. 71,026
County/PMSA 80 Cen. 685,815; Loc. Est. 771,494
PMA-ABC: (80) 686,267; (83) 788,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	309	$7,219,471,000
Commercial	417	$8,313,125,000

6 - PASSENGER AUTOS: County 1,198,397

7 - ELECTRIC METERS: County 768,782

8 - GAS METERS: 591,950

9 - PRINCIPAL INDUSTRIES: (Number of Employees)-Agriculture 9,800; Construction 44,000; Manufacturing 219,500; Transportation, Communic. & Utilities 29,600; Wholesale Trade 47,700; Finance, Insurance & Real Estate 62,400; Services 186,500; Government 107,300.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7. Last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plaza(75)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(140)	NA	Sears, May Co., Nordstrom
Buena Park(141)	NA	Sears, May Co.
City, The(85)	NA	May Co., JCPenney
Fashion Island(76)	NA	Robinson's, Broadway
Fashion Square (La Habra)(43)	NA	Buffum's, Bullock's
Fashion Square (Santa Ana)(37)	NA	I. Magnin, Bullock's
Honer Plaza(27)	NA	Montgomery Ward
Huntington(60)	NA	JCPenney, Broadway
Laguna Hills(80)	NA	JCPenney, Broadway
Mall of Orange(93)	NA	Broadway, JCPenney, Sears
Orangefair(42)	NA	JCPenney, Boston
S. Coast Plaza(75)	NA	Saks, Sears, May Co.
Westminster(185)	NA	Sears, May Co., Robinson's
Mission Viejo(123)	NA	Robinson's, Mont. Ward

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Joseph Magnin; Nahas; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-The Akron; Fedco; Fed-Mart; Gemco; K mart; Zody's.
Variety Stores-Gilbert; Kresge's; K mart; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores-Danber 5; Gemco Pharm. 7; Hill Drugs 4; Rexall 12; Sav-On 23; Super Valu 4; Skagg's 12; Thrifty 32; Lucky's Pharm. 8; Vista Drug.
Chain Supermarkets-Albertson's 24; Alpha Beta 47; A & M Markets 2; El Rancho 5; Gemco Foods 7; Lucky 19; Market Basket 13; McCoy's 2; Pantry 5; Ralph's 26; Safeway 12; Smith's Food King 3; Stater Bros. 17; Thriftimart 6; Von's 22.
Other Chain Stores-Men's Wear: Harris & Frank, Desmond's, Chasens, Foreman & Clark, House of Tailoring, Rebel Shops, Silverwood's; M/W Wear: Bond's, The Gap, Lou Millers, Wild West; Women's Apparel: Anita Shop, Hartfield's, Mode O'Day, Judy's, Lane Bryant, Show Off, Draper's, Sally Shops, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Cover Girl Shoes, Leed's, Wetherby-Kayser, Kirby's, Thom McAn, Shoe Market, Standard Shoes, Kinney's, Gallenkamp, Enna Jettick, C.H. Baker; Jewelers: Rupert's, Hatfield-Neiman, J. Herbert Hall, Zale's, Hudson's; Furniture: Barker Bros., National Furniture, J.H. Biggar, Riveria, McMahan's, Gold Key, Levitz, R.B., Simmons, Sleepeze Beds, Schaefer's; Fabrics: Fabrific, Solomon, Fabric City, Singer, Uniform Shop, Surefit Seat Cover; Beauty & Health Salons: Permatress, Crowning Glory, Magic Mirror, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne, Tiffany's Feminine Way; Paint: Dutch Boy, Sherwin-Williams, Pittsburgh Paint, Standard Brands, Sinclair; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Hardware: Ole's, Builders Emporium, Angel's Home Improvement Centers, Handyman Store, Linbrook Hardware, Ward & Harrington, Wickes Lumber; Misc.: Thrif-d-lux Cleaners, Abby Rents, Jurgensen's Gourmet.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 258,901; (m-sat) 251,624; (S) 288,906; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 835-1234.
National Representative: Story & Kelly-Smith.

OROVILLE

1 - LOCATION: Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: **Railroads**-Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; Loc. East. 9,144
PMA-ABC: (80) 41,191; (82) 44,000
County 80 Cen. 143,851; Loc. Est. 160,080
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,753; Loc. Est. 4,184

PMA-ABC: (80) 15,769; (82) 17,300
County 80 Cen. 56,904; Loc. Est. 66,161

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 78,268

7 - ELECTRIC METERS: Residence 13,512

8 - GAS METERS: Residence 7,266

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Comm. & Util. 1,535 ($160); Timber; Ag. Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-90; Summer 51-108; Fall 32-92; Winter 28-65.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING: Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Western Auto; City of Paris; Firestone; Grand Auto.
Variety Stores-Woolworth; Beno's.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Holiday.
Other Chain Stores-Kinney Shoes; Payless Shoes.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 11,212; Sept. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Gentry, Adv. Dir., MERCURY-REGISTER, 2081 Second St. Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Branham/Newspaper Sales.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland route); 3 mi. from Pacific Ocean.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Golden West.
Shipping-Oxnard Harbor District, Port Hueneme.

3 - POPULATION:
Corp. City 80 Cen. 108,195; Loc. Est. 119,365
CZ-ABC: (80) 125,998; (83) 142,500
RTZ-ABC: (80) 69,252, (83) 75,000
County/PMSA 80 Cen. 529,899; Loc. Est. 554,115
City & RTZ-ABC: (80) 195,250; (83) 217,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,087; Loc. Est. 37,693
County/PMSA 80 Cen. 173,254; Loc. Est. 194,467
CZ-ABC: (80) 38,929; (83) 45,700
RTZ-ABC: (80) 22,677; (83) 25,500
City & RTZ-ABC: (80) 61,606; (83) 71,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	18	$1,677,420,000
Savings & Loan	30	$1,829,660,000

6 - PASSENGER AUTOS: County 292,846

7 - ELECTRIC METERS: Residence 36,716

8 - GAS METERS: Residence 29,597

9 - PRINCIPAL INDUSTRIES: Blood Bank Reagents; Boat Mfg. & Sales; Bldg. & Construction Materials; Chemical Mfg.; Electronics; Farm Implements; Flowers; Food Processing; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Products; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supplies; Oil Refining; Garment Mfg.; Paper Products; Plastics; Precision Hydraulics; Precision Machining; Printing & Publishing; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING: Shopping Centers-28 shopping centers with 660 stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's.
Variety Stores-TG&Y 2; Sprouse Reitz 2; Woolworth 2.
Discount Stores-K mart; Gemco; Zody's; Target; Color Tile.
als Drug Stores-Key Rexall; Laubacher's 3; Sav-On; Thrifty 3.
Chain Supermarkets-K&G 3; Alpha Beta 2; Albertson's; Hughes; Lucky's; Mayfair 2; Safeway 4; Santa Cruz 2; Smith's Food King 3; Von's.
Other Chain Stores-Levitz Furniture; Radio Shack; Grossman's Lumber; Ole's Home Center; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; Dalton Books; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite.

14 - NEWSPAPERS: PRESS-COURIER (e) 19,520; (S) 20,236; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Mgr., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers;

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-American; Western; Republic; TWA; Alaska; Sun Aire; Pacific Express; CP; Pacific Western; Pan Am.

3 - POPULATION:
Corp. Cities 80 Cen. 44,072; Loc. Est. 48,670
  Palm Springs 80 Cen. 32,271; Loc. Est. 35,666
  Palm Desert 80 Cen. 11,801; Loc. Est. 13,004
CZ-ABC: (80) 72,230; (83) 83,000
Bal. in PMA-ABC: (80) 13,174; (83) 15,400
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
County 80 Cen. 663,923; Loc. Est. 731,615
Total PMA-ABC: (80) 85,404; (83) 98,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,603; Loc. Est. 32,790
  Palm Springs 80 Cen. 24,461; Loc. Est. 23,179
  Palm Desert 80 Cen. 10,142; Loc. Est. 9,611
County 80 Cen. 243,019; Loc. Est. 280,418
PMSA 80 Cen. 551,081; Loc. Est. 634,863
CZ-ABC: (80) 32,262; (83) 38,500
Bal. in PMA-ABC: (80) 6,172; (83) 7,400
Total PMA-ABC: (80) 38,434; (83) 45,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	24	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: County 354,352 (1981)

7 - ELECTRIC METERS: Desert, Hot Springs, Cathedral City, Palm Desert 51,000

8 - GAS METERS: 32,450

9 - PRINCIPAL INDUSTRIES: Tourism. 55 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches. Min. & Max. Temp.Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING: Principal Shopping Area-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cameron Ctr.(3)	NA	Woolworth's
Desert Inn Fashion Plaza(37)	NA	I.Magnin, Silverwood's, J. Magnin
Indian Palms	NA	Smith's Food King, K mart
Palm Desert Towncntr.(140)	12	Bullock's, JCPenney, Bonwit Teller
Palm Springs Mall(41)	NA	JCPenney, Walker-Scott
Plaza	NA	Desmond's
Palms to Pines III (22)	NA	Safeway, McDonald's
Rancho Las Palmas	NA	Long's, Von's
Smoke Tree Village(21)	NA	Von's, Long's Drug
Sun Center	NA	Sears(catalog)
Sunrise(23)	NA	Smith's Food King
The Vineyard(27)	NA	Fashion Optical

13 - RETAIL OUTLETS: Department & Specialty Stores-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; J. Magnin; Walker-Scott; Leed's Jewelers; Big Five; K mart; Gemco; Beno's; Sears; Harris; May Co.; Bonwit Teller.
Chain Variety Stores-Woolworth; Pic 'N Save; Coronet.
Chain Drug Stores-Thrifty 5; Drug King; MDX; Long's 2; Sav-On 2.
Chain Supermarkets-Safeway 5; Alpha Beta 4; Von's 7; Smith's Food King 4; Jurgensons 2; Gemco 2; Stater Bros. 4; Lucky; Ralph's 3.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's.

14 - NEWSPAPERS: DESERT SUN (e) 27,673; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Gates, Mktg. Dir., DESERT SUN, PO Box 190, Palm Springs, CA 92263; Tel. (714) 325-8666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan American; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American; Apollo; TWA; United; Western; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 55,142; Loc. Est. 55,900
CZ-ABC: (80) 339,068; (83) 341,500
RTZ-ABC: (80) 131,658; (83) 150,000
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,332,900
City & RTZ-ABC: (80) 470,726; (83) 491,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041; Loc. Est. 23,894
County/PMSA 80 Cen. 458,519; Loc. Est. 506,520
CZ-ABC: (80) 133,063; (83) 138,800
RTZ-ABC: (80) 52,846; (83) 62,800
City & RTZ-ABC: (80) 185,909; (83) 201,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	26	$729,732,000
Savings & Loan	15	$561,067,000

6 - PASSENGER AUTOS: County 805,638

7 - ELECTRIC METERS: Residence 25,900

8 - GAS METERS: Residence 22,927

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 550 ($165); Manufacturing 238,200 ($345); Services 160,400 (N.A.); Retail Trade 100,500 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Education, 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Downtown Shopping District-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S. of California Ave.; 8 on S. Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Alma Plaza(16)	1	Lucky Mkt.
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
San Antonio	2	Liberty House, Sears, Mervyn's, Grodin's
Old Mill(50)	2	
Mayfield Mall(64)	2	JCPenney, Cost Plus, Consumer Distributors
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Bullock's, Sears, I. Magnin
Stanford Regional (133)	0	Emporium, Macy's, Saks, I. Magnin, J. Magnin

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, department, drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: Department Stores-The Emporium 2; Saks Fifth Ave.; J. Magnin; I. Magnin 2; JCPenney 3; Sears 2; Bergmann's; Macy's 2; Liberty House; Bullock's 2; Mervyn's 3; Nordstrom's.
Discount Stores-Gemco; K mart; Gold Circle.
Variety Stores-Woolworth 3; Sprouse Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores-Rexall 7; Walgreen's 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Supermarkets-All American; Littleman's; Lucky Stores 4; Safeway 9; Brentwood 3; Albertson's; Continental 2; Consumer's Co-Op 5; Alpha Beta 5; Fry's; Q.F.I.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 63,253; (S)63,981; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Al Foissotte, Nat. Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Box 300, Palo Alto, CA 94302 ; Tel. (415) 853-1200.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc; Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 118,072; Loc. Est. 122,140
CZ-ABC: (80) 189,236; (83) 193,600
RTZ-ABC: (80) 200,006; (83) 201,500
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 389,242; (83) 395,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470; Loc. Est. 51,966
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 71,743; (83) 76,100
RTZ-ABC: (80) 76,381; (83) 79,900
City & RTZ-ABC: (80) 148,124; (83) 156,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	18	N.A.
Commercial	13	N.A.

6 - PASSENGER AUTOS: County 3,839,691

7 - ELECTRIC METERS: Residence 45,548

8 - GAS METERS: Residence 41,155

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200; Construction 4,200; Manufacturing 19,000; Trans/Comm/Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/Insurance 8,000; Services 42,000; Government 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 57-90; Fall 50-85; Winter 39-90.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shopping Center.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	NA	May Co., Hinshaw's
Santa Anita(120)	NA	The Broadway
Fashion Pk.	NA	Buffum's, JCPenney, J.W. Robinson
E. Pasadena	NA	Fedco, Akron
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	NA	Sears
Foothill(9)	NA	Hughes, El Rancho
Colorado & Lake(50)	NA	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway
C.B.(4)	NA	
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	NA	Woolworth's, Sears
Orange Grove(10)	NA	Pantry Mkt.
Washington East(7)	NA	Alpha Beta, Von's
Eagle Rock	NA	May Co., Mont. Ward
Monrovia	NA	Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thu., Fri., some Sundays; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-Bullock's; Broadway; Sears; JCPenney; J. W. Robinson; Iver's; Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Ole's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Supermarkets-Market Basket 4; Albertson's 3; Alpha Beta 3; Safeway 3; Ralph's 8; Pantry 6; Van's 6; Jurgensen's 3; El Rancho 4; Lucky 2.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Riviera Sofa; Women's Apparel: Silverwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C. H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutchboy, Mathews, Standard Brands; General: W. P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (m) 44,010; (S) 47,077; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento & The Mission).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
Airlines-Golden Valley; Aero.

3 - POPULATION:
Corp. City 80 Cen. 9,163; Loc. Est. 9,609
County 80 Cen. 155,345; Loc. Est. 168,665
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631; Loc. Est. 3,986
County 80 Cen. 58,171; Loc. Est. 66,203

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	5	$145,000,000

6 - PASSENGER AUTOS: County 87,100

7 - ELECTRIC METERS: Residence 4,457

8 - GAS METERS: Residence 3,713

9 - PRINCIPAL INDUSTRIES: There are several manufacturing, assembly and sales plants in the community. Leading group classes of products are: Electronic Components; Printed Business Forms; Metal Fabrication; Boat Fabrication; Greeting Card Printing; Feed Products; Fruit and Nut Processing; 4 Wheel Drive Adapters; Modular Homes; Almond Processing; Correctional Institution; Plastic Tools; Feed Machinery; Farm Machinery; Printing Components; Portable Airline Hangers; Feed and Grain; Fiberglass Pleasure Boats; Regulators; Machine Work & Welding; 17 Wineries.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.
Principal Shopping Days-Dept.-Wed., Thurs., Fri., Sat.; Food-Wed., Thurs., Fri., Sat.; Stores open Fri. night.

13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-F.S. Rasco; Cornet Stores.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.
Other Chain Stores-Western Auto; Mode O'Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast-toCoast; Hayward Lumber; Diamond International.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,817; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data:** R.D. Reddick, Adv. Dir., DAILY PRESS, 1050 Park St., Paso Robles, CA 93446; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroads-Northwestern Pac.; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 33,834; Loc. Est. 35,483
CZ-ABC: (80) 33,834; (83) 37,200
RTZ-ABC: (80) 130,534; (83) 142,300
County/PMSA 80 Cen. 299,827; Loc. Est. 319,976
City & RTZ-ABC: (80) 164,368; (83) 179,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122; Loc. Est. 12,688
County/PMSA 80 Cen. 114,523; Loc. Est. 127,890
CZ-ABC: (80) 12,122; (83) 13,800
RTZ-ABC: (80) 47,298; (83) 53,600
City & RTZ-ABC: (80) 59,420; (83) 67,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 175,773

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 16,980

9 - PRINCIPAL INDUSTRIES: There are 52 manufacturing plants in the community area. Leading group classes of products are: Dairy, poultry, electronics and optics. The largest manufacturing firms in the community area are: (Firm, No. of Wage Earners)-Sola Optical USA (270); Poly-Vue Plastics, plastic bottles (150); Petaluma Poultry Processors (150); O'Brien-Spotorno-Mitchell, Frozen Food Products (150); California Cooperative Creamery, Butter, Milk and Related Products (150). Facilities include 11 machine shops, 1 grey iron foundry, 1 non-ferrous metal foundry, and 3 public warehouses. Major raw material resources include: Native stone and adobe.

10 - CLIMATE: Av. Daily Temp.- 44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thu., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Carithers; Montgomery Ward (catalog); Sears (catalog).
Discount Stores-K mart.
Chain Drug Stores-Payless; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Prairie Market; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Smith Shoe; Marlene's; Modern Eve; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins; Diamond International; Wickes Lumber; True Value Hardware; Shaw's Candies; Surplus Store; Radio Shack; Picadilly; PV Ranch & Home; Sports-a-foot; International Imports; Payless Shoes; Beauty Store & More; Market Place; Shutterbug; Command Performance; Clothes Direct; Sizes Plus; Kids Mart; Clothes Time; Color Tile.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,485; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Dorothy Herdt, Adv. Dir., ARGUS-COURIER, 830 Petaluma Blvd. N. Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Scripps League Newspapers, Inc.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

2 - TRANSPORTATION: Railroads-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.
Motor Freight Carriers-N.A.
Intercity Bus Lines-Greyhound; A.C. Transit.
Airlines-N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,253; Loc. Est. 15,564
County 80 Cen. 656,331; Loc. Est. 681,600
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751

4 - HOUSEHOLDS:
City 80 Cen. 4,897; Loc. Est. 5,409
County 80 Cen. 241,418; Loc. Est. 250,694
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	$562,000,000
Savings & Loan	22	$440,000,000

6 - PASSENGER AUTOS: County 405,057

7 - ELECTRIC METERS: Residence 72,120

8 - GAS METERS: Residence 68,050

9 - PRINCIPAL INDUSTRIES: Chevron; C&H Sugar; Pacific Refining Co.; Bio Rad Labs; Rheem Mfg.; Safeway Food; Union Oil; United Grocers; Port of Richmond; Witco Chemical; Weigmann & Rose Int.

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp. 44; Max. Temp. 75.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall(115)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(47)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(27)	NA	K mart, Best, Alpha Beta
El Portal S.C.(48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed., Thurs., Fri., Sat., Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart.
Chain Drug Stores-Long's; Payless.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway.
Other Chain Stores-Big 5; Kragen Auto.

14 - NEWSPAPERS: WEST COUNTY TIMES (m-tues to fri; S) 6,850; Sept. 30, 1982 VAC.
Local Contact for Advertising and Merchandising **Data:** Tom Ward, Nat'l. Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564.
National Representative-Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; Loc. Est. 37,472
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
County 80 Cen. 657,252; Loc. Est. 691,721
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; Loc. Est. 13,616
County 80 Cen. 241,805; Loc. Est. 266,604
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$45,000,000
Savings & Loan	2	$15,900,000

6 - PASSENGER AUTOS: County 405,057

7 - ELECTRIC METERS: Residence 9,480

8 - GAS METERS: Residence 9,359

9 - PRINCIPAL INDUSTRIES: Steel; Chemicals; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri; S) paid 6,214; total 13,272; Sept. 30, 1982 VAC.
Local Contact for Advertising and Merchandising **Data:** Gary Bieger, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press, Inc.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; Interstates 10 and 210.

2 - TRANSPORTATION: Railroads- Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Los Angeles Rapid Transit District; Omni-Trans; Greyhound; Continental.
Airlines-AirCal; Alaska; Republic; Pacific Southwest; Western; American; Continental; Golden West; United; TWA; Air Cortez; Inland Empire; Imperial; SunAire; Sun World.

3 - POPULATION:
Corp. City 80 Cen. 92,742; Loc. Est. 100,216
PMA-ABC: (80) 291,139; (83) 313,200
County/PMSA 80 Cen. 7,477,657; Loc. Est. 8,616,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; Loc. Est. 36,040
County/PMSA 80 Cen. 2,730,674; Loc. Est. 3,165,300
PMA-ABC: (80) 91,499; (83) 102,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$180,700,000
Savings & Loan	6	$545,511,000

6 - PASSENGER AUTOS: County 4,500,000

7 - ELECTRIC METERS: Residence 31,365

8 - GAS METERS: Residence 28,434

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 7,000; Forestry & Fisheries 2,000; Construction 6,000; Manufac. 40,000 (guided missiles 7,800; tech. prod. 935;

paper prod. 500; street sweeping machinery 643; misc. 1,000); Trans. Commun. [illegible] 4,000; Whol. & Ret. 23,000; Fin. Ins., Real Estate 3,500; Services 23,000; Govt. 20,000 (80 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30. Last killing frost, April 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Major Shopping Centers-Indian Hill Mall, Pomona (90 stores); Montclair Plaza, Montclair (90 stores); Diamond Bar Blvd. Center, Diamond Bar (55 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at East Holt, North Garey, West Holt, West Mission Ave. and East, North Towne, Foothill Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair(90)	6	May Co., Broadway, JCPenney, Mont. Ward, Akron, Best
Indian Hill(90)	3	Sears, Newberry, Zody's, Radio Shack, Roberts, Sav-On, Millers Outpost
Mountain Green(25)	5	Long's Drugs, Mervyn's
Target	5	Target
K mart	4	K mart, California Fit
Fedco	10	Fedco
Downtown Mall	0	Buffum's
No. Indian Hill	3	Gemco, Skaggs/Alpha Beta

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: Department Stores-Brands; Buffum's; Roberts; Sears 2; Millers Outpost 3; JCPenney; Best Products; May Co.; Mervyn's; Montgomery Ward; California Fit; Broadway; Boston; Target.
Discount Stores-Gemco 3; Zody's 2; K mart 4; Fedco.
Variety Stores-Cornet 3; Newberry's; Owl Rexall 2; Sprouse Reitz; TG&Y 2.
Chain Drug Stores-Owl Rexall 2; Hamilton 3; Long's; Sav-On 3; Thrifty 12; Clark's; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; DiHo; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Cal Auto; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; 84 Lumber; Oles; Angels; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 40,991; (S) 42,855; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Wolf, Adv. Mgr., or Don Russell, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91766; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 19,707; Loc. Est. 22,085
PMA-ABC: (80) 67,222; (83) 74,100
County/MSA 80 Cen. 245,751; Loc. Est. 266,667

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; Loc. Est. 7,823
PMA-ABC: (80) 22,045; (83) 25,200
County/MSA 80 Cen. 80,659; Loc. Est. 94,151

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$116,200,000
Commercial	7	$207,570,000

6 - PASSENGER AUTOS: County 113,363

7 - ELECTRIC METERS: City 7,576

8 - GAS METERS: Residence City 7,371

9 - PRINCIPAL INDUSTRIES: Yarn Mfg.; Machine Shops; Ultra Lite Aircraft Mfg.; Electronics; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Service; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	Alpha Beta, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village.
Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Western Auto, JCPenney; K mart; Bullard's; Grossmans.
Variety Stores-Rasco.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Safeway; Town & Country; Smith's; Food King; Alpha Beta Mkt; Sav-On.
Other Chain Stores-Sears (catalog); Reisig's Shoes; Remar's; The Vogue; Topper's; Bonanza 88° Store; Rasco; Coast-to-Coast; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,277; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Ave., Porterville, CA 93257; Tel. (209) 784-5000
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3, County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-S.P.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight-3.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490; Loc. Est. 10,214
PMA-ABC: (80) 38,888; (83) 42,700
County 80 Cen. 38,888; Loc. Est. 42,592
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684; Loc. Est. 3,948
County 80 Cen. 14,538; Loc. Est. 16,568
PMA-ABC: (80) 14,538; (83) 16,600

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 19,446

7 - ELECTRIC METERS: Residential City 5,365

8 - GAS METERS: Residential City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated.

12 - RETAILING: Principal Shopping Area-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Firm, Frusile & Assoc. Rose Realty
K mart Ctr.	1	K mart, PayLess Shoes, Perko
Antelope Ctr.(9)	2	Holiday Mkt., T&P Liquors
Old Cowtown(31)	3	Camper's Corral, M'Lady Boutique
Peavy Center	3	Peavy, Prairie Mkt., Tire Cobbler
Bell Mill Landing	4	Pay 'N Save, Kragen Auto, Safeway

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Genl. Mdse., Fri.; Food every night and Sun.
Stores Open Sundays-Food; Wards, Sprouse Reitz, K mart.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Army-Navy; Peavy Ranch & Home.
Discount Stores-K mart; W. Mines; Pay 'N Save.
Variety Stores-Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center.
Chain Supermarkets-Safeway; Prairie Mkt.; Holiday 2; Raley's; Better Buy Mkt.
Other Chain Stores-Mode O'Day; Coast-to-Coast; Sears (Catalog); Diamond Natl.; Paint Mart; Kragen Auto; Honey Yogurt.

14 - NEWSPAPERS: DAILY NEWS (e) 8,536; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County, (MSA) E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River, County Seat; Jr. College Center.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways; Inter Mountain Stage; Redwood Empire Lines.
Airlines-Frontier; West Air; Republic.

3 - POPULATION:
Corp. City 80 Cen. 41,995; Loc. Est. 44,664
PMA-ABC: (80) 133,238; (83) 150,200
County/MSA 80 Cen. 115,715; Loc. Est. 123,069

4 - HOUSEHOLDS:
City 80 Cen. 16,786; Loc. Est. 18,071
PMA-ABC: (80) 49,773; (83) 58,200
County/MSA 80 Cen. 43,014; Loc. Est. 47,813

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$520,000,000
Savings & Loan	15	(incl. above)

6 - PASSENGER AUTOS: County 62,973

7 - ELECTRIC METERS: 21,247

8 - GAS METERS: 15,810

9 - PRINCIPAL INDUSTRIES: Cabinet Works; Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Cosmetics; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers-Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto
Cypress Square(32)	1	Home Fabrics, Prince James
Village Plaza(14)	1	Mont.Ward, Thrifty Drug, Farmers Mkt.
N. Market St.	1	[illegible] Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday [illegible] Western Auto
Country Club(20)	–	
Redding Mall(85)	NA	Dickers, [illegible], Furniture [illegible]craft
Mount Shasta Mall(64)	2	Sears, JCPenney, Pay N' Save
Town & Country(18)	2	
4-Corners(35)	4	Safeway, Sprouse Reitz
Westwood Village	4	Thrifty, Holiday

Principal Shopping Days-Wed. thru Sat.
Stores Open Evenings-Mon. & Fri.; Mt. Shasta Mall, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.M. Dicker; Sears.
Discount Stores-K mart.
Variety Stores-Sprouse Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs Drug.
Chain Supermarkets-Safeway 4; Farmers Mkt. 5, Holiday Markets 5; Albertson's; MRS 5.
Other Chain Stores-Apparel: Anita Shop, Bistrin's, College-Hi, Mode O'Day, Oser's, Piccadilly, The Fashion, Topps & Trowsers, Sun West, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, OK Rubber Welders, Grand Auto, Calif. Parts & Equip., Diamond National, C. C. Meek Lbr. 2; Candy: MacFarlane's, Rafferty's, Van Duyn's; Furniture: McMahan's, Guildcraft; Jewelry: Beadazzled, Gensler-Lee, Tiffan's, Shoes: Brown's, Kinney's 2, Huston's, Johnson Shoes, Buster Brown, Guild House; Misc.: Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwr., B. Dalton Booksellers, House of Fabrics 2, Merle Norman, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Jax Music, Ardans, Consumers.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 34,904; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96099; Tel. (916) 243-2424.
National Representative: Branham/Newspaper Sales.

REDLANDS

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Santa Fe; Greyhound; Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619; Loc. Est. 46,737
County 80 Cen. 893,157; Loc. Est. 981,299
PMA-ABC: (80) 52,394; (83) 56,100
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,759; Loc. Est. 16,034
County 80 Cen. 308,062; Loc. Est. 354,445
PMA-ABC: (80) 19,004; (83) 21,100
PMSA 80 Cen. 551,081; Loc. Est. 634,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave, Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky, Webb's
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Von's
Tri-City(17)	NA	Mervyn's, Longs

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Harris; JCPenney; Webb's; Mervyn's.
Variety Stores-Rasco, TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's.
Chain Supermarkets-(Corp. Limits)-Lucky; Stater Bros. 3; Market Basket 2; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Sears (catalog); Firestone; Goodyear; House of Fabrics; Mode O'Day; Radio Shack; General Nutrition; Winston Tire; Chief Auto.

14 - NEWSPAPERS: FACTS (e) 8,518; (S) 8,594; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Romero, Adv. Sales Mgr., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RICHMOND

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. Residential and industrial. NE across bay from San Francisco on the Bay. 15 mi. over Bay Bridge. On U.S. Hwy. 80; State Hwy. 17; I-80.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers-265.
Intercity Bus Lines-Greyhound; Alameda-Contra Costa Transit; Continental Trailways.
Freight Steamship Lines-26.
Airlines-(At Oakland-15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; Air Cal; (S. F. International 25 miles).

3 - POPULATION:
Corp. City 80 Cen. 74,676; Loc. Est. 72,728
County 80 Cen. 657,252; Loc. Est. 691,721
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,107; Loc. Est. 28,507
County 80 Cen. 241,805; Loc. Est. 266,604
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	12	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 405,057

7 - ELECTRIC METERS: West Contra Costa County 63,699

8 - GAS METERS: West Contra Costa County 61,871

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 4,300 ($281); Food 1,800 ($202); Whls. & Ret. Trade 10,300 ($187); Electronics 640 ($[illegible]92); Chemicals 463 ($211); Petroleum 4,9[illegible]3 ($222); Metal Fabrication 755 ($231); Tile 8[illegible]6 ($222); Ship Repair 400 ($206); Railroad 500 ($231).
Principal Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-63; Summer 54-70; Fall 51-69; Winter 42-55; Av. An. Rain-23.6 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-15 blocks on MacDonald Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hilltop(140)	NA	Emporium Capwell, Macy's, JCPenney
El Portal(40)	NA	Mervyn's, Long's, Safeway
El Cerrito(60)	NA	Emporium Capwell, Lucky's, Long's
Pinole Valley(20)	NA	K mart, Best & Co., Alpha Beta
Appian 80(35)	NA	Long's Drugs, Safeway
Tara Hills(9)	NA	Sprouse Reitz
Valley View(12)	NA	Lucky's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open-Mon. and Fri. nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Emporium-Capwell's; El Cerrito & Richmond; National Dollar; Montgomery Ward; Newberry; Mervyn's; Macy's; Smith's; Grodin's.
Discount Stores-Discount Mart Tenner Assn; K mart; Consumers Distributing.
Chain Drug Stores-Long's 3; Payless; Consumer Co-op of Berkeley 8; Pay 'N Save.
Chain Supermarkets-Big T; Safeway 7; Lucky 6; Fry's 2; Alpha Beta; Consumer Co-op 8.
Other Chain Stores-Woolworth; Firestone; Goodyear; Singer; Grand Auto; Marlene's; Breuner's; Baskin-Robbins; Conn Drug; Ben Franklin; Fuller Paint, Gallenkamp; Goldman's; Kinney's; Leed's; Burt's; Wolf's Jewelers; Milen's.

14 - NEWSPAPERS: CONTRA COSTA INDEPENDENT (e-mon to fri) 32,600; THE SUNDAY PAPER (S) 38,900; sworn Sept. 30, 1982.
(THE SUNDAY PAPER is published jointly by the INDEPENDENT & the BERKELEY GAZETTE.)

Local Contact for Advertising and Merchandising Data: John Carnahan, Mkt. Dir., CONTRA COSTA INDEPENDENT, 164 Harbor Wy., Richmond, CA 94801; Tel. (415) 234-6262.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

RIDGECREST

1 - LOCATION: Kern County. E&P Map D-6 (In Bakersfield MSA). 125 mi. E of Bakersfield. Logging Lumber Mill. On U.S. Hwy. 395; State 17[illegible]

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Airlines-C&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 15,929; Loc. Est. 17,120
County/MSA 80 Cen. 403,089; Loc. Est. 433,210

4 - HOUSEHOLDS:
City 80 Cen. 5,762; Loc. Est. 6,746
County/MSA 80 Cen. 139,811; Loc. Est. 157,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	2	$26,767,641
Savings & Loan	1	$9,200,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 204,996

7 - ELECTRIC METERS: Residence 6,790

8 - GAS METERS: Residence 5,820

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll)-Chemical 600 ($24,000,000); Naval Research 6,000 ($2,000,000); Lumber 210 ($1,127,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Ridgecrest Plaza, China Lake Blvd. & Ridgecrest (12 stores); Sierra Vista Shopping Center (10 stores).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thrifty Drugs; Safeway; Albertsons; Sav-On Drug; Sprouse Reitz (Mon. to Fri.).

13 - RETAIL OUTLETS: **Chain Stores**-Western Auto; K mart; Sprouse Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Wards; Anita's; Mode O'Day; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,927; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James Walters, Adv. Mgr., INDEPENDENT, 739 N. China Lake Blvd., Ridgecrest, CA 93555; Tel. (714) 375-4481.
National Representative: American Newspaper Representatives, Inc.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 16 mi. E of Ontario International Airport.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers-65.
Intercity Bus Lines-Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines-Air Cal.; Imperial, Inland Empire; American; Continental; Western; United; Air Cortez; Sun Aire; Westpac; PSA; TWA; Republic; Sunworld.

3 - POPULATION:
Corp. City 80 Cen. 170,591; Loc. Est. 175,800
PMA-ABC: ([illegible]) 472,271; (83) 526,200
County 80 Cen. 663,923; Loc. Est. 731,200
PMSA 80 Cen. 1,557,080; Loc. Est. 1,717,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,964; Loc. Est. 65,100
County 80 Cen. 243,019; Loc. Est. 270,815
PMSA 80 Cen. 551,081; Loc. Est. 603,253
PMA-ABC: (80) 169,360; (83) 195,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	30	$639,100,000
Savings & Loan	25	$669,599,000

6 - PASSENGER AUTOS: County 360,819

7 - ELECTRIC METERS: Residence 63,224

8 - GAS METERS: 78,959

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (quarterly payroll)-Agriculture 15,920 ($41,383,978); Mining 545 ($5,010,472); Construction 8,690 ($41,612,548); Manufacturing 22,985 ($113,472,119); Transportation 7,946 ($46,157,844); Wholesale Trade 6,136 ($29,002,003); Retail Trade 41,458 ($101,526,420); Finance 8,726 ($35,487,492); Services 38,130 ($127,389,679); Government 43,856 ($168,294,442).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft, naturally fluoridated.

12 - RETAILING: **Major Shopping Centers**

Regional Centers-Riverside Plaza; Tyler Mall; Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Palm Desert Town Center; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers-Downtown Riverside Mall; Hardman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; K mart Shopping Center; Arlington Plaza; Arlington Square-Arlington; Madington Square; Adams Plaza; Gemco Center; La Sierra Plaza; Sunnymead Shopping Center-Riverside. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona. Lake Elsinore Plaza-Elsinore. Sun City Shopping Center-Sun City. Perris Plaza-Perris. Stage Coach Plaza-Banning. Beaumont Village Shopping Center-Beaumont. Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; West Hemet Village; Hemet Valley; Farmer's Corner-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Canyon Plaza; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Indio Fashion Mall; Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and 17 in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverside(68)	2	Harris, Mont. Ward, Vons
K mart	2	K mart, Albertson's
Town Square(19)	2	Thrifty Drug
Canyon Crest Towne Center(60)	2	Thrifty, Alpha Beta
Pine	2	Alpha Beta
University(20)	3	Alpha Beta
Brockton Arcade(65)	2	Uli's
Madington Sq.(21)	3	Ross Store
Hardman(39)	3	Lucky Discount
Arlington Sq.	3	Gemco
Victoria Vlg.(8)	4	Stater Bros.
California Sq.	5	Alpha Beta
Adams Plaza(4)	5	Albertson's
Arlington Plz.(14)	5	Thriftymart, Ole's
Tyler Mall(88)	7	JCPenney, May Co., Broadway

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Mont. Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co., Mervyn's.
Discount Stores-Gemco 2; K mart 6; Zody's 2.
Variety Stores-TG&Y 5; Sprouse Reitz 6; Woolworth 2; Cornet 2.
Chain Drug Stores-Thrifty 14; Sav-On 4; Sail Drugs; Long's 2.
Chain Supermarkets-Alpha Beta 11; Stater Bros. 24; Vons 8; Safeway 6; Albertson's 3; Gemco 2; Ralph's.

Other Chain Stores-Adler Shoes; Aaron Bros.; Aamco; Angel's Anita; Airstep; Barker Bros.; Bernice White; Best Products; Builders Emporium; Big 5; Carpeteria; Chess King; Chief Auto Supply; Cline Stationery; Cloth World; Color Tile; Clothes Time; Car Parts Inc.; C&R Clothiers; Crown Books; Contempo Casuals; Cookie Company; Docktor's Pet Center; Dorothe's Maternity; Dutch Boy Paints; B. Dalton Booksellers; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Ellanors Half Size; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Fayva; Forsight Optical; Friedman's Microwaves; Gallenkamp's Shoes; General Nutrition; Gene's Smart Shop; Goodyear; Goldmine; Great Earth Vitamins; House of Fabrics; It's-A-Dilly; Jr. Shoetown; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Kragen's Tires; Leed's; Lerner Shops; Leroy Jewelers; Licorice Pizza; Little Folk Shop; Lee's Stereo; Marling's Shoes; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Mission Electronics; Marrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; National Shirt; Ole's; Olsan's Furn.; Pacific Stereo; Pams; Pep Boys; Park Lane Hosiery; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Raven's Hallmark; Richman Bros.; Richlen S&W Plastics; Stag Shop; Sweetbriar Shops; See's Candy; Sherwin-Williams; Show Off; Singer; Sleepshop; Standard Brands Paint; Stationer's Corp.; Stockwell & Binnery; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; T Shirt Plus; Tinderbox; Things Remembered; University Stereo; Weisfields; Western Auto; Wherehouse; Winston Tires; Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m-mon to fri) 80,209; (e-mon to fri) 33,267; (sat) 112,261; (S) 120,447; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., PO Box 792, Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker Co.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4, Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: **Railroads**-So. Pac.; Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers-ABF Freight Systems; Mc Laughlin Draying; Nikkel; Peters Truck Lines; Rice Transportation; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,347; Loc. Est. 26,100
PMA-ABC: (80) 64,825; (83) 73,300
County 80 Cen. 117,247; Loc. Est. 129,728
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,164; Loc. Est. 8,749
County 80 Cen. 42,732; Loc. Est. 49,666
MSA 80 Cen. 416,356; Loc. Est. 474,601
PMA-ABC: (80) 22,767; (83) 2[illegible],700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loans	6	N.A.

6 - PASSENGER AUTOS: County 73,776

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 2,100 ($300); Cement & Clay Pdts. 925 ($240); Electronics 1,400 ($285); Medical Services 1,500 ($500); Wood Products 259 ($312); Higher Education 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 5[illegible]-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Vernon St.; Roseville Square; Grand Oaks; Sunset Plaza; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Center; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Center	0	Mervyn's
Sunrise Mall(107)	10	Weinstocks
Roseville Sq.(37)	0	J.M. McDonalds, Safeway
Rocklin	3	Safeway

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Payless; J.M. McDonalds; Demas, Raley's; Mervyns; Lucky.
Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Lucky Stores; Albertson's; Alpha Beta, Jumbo; Compton's; Mervyns; Lucky.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Furrow's; Pay 'n Pak; Pay 'n Save; Woolworth's; Consumers; Farmer's Warehouse Liquors.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 12,237; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 413 N. Lincoln, Roseville, CA 95678; Tel. (916) 786-8742.
National Representatives: Papert Companies.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA), E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E. of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System).
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Western; P.S.A.; Air California; Frontier; West Air; Republic; American; PacificCal; Wings West; Pacific Coast; Pacific Express, Golden West.

3 - POPULATION:
Corp. City 80 Cen. 275,741; Loc. Est. 292,600
PMA-ABC: (80) 1,059,461; (83) 1,152,200
County 80 Cen. 783,381; Loc. Est. 839,900
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 112,859; Loc. Est. 123,806
PMA-ABC: (80) 400,151; (83) 451,100
County 80 Cen. 299,805; Loc. Est. 339,025
MSA 80 Cen. 416,356; Loc. Est. 474,601

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	49	$4,675,252,000
Savings & Loan	27	$2,679,868,000

6 - PASSENGER AUTOS: County 453,247

7 - ELECTRIC METERS: County 317,120

8 - GAS METERS: County 245,495

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Retail Trade 76,300; Wholesale Trade 18,400; All Mfg. 25,400; Nondurable Goods 11,800; Durables 13,600; Food Products 5,500; Fed. Govt. 26,700; State & Local Govt. 118,300; Construction 14,400; Transportation & Public Utilities 21,400; Fin., Insurance & Real Estate 22,600; Services 80,800.

10 - CLIMATE: Min. & Max. Temp.-Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall (109 stores) 5900-6100 Sunrise Blvd.; Florin Mall (94 stores) 5901 Florin Road; Country Club Plaza (50 stores) 2300 Watt Avenue; Country Club Centre (68 stores) 3300 El Camino; Arden Fair Mall (74 stores) 1601 Arden Way; Downtown Plaza (43 stores) Downtown Plaza; Birdcage Walk (65 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(74)	NA	Woolworth's, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug, Valley Hardware
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(65)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(68)	NA	Liberty House, Wards
Country Club Plaza(50)	NA	Weinstock's, JCPenney
Cordova(30)	NA	Lucky Mkt., Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Crossroads(10)	NA	Corti Bros.
Downtown Plaza(43)	NA	Macy's, Weinstock's, Liberty House
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza(Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt., McDonalds
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Point West(20)	NA	Mervyn's, Consumers Distributing
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Safeway, McDonalds
Southgate(27)	NA	Lucky Mkt., Hancock Fabrics, Thrifty Drug
South Hills(31)	NA	Sprouse Reitz, Jumbo
Sunrise Mall(109)	NA	Liberty House, Weinstock's, Sears, JCPenney
Sunrise Oaks(21)	NA	Thrifty, Alpha Beta
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Department Stores-Thu., Fri., Sat. Grocery Stores-Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery; Super Drugs; Discount; Dept.; Automotive.

13 - RETAIL OUTLETS: Department Stores-Weinstock's 5; Macy's 2; Sears 3; Montgomery Wards 3; JCPenney 3; Liberty House 4; Mervyn's 5; McDonald 2.
Discount Stores-K mart 6; Gemco 4; Best Products 3; Consumer Dist. 3; Zody's 3.
Variety Stores-Woolworth 5; Ben Franklin 2; Sprouse Reitz 6; TG&Y.
Chain Drug Stores-Payless 8; Manor 3; Rexall 9; Raley's [illegible]; Thrifty 18; Pay 'N Save 3; Long's 7.
Chain Supermarkets-Century 3; Safeway 17; Prairie 2; 7-Eleven 42; Corti Bros. 4; Bel Air 6; Lucky 24; Jumbo 9; Raley's 14; Van's 8; Albertson's 7; Alpha Beta 8; Circle K 43; Big Boy 3; Comptons/Holiday 5.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; J. Magnin; Ransohoff's; Smith's Men's Wear; Singer Co; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; Oshman's; Walden Books; Merribee Needlearts and Crafts; Big 5; United Sporting Goods; Furrow Bldg; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Cousins; The Gap; Wherehouse Records; Pacific Stereo; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marienes; Devon Jewelers; Richman Bros.; Foxy Lady; KinderFoto; Marshalls; Pic-A-Dilly; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Tower of Shoes & Clothing; Builder's Emporium; Ross.

14 - NEWSPAPERS: BEE (m) 228,764; (S) 258,071; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Nat'l Adv. Mgr., BEE, PO Box 15779, Sacramento, CA 95852; Tel. (916) 446-9354.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.
UNION (m) 87,900; (S) 87,660; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Murray, Nat'l. Adv. Mgr., UNION, 301 Capitol Mall, PO Box 2711, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA), E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Air California; United; Yosemite; Apollo; Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 80,479; Loc. Est. 89,616
CZ-ABC: (80) 80,479; (83) 88,500
RTZ-ABC: (80) 83,645 (83) 88,700
County/MSA 80 Cen. 290,444; Loc. Est. 310,156
City & RTZ-ABC: (80) 164,124; (83) 177,200

4 - HOUSEHOLDS:
City 80 Cen. 26,857; Loc. Est. 30,557
County/MSA 80 Cen. 95,734; Loc. Est. 106,899
CZ-ABC: (80) 26,857; (83) 30,700
RTZ-ABC: (80) 23,177; (83) 25,400
City & RTZ-ABC: (80) 50,034; (83) 56,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	18	$381,000,000
Savings & Loan	12	$320,000,000

6 - PASSENGER AUTOS: County 151,296

7 - ELECTRIC METERS: 45,673

8 - GAS METERS: 34,187

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry & Fisheries 23,300; Construction 3,000; Manufacturing 9,200; Transportation, Communication & Utilities 5,100; Wholesale & Retail Trade 19,900; Finance Insurance & Real Estate 4,400; Services 20,400; Gov't 24,400.
Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St.; 4 blocks on S. Main St. area (Valley Center); 3 blocks on N. Main (Sherwood Gardens); Star Center (2 blocks So. Main St.), 2 blocks E. Alisal St. (Monte Mart); 2 blocks E. Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S. Main St.; Hartnell Plaza, 1 block on W. Alisal.
Neighborhood Shopping Districts-2 blocks on N. Main St.; 3 blocks on E. Alisal St., 1 block San Juan Road; 1 block on S. Main; 2 blocks on E. Laurel Dr., 1 block on W. Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge	3	Sears, Safeway, Emporium
Valley Center	1	Woolworth, Carpeteria, Montgomery Ward
Sherwood Gdns.	2	Mainicks, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Longs Drugs, Monte Mart
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon., Thu. and Fri.; Northridge Shpg. Ctr. Daily; other Shopping Centers; Mon., Thurs., and Fri.; Chain Food & Chain Drug; Daily.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; J.C. Penney; Ford's; Mervyn's; Mainicks; Monte Mart; Montgomery Ward; K mart.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Pittsburgh Paint, Standard Brand Paints, Mary Carter; Shoes: Daley's Bootery, Leeds, Kushin's, Kinney's; Women's Apparel: Anita Shops, Lerner's, Petries; Other: S. & H. Green Stamps, Color Tile, Carpeteria.

14 - NEWSPAPERS: CALIFORNIAN (e) 23,626; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Stout, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett Newspaper Advertising Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7, County Seat. Misc. Mfg., Kaiser Steel and subsidiary companies. Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E. of Los Angeles.

2 - TRANSPORTATION: Railroads-AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Western; Air Cal.; Continental; PSA; Republic; American; United; Air Cortez; TWA; Alaska Airlines; Imperial; Inland Empire; Sun World; Sun Aire.

3 - POPULATION:
Corp. City 80 Cen. 118,794; Loc. Est. 128,800
PMA-ABC: (80) 446,776; (83) 485,000
County 80 Cen. 893,157; Loc. Est. 985,900
PMSA 80 Cen. 1,558,215; Loc. Est. 1,690,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; Loc. Est. 50,437
County 80 Cen. 308,143; Loc. Est. 329,624
PMSA 80 Cen. 551,662; Loc. Est. 624,941
PMA-ABC: (80) 158,828; (83) 178,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings & Loan	23	N.A.

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: Residence 44,000

8 - GAS METERS: Residence 39,119

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. wkly wage N.A.)-Manufacturing 62,800; Construction 25,400; Mining 2,300; Trans. Comm. Util. 26,500; Fin. Ins., R.E. 19,000; Serv. 94,500; Gov. 102,700; Agric. 19,400; Whsle Trade, 15,900; Retail Trade, 97,700; Total 466,200.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: (Avg. Temperature) Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Montgomery Ward, JCPenney
Crossroads(9)	NA	
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug
Fontana Sq.(30)	14	JCPenney, Woolworth
N. Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept.; Downtown and Shopping Center-Mon. thru Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's.
Discount Stores-Fedco; Target; Norton AFB PX; K mart; Lucky's; Zody's; Gemco.
Variety Stores-Woolworth; TG&Y 4; Akron; Pic 'N Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Sav-On Drug.
Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky Stores 4.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; U.S. Royal; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; House of Fabrics; Fashion Fabrics; Karl's Shoes; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sally Shops; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita

Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Angel's Home Center; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Oles; Musicland; Sunset House; Stride-Rite; Maggie's; Gene's; Petries; ABC Kiddie Shops; Hartfields; Nobby; Foxmore Casuals; Penny Owsely; Master's Candy; See's Candies; Goodman Jewelry; Rebel Shop; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Akron; Winston Tire; Pep Boys, One Day Paint & Body.

14 - NEWSPAPERS: SUN (m) 78,383; (S) 83,654; Mar. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Neil Randolph, Nat. Ad. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett .

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines.

3 - POPULATION:
Corp. City 80 Cen. 27,325; Loc. Est. 30,484
CZ-ABC: (80) 33,493; (83) 38,400
RTZ-ABC: (80) 47,811; (83) 57,400
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,076,378
City & RTZ-ABC: (80) 81,304; (83) 95,800

4 - HOUSEHOLDS:
City 80 Cen. 11,764; Loc. Est. 14,698
County/PMSA 80 Cen. 685,815; Loc. Est. 771,494
CZ-ABC: (80) 14,099; (83) 16,800
RTZ-ABC: (80) 18,673; (83) 23,200
City & RTZ-ABC: (80) 32,772; (83) 40,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,198,397

7 - ELECTRIC METERS: Corp. City 8,743

8 - GAS METERS: Corp. City 8,149

9 - PRINCIPAL INDUSTRIES: Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Ptg. Ave. Wkly. Wage $140

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Winter 45-64; Summer 61-74; Fall 56-73.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs.
Neighborhood Shopping Centers-Alpha Beta-El Camino Plaza, 800 block, South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plaza, Dana Point; El Adobe Plaza, San Juan Capistrano; Monarch Bay Plaza; Laguna Niguel; Ralph's/SavOn; Pico Plaza.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward.
Variety Store-Thrifty Drug; Gilbert; Cornet.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Safeway 2; Alpha Beta 2; Albertson's; Ralph's; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 7,224; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real, PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8, County Seat. Tourist center. Ocean-based industry & biochemical center. Agriculture county 132 mi. S. of Los Angeles. Interstate 5, 8, 15, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona and Southern Pacific; Amtrak.
Motor Freight Carrier-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Western; Continental; Delta; Republic; Pan Am; TWA.

3 - POPULATION:
Corp. City 80 Cen. 875,504; Loc. Est. 895,500
CZ-ABC: (80) 1,470,244; (83) 1,564,700
RTZ-ABC: (80) 391,602; (83) 443,900
County/MSA 80 Cen. 1,861,846; Loc. Est. 1,924,700
City & RTZ-ABC: (80) 1,861,846; (83) 2,008,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 321,039; Loc. Est. 341,407
County/MSA 80 Cen. 670,094; Loc. Est. 702,155
CZ-ABC: (80) 532,561; (83) 554,900
RTZ-ABC: (80) 137,533; (83) 153,100
City & RTZ-ABC: (80) 670,094; (83) 708,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	26	N.A.
Commercial	48	N.A.

6 - PASSENGER AUTOS: County 1,044,310

7 - ELECTRIC METERS: County, Residence 750,599

8 - GAS METERS: County, Residence 520,838

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Govt. 141,900 (N.A.); Service 155,700 (N.A.); Trade 154,000 (N.A.); Mfg. 109,300 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; Nor fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) Number of Stores-76 blocks on Broadway and A, B, C, E, Sts. 900 stores.
Neighborhood Shopping Centers (No. of Stores)-El Cajon Shopping 19; Fletcher Hills 35; Clairemont Quad 52; Loma Square 19; Metropolitan 12; Mission Square 23; Pacific Plaza 40; Serra Mesa 23; Spring Valley 27; Escondido Square 19; Midtown Plaza 16; Oceanside Shopping 21; Plaza of The Four Flags 20.
Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mission Valley(163)	5	Mont. Ward, May Co., Walker Scott, Sak's
College Grove Center(85)	8	Walker Scott, JCPenney, Safeway, Mervyn's
Clairmont Sq.(83)	6	Walker Scott, Marshall's
Grossmont Ctr.(130)	14	Broadway, Buffums, JCPenney, Mont. Ward
Chula Vista(35)	10	Broadway, Von's, JCPenney
Parkway Plaza(115)	17	Sears, May Co.
Mira Mesa Mall	15	Walker Scott, Newberry's, Von's
Fashion Valley(132)	5	Robinson's, JCPenney, Buffum's, Nordstrom, Neiman Marcus
South Bay Plaza(52)	NA	Firestone, Radio Shack, JCPenney
Escondido Vil.(66)	30	Walker Scott, Mayfair, Sears
Plaza Camino Real(140)	30	May Co., JCPenney, Broadway, Sears, Bullocks
University Towne Center(85)	15	Broadway, Sears, Robinson's
La Jolla Village Square(79)	9	Bullocks Wilshire, May Co., I. Magnin
Plaza Bonita(92)	20	Montgomery Ward, JCPenney, May Co.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 5; Walker Scott 14; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.
Discount Stores-Fedco; Gemco 6; Jetco; K mart 11; Price Club 3; Target 8.
Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 33; Long's 16; Drug Mart 2; SavOn 19.
Chain Supermarkets-Safeway 45; Mayfair 5; Lucky (dba Food Basket & Gemco) 29; Alpha Beta 26; Big Bear 29; Von's 28; Jurgensen's 2; 7-Eleven Stores 199; Corner Foods 3; Circle K 2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 14; Albertson's.
Other Chain Stores-Harris & Frank 3; Mode O'Day 4; Adorable Dress Shop; Anita Shops 3; National Dollar; Eastman Kodak; Standard Brand Paints 3; Lerner's 4; Thom McAn 7; Firestone 11; Goodrich; Pep Boys 4; Singer Co. 7; Glidden; Kinney's Shoes 11; Goodyear 12; Karl's Shoes 4; Hartfield 5; Zale Jewelers 6; S&H Green Stamps; C. H. Baker (shoes); Dorman's (auto supplies) 16; Flagg Bros. 3; Frazee's Paints 13; Gallenkamp 7; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 7; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 6; Leeds (shoes) 8; Marsis (women's) 7; McMahan's Furn. 5; Sak's Fifth Ave. 2; San Diego Glass & Paint 17; Schiller Jewelers 3; Scotty's TV; Streicher's Shoes 11; United Furn. 5; Universal Boot 11; Western Auto 4; Boise Cascade (lumber & supplies) 8; Joseph Magnin; Radio Shack 31; Ortho Mattress 5; Checker Auto 16; Builder's Emporium 5; Oshman's 3.

14 - NEWSPAPERS: TRIBUNE (e) 126,743; UNION (m) 221,466; (S) 348,856; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Walter Moore, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.
National Representative: Sawyer-Ferguson-Walker.

TRANSCRIPT (m-mon to fri) 7,980; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: D.R. Detjen, Dir. Nat'l. Adv., TRANSCRIPT, 861 Sixth Ave, San Diego, CA 92101; Tel. (619) 232-4381.
National Representative: None.

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Financial and insurance, mining, agriculture, electronics and wholesale center.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-200.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit, Suntrans.
Airlines-Air California; American; Canadian Pacific; China; Continental; Delta; Flying Tiger; Air Canada; Air Charter West; Republic; Japan; Northwest; Overseas National Airways; Pacific Southwest; Pan Am; Pacific Phillippine; Qantas; SFO Helicopter; World; Swift Aire; TWA; United; Western.

3 - POPULATION:
City/County 80 Cen. 678,974; Loc. Est. 671,500
CZ-ABC: (80) 757,493; (83) 752,300
Bal. in PMA-ABC: (80) 4,489,029; (83) 4,697,400
Total PMA-ABC: (80) 5,246,522; (83) 5,449,700
PMSA 80 Cen. 1,490,090; Loc. Est. 1,530,859
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 298,957; Loc. Est. 298,800
CZ-ABC: (80) 326,028; (83) 335,500
Bal. in PMA-ABC: (80) 1,669,593; (83) 1,805,700
Total PMA-ABC: (80) 1,995,621; (83) 2,141,200
PMSA 80 Cen. 659,477; Loc. Est. 659,477

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	24	$4,347,586,000
Commercial	62	$22,536,109,000

6 - PASSENGER AUTOS: PMSA 1,866,671

7 - ELECTRIC METERS: Residence (PMSA) 1,372,252

8 - GAS METERS: Residence PMSA 1,194,101

9 - PRINCIPAL INDUSTRIES: (PMSA) Industry, Number Wage Earners-Construction 75,100; Manufacturing 201,200; Food Prod. 28,900; Textile Prod. & Apparel 16,000; Paper 8,300; Printing & Pub. 21,900; Chemical Prod. 13,600; Petroleum 8,700; Rubber & Plastics 3,600; Leather 600; Lumber 1,500; Furniture 3,700; Stone 6,300; Metal, Inc. Fabrication 29,200; Machinery 16,500; Electrical 17,800; Transportation Equip. 12,000; Instruments 2,900; Utilities & Transportation 131,300; Wholesale & Retail Trade 381,000; Finance, Insurance & Real Estate 153,700; Services 378,300; Gov't-Federal 67,600; State & Local 218,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

The Papert Companies

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11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: (San Francisco) Central Business District boundaries established in 1955; bounded on the north by a zig-zag line starting at Van Ness Avenue and Ellis Street; thence to Leavenworth, Bush, Stockton, California, Kearny & Pacific; on the east by the Embarcadero; on the south by Howard Street, and the west by 11th Street, Market and Van Ness.

Principal Shopping Center-9 blocks on Market St.; 1st to 9th Sts.; and a triangle, Sutter and Market, to Sutter and Mason, to Mason and Market; area fifteen blocks of stores, shops and office buildings.

Stores Open Sundays: All major department stores; Regional shopping centers; most Food stores.

PMSA Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro	NA	Macy's, Montgomery Ward
Broadway, Walnut Creek	NA	Emporium-Capwell, JCPenney, Bullock's
Contra Costa, Pleasant Hill	NA	Montgomery Ward
Country E. Mall, Antioch	NA	JCPenney, Sears Mervyn's, Montgomery Ward
Eastmont, Oakland	NA	JCPenney, Mervyn's
El Cerrito Plz., El Cerrito	NA	Emporium-Capwell
Fashion Island, San Mateo	NA	JCPenney, Bullock's, Liberty House, Montgomery Ward
Fremont Fashion Ctr., Fremont	NA	Emporium-Capwell
Fremont Hub, Fremont	NA	Montgomery Ward, Mervyn's
Hillsdale, San Mateo	NA	Macy's, Sears, Nordstrom's, Emporium-Capwell
Hilltop, Richmond	NA	Macy's, Emporium JCPenney, Capwell
Newpark Mall, Newark	NA	Macy's, Sears
Northgate, San Rafael	NA	Emporium-Capwell, Sears
Serramonte, Daly City	NA	Macy's, Mervyn's, Montgomery Ward
South Shore Ctr., Alameda	NA	JCPenney, Mervyn's
Southland, Hayward	NA	JCPenney, Sears, Liberty House
Stoneridge, Pleasanton	NA	Emporium-Capwell, JCPenney, Macy's
Stonestown, San Francisco	NA	Emporium-Capwell, Bullock's
Sun Valley, Concord	NA	Macy's, JCPenney, Emporium-Capwell
Tanforan, San Bruno	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City	NA	JCPenney

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores- PMSA-Bullock's 3; Emporium-Capwell 13; Gemco 6; K mart 11; Liberty House 5; Macy's 9; Mervyn's 11; Montgomery Ward 8; JCPenney 15; Sears 8; Livingston's 13; Saks Fifth Avenue 2; I Magnin 7; J. Magnin 7; Neiman Marcus 1; Nordstrom's 1.

Chain Drug Stores-PMSA-Long's 28; Merrill's 6; Payless 19; Pay'n Save 6; Thrifty 27; Walgreen's 21.

Chain Supermarkets-PMSA-Safeway 11; Lucky 73; Alpha Beta 21; Cala-QFI 22; Albertson's 4; Consumer's Co-op 10; Petrini's 8; Fry's 11; Brentwood 5.

Other Retail Outlets-PMSA (1 or more stores-)Women's Clothing: Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press; Men's & Women's Clothing: Hastings', The Peddler, The Gap; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAnn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 535,050; EXAMINER (e-mon to fri) 153,470; EXAMINER & CHRONICLE (S) 695,898; (m-sat) 485,072; (e-sat) 119,465; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel (415) 777-[illegible]

National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los AngelesLong Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines-So. Calif. Rapid Transit.
Airlines-Ontario Int'l Airport, 20 mi. E of San Gabriel Valley, has 9 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Republic & Alaska Airlines.

3 - POPULATION:
Cities 80 Cen. 263,315; Loc. Est. 277,412
CZ-ABC: (80) 422,855; (83) 439,500
RTZ-ABC: (80) 249,657; (83) 252,100
County/PMSA: 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 672,512; (83) 691,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 94,805; Loc. Est. 91,581
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 126,963; (83) 136,800
RTZ-ABC: (80) 79,277; (83) 83,300
City RTZ-ABC: (80) 206,240; (83) 220,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	37	N.A.
Savings & Loan	34	N.A.

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Processing, Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod.; Airplane Parts; Air & Space Electronics; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12-RETAILING: Downtown Shopping Areas-Azusa; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azusa; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower, Puente Hills Mall; Five Points.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co.; Broadway 2, Sears 3; JCPenney 6; Akron; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 2.
Discount Stores-Oles; Gemco; Zody's 3; K mart 3; Roberts.
Variety Stores-Newberry; Cornet 3; Kresge; TG&Y 6.
Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 3; Rose 2; San Gabriel Phcy.; SupeRx.
Chain Supermarkets-Alpha Beta 18; Lucky 5; Gemco 2; Ralph's 5; Safeway 3; Albertsons 3; Thriftimart 2; Boys Mkt.; Vons 10; Stater Bros. 3.
Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom; Furniture: Barker Bros., Beals, Wickes, Carpet Town, Levitz McMahan; Jewelry: Gaylord, Kay's, Lawson's, Le Roys; Lbr. Hdw.: Angels, Bielecs, Builder's Emporium, Ole's Supply, Pick's, Standard Brand Paints; Mens & Women's Apparel: Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 59,157; (e-mon to fri) 3,251; Comb. (m&e) 62,408; (sat) 61,902; (S) 78,439; Mar. 31, 1983 ABC.
(Evening edition discontinued April 16, 1982.)
Local Contact for Advertising and Merchandising Data: Wm. Parker, Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (213) 962-8811.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers; U.S. Suburban Press, Inc.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).
Motor Freight Carriers-1,008.
Intercity Bus Lines-Greyhound; Peerless.
Airlines Air California; Republic; Continental; PSA; United; Western; American; TWA; Pacific Coast; Pacific Express; West Air; Wings West; Sunworld.

3 - POPULATION:
Corp. City 80 Cen. 636,550; Loc. Est. 671,819
CZ-ABC: (80) 1,078,709; (83) 1,146,500
Bal. in PMA-ABC: (80) 216,362; (83) 205,300
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,351,800
Total PMA-ABC: (80) 1,295,071; (83) 1,351,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; Loc. Est. 222,788
County/PMSA 80 Cen. 458,519; Loc. Est. 474,500
CZ-ABC: (80) 378,770; (83) 401,300
Bal.in PMA-ABC: (80) 79,749; (83) 73,200
Total PMA-ABC: (80) 458,519; (83) 474,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	264	$5,972,603,000
Savings & Loan	178	$4,443,780,000

6 - PASSENGER AUTOS: County 805,638

7 - ELECTRIC METERS: County Residence 441,336

8 - GAS METERS: County Residence 401,317

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 252,100 (Durable 227,400; Non-durable 24,800); Trade 126,200; Services 158,900; Government 79,800; Construction 20,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium
Capitol Sq.(34)	4	Walgreen, Montgomery Ward
Eastridge(145)	5	Emporium, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Bullock's, Macy's, Montgomery Ward
Princeton Plz.(50)	6	BrentWood Mkt., Mervyn's
Prune Yard(75)	5	all specialty
San Antonio(66)	NA	Liberty House, Sears, Mervyn's
Stanford(124)	NA	Bullock's, Emporium,
Stevens Creek Plaza(13)	4	I. Magnin, Emporium
Sunnyvale Town Center(109)	NA	Montgomery Ward, Macy's
Town & Country Village(102)	4	all specialty
Vallco Fashion Park(122)	NA	JCPenney, Sears, Bullock's
Valley Fair(49)	4	Macy's, Payless
Westgate(62)	7	JCPenney, Montgomery Ward

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Macy's; Emporium; Sears; J.M. McDonald; Liberty House; Mervyn's; Bullocks; Catalogue Sales: Best Products, Consumers Dist. Co.; Service Merchandise Co.
Discount Stores-Marshall's, Ross Stores; Gemco; K mart; Zody's.
Variety Stores-Jolly 5-10; TG&Y; Woolworth.
Chain Drug Stores-Payless 7; Thrifty 14; Drug King 2; Walgreen's 8; Sav-On 6; Bill's Drugs 3; Longs 12.
Chain Supermarkets-Safeway 30; Lucky 24; Fry's 11; Dick's 3; PW Supermarkets 6; 7-Eleven 89; Food Fair 4; Albertson's 5; Food Villa 7; Brentwood 7; Nob Hill 8; Alpha Beta 24; Lincoln Lane 2; Manor Market 2.
Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, Farrells, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zales, Shreve & Co., Proctor's, Crescent Jewelers; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Buster Brown, Florsheim; Mens Wear: Nat'l. Shirt Shops, Grodin's, Smith's, Shirt Works, Richman's; Clothing: Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Joe Magnin, Livingston's, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc: Sherman Clay (music), Breuner's, Levitz Ortho Mattress, S. Christian of Copenhagen, RB Furniture, House of Fabrics, S&H Greenstamps, Blue Chip Stamps, Singer Co.

14 - NEWSPAPERS: MERCURY (m-mon to fri) 170,484; (e-mon to fri) 63,559; MERCURY NEWS (m-sat) 222,595; MERCURY NEWS (S) 287,574 Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir., Tom Hausler, Nat'l Adv. Sales Mgr., MERCURY NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5666.
National Representative: Knight-Ridder

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles and San Francisco, 8 mi. from Pacific Ocean. Railroad division point. On U.S. Hwy. 101 and State Hwy. 1. Trading center for agricultural area.

2 - TRANSPORTATION: Railroads-Southern Pac.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.
Airlines-Swift-Aire.

3 - POPULATION:
Corp. City 80 Cen. 34,252; Loc. Est. 36,130
CZ-ABC: (80) 34,252; (83) 36,300
RTZ-ABC: (80) 121,183; (83) 139,000
County 80 Cen. 155,345; Loc. Est. 169,791
City & RTZ-ABC: (80) 155,435; (83) 175,300

4 - HOUSEHOLDS:
City 80 Cen. 13,670; Loc. Est. 13,743
County 80 Cen. 58,171; Loc. Est. 65,527
CZ-ABC: (80) 13,670; (83) 15,000
RTZ-ABC: (80) 44,534; (83) 53,100
City & RTZ-ABC: (80) 58,204; (83) 68,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 87,100

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES. Industry, Number of Wage Earners-Agriculture, Forestry, Fishing 2,800; Construction 3,000; Manufacturing 2,500; Government 13,450; Colleges 2,100; Trans., Communications, Utilities 3,000; Trade 12,550; Services 9,800; Financial, Real Estate, Insurance 1,750; Total employment (county) 63,000.
Principal Industrial Pay Days-Railroad, 10th & 25th; Hwy. Dept & Oil, 1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Retail trade area San Luis Obispo County and environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(14)	1	William's Bros. Mkt., Rileys, McMahans Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Beno's, Sears, Lucky, Thrifty Drug, Radio Shack
Santa Maria Town Center(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shopping Center(27)	NA	JCPenney, Pic 'N Save, Cornet
Broadway Plaza(6)	NA	Montgomery Ward, Safeway
Pepper Tree Plaza	NA	Thrifty, Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plaza(14)	NA	Williams Bros., Western Auto Montgomery Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Thurs.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Rileys;

JCPenney; Beno's; Montgomery Ward (catalog); Gottschalks.
Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.
Discount Stores-Beno's; Pic 'N Save; Carpeteria.
Chain Drug Stores-Carpenter's (Rexall); Thrifty Drug 2; ADX; Payless.
Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; Jiff 10.
Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan (furniture); Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (e-mon to fri; m-sat) 26,115; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steven R. Owens, Adv. Dir., TELEGRAM-TRIBUNE, 1321 Johnson Ave., San Luis Obispo, CA 93401; Tel. (805) 543-1901.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound; Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N)

3 - POPULATION:
Corp. City 80 Cen. 77,640; Loc. Est. 77,800
CZ-ABC: (80) 182,035; (83) 187,900
RTZ-ABC: (80) 358,839; (83) 366,900
County 80 Cen. 588,164; Loc. Est. 604,402
PMSA 80 Cen. 1,490,090; Loc. Est. 1,530,859
City & RTZ-ABC: (80) 540,874; (83) 554,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; Loc. Est. 33,500
County 80 Cen. 225,479; Loc. Est. 233,000
PMSA 80 Cen. 659,477; Loc. Est. 659,477
CZ-ABC: (80) 74,726; (83) 79,800
RTZ-ABC: (80) 135,280; (83) 143,700
City & RTZ-ABC: (80) 210,006; (83) 223,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$3,201,763,000
Savings & Loan	27	$3,187,184,000

6 - PASSENGER AUTOS: County 404,740

7 - ELECTRIC METERS: 33,597

8 - GAS METERS: 28,707

9 - PRINCIPAL INDUSTRIES: Flower Growing & Shipping; Printing; Feed; Precision Instruments; Transportation - Airlines; Tourism; Lumber & Lumber Prod.; Manufacturing Plants; Producing Furniture; Chemicals & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Exec. Admin. offices of Major U.S. Corps; Hotels-Motels; Sales offices & warehousing (distr. ctrs.); Light Industry; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prod.; Drugs; Paint; Wine; Clothing; Food; Utilities & Sanitary Services.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75; First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Center, El Camino to Edison St., 33rd to 36th Ave.; Concar Center, 19th & Delaware; Borel Square, 19th & El Camino; Fashion Island Center, Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. and El Camino Real; Hillsdale and El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Bld. & Highway 92.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Thu. & Fri., Some open 6 nights and Sundays.

13 - RETAIL OUTLETS: Department Stores-Levy Bros.; Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Consumer Distribution; Bullocks; Liberty House; Mervyn's; Nordstrum's.
Discount Stores-Cost Plus; PayLess; K mart.
Variety Stores-Newberry; Woolworth; Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Walgreen; Thrifty; Drug King; Long's; PayLess; Bill's Drugs.
Chain Supermarkets-Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4; Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, J.C. Penney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R. & B. Furn., Brooks Cameras, Brodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES and NEWS LEADER (e) 48,704; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Nat. Adv. Mgr., TIMES and NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: California Newspaper Markets (West Coast); Papert Companies.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-8. 25 mi. S. of Los Angeles, on Pacific Ocean. Not a part of Los Angeles politically. One of the world's largest man-made harbors; San Pedro Harbor is also known as Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; So. Pacific Ry.; U.P. Ry.; Harbor Beltline.
Motor Freight-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight.
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports.

3 - POPULATION:
City 80 Cen. 62,108; Loc. Est. 70,161
CZ-ABC: (80) 64,311; (83) 66,100
RTZ-ABC: (80) 30,806; (83) 31,700
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (80) 95,117; (83) 97,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; Loc. Est. 25,785
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 24,425; (83) 26,100
RTZ-ABC: (80) 9,613; (83) 10,200
City & RTZ-ABC: (80) 34,038; (83) 36,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	11	$294,874,000
Savings & Loan	9	$580,170,000

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 34,905

8 - GAS METERS: Residence 29,351

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Wholesale Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prod., Rock Prod.; Can Factories.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers-8th & Weymouth; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus
Park Plaza	3	Newberry, Von's
Westmont Plaza	NA	Lucky Market
Garden Ctr.	NA	Thrifty Drugs
Tarragona Plaza	NA	Market Basket
Pacific View	NA	Vons

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Newberry's, Sears.
Variety Stores-J.J. Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Pirozzi's Market; Von's 2; Lucky 2; Market Basket; 7-Eleven 3.
Other Chain Stores-Gallenkamps (Shoes); Western Auto; Goodyear; Newberry's; Firestone; Singer.

14 - NEWSPAPERS: NEWS-PILOT (e) 14,232; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Kenessey, Adv. Mgr., NEWS-PILOT, PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL
See MARIN COUNTY

SANTA ANA
See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7, County Seat. Residential; educational; design & research; medical center; resort. NW Southern California; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-16,163 students).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; Imperial; Sunaire; Air Resorts; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 74,452; Loc. Est. 78,480
CZ-ABC: (80) 166,909; (83) 174,300
RTZ-ABC: (80) 131,785; (83) 139,300
County/MSA 80 Cen. 298,660; Loc. Est. 321,014
City & RTZ-ABC: (80) 298,694; (83) 313,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; Loc. Est. 35,490
County/MSA 80 Cen. 109,343; Loc. Est. 122,310
CZ-ABC: (80) 65,097; (83) 70,500
RTZ-ABC: (80) 44,218; (83) 48,600
City & RTZ-ABC: (80) 109,315; (83) 119,100

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	77	$1,576,474,000
(Corp. City)	34	$726,155,000
Sav. & Loan (MSA)	51	$1,280,770,000
(Corp. City)	24	$777,910,000

6 - PASSENGER AUTOS: County 175,995

7 - ELECTRIC METERS: 38,376

8 - GAS METERS: 27,975

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No of Wage Earners-Agriculture 7,900; Mining 1,400; Construction 4,300; Manufacturing 18,600; Transp., Comm. and Util. 5,300; Whole and Ret. Trade 29,300; Fin. Ins. and Real Est. 3,200 ; Services 34,700; Government 20,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Calle Real(58)	NA	Smith's Food King, Long's Drugs
Cliff Drive(19)	NA	Smith's Food King
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Wild West, Big 5 Sporting Goods
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Smith's Food King
Milpas(7)	NA	Smith's Food King
Mission-Creek(23)	NA	Alpha Beta
Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Village South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Smith's Food King

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Akron; JCPenney; Robinson's; Sears; I. Magnin.
Variety Stores-Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Supermarkets-Alpha Beta; Smith's Food King 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 3.
Other Chain Stores-Clothing: Miller's Outpost, Wild West Stores, Korb's, Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: Gensler-Lee, Zales, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 47,425; (S) 54,310; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Thornton, Nat'l. Adv. Mgr., NEWS-PRESS, Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5, County Seat. Residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Peerless; Pacific Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; Loc. Est. 43,263
CZ-ABC: (80) 77,815; (83) 86,600
RTZ-ABC: (80) 62,229; (83) 72,500
County/PMSA 80 Cen. 188,141; Loc. Est. 202,400
City & RTZ-ABC: (80) 140,444; (83) 159,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; Loc. Est. 17,895
County/PMSA 80 Cen. 71,793; Loc. Est. 83,150
CZ-ABC: (80) 32,401; (83) 37,500
RTZ-ABC: (80) 23,422; (83) 28,300
City & RTZ-ABC: (80) 55,823; (83) 65,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,048,256,000
Savings & Loan	14	$614,186,000

6 - PASSENGER AUTOS: County 108,327

7 - ELECTRIC METERS: County 80,814

8 - GAS METERS: County 55,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Farm, Food 1,500 ($350); Lumber 350 ($400); Gum Mfg. 400 ($350); Electronics 4,100 ($375). Concrete Bldg. 120 ($400).
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 17. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall; 1 on Locust; 1 on Cathcart; 1 on Walnut; 6 on Front; Regional Shopping Center; Capitola Mall-Kings; Plaza-41st Avenue.
Neighborhood Shopping Centers-Linda Vista Subd.; Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho; 38th Ave. & Portola; Rancho Del Mar; Aptos; Kings Plaza; 41st and Capitola Ave.; Kings Village; Scotts Valley; Felton Fair; Deerpark Center, Aptos.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Opal Cliffs	3	Opal Cliffs, Food Ctr.
Linda Vista(17)	1	Linda Vista Mkt.
East Santa Cruz	1	Eberts
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(47)	5	Sears, Mervyn's
Scotts Village(21)	6	Long's, Safeway
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	5	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's; Sears; Ebert's; Mervyn's; Ford's.
Variety Stores-Woolworth's; Ben Franklin; Palm; Sprouse Reitz; TG&Y.
Discount Stores-Super Auto Store; Consumers Distributing; Kragen's; Liquor Barn; K mart.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6, Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Trend O'Fashion; Montgomery Ward (catalog); Sears; Firestone; Goodyear; McMahon's Furniture; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack; Thom McAn; Zale's Jewelers; Color Tile; Musicland; Pacific Stereo; Record Factory; JCPenney (catalog).

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 27,558; (S) 30,642; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Adv. Dir., SENTINEL, 207 Church St., Santa Cruz, CA 95061; Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA), E&P Map C-7. Manufacturing, agriculture and military NASA Space Center; in NW part of Los Angeles, 271 mi. S. of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound; Central Coast Bus Lines.
Airlines-Wings West, Sun Airelines; Aire.

3 - POPULATION:
Corp. City 80 Cen. 39,685; Loc. Est. 43,571
CZ-ABC: (80) 61,134, (83) 63,100
RTZ-ABC: (80) 94,998; (83) 100,400
County/MSA 80 Cen. 298,660; Loc. Est. 321,014
City & RTZ-ABC: (80) 156,132; (83) 163,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; Loc. Est. 16,350
County/MSA 80 Cen. 109,343; Loc. Est. 122,310
CZ-ABC: (80) 20,187; (83) 22,000
RTZ-ABC: (80) 33,346; (83) 36,200
City & RTZ-ABC: (80) 54,133; (83) 58,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 175,995

7 - ELECTRIC METERS: Residence 26,353

8 - GAS METERS: Residence 13,903

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 699 ($300); Food Processing 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 10,201 ($380); Cable Mfg. 200 ($300); Electrical Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26. Last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 on Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Santa Maria(3)	NA	Lucky Mkt., JCPenney, Thrifty Drug
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Sav-On, Montgomery Ward
Oak Knolls(8)	NA	Safeway, Coronet
Blosser Strip(3)	NA	Riviera, Londons Furn., Wellenkamp Furn.
Alco Ctr.(2)	NA	Handyman, Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Center Mall(72)	NA	Gottschalk's, Sears
Stowell Center(1)	NA	McMahan's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Haslams; Bryant & Trett; Fashion Center; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Gemco.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's Drug.
Chain Supermarkets-Safeway; Williams Bros. 10; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan's (furniture); Mode O'Day; Holser & Bailey; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Pacific Stereo; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin's Jewelers; Ringmaker's; B. Dalton; Handyman; Ardan Catalog; Consumers Distributing.

14 - NEWSPAPERS: TIMES (e) 19,985; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pete Doughtie, Adv. Dir., TIMES, PO Box 400, Santa Maria, CA 93546; Tel. (805) 925-2691.
National Representative: Scripps League Newspapers.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway and Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines-United; American; TWA; Pan Am; Continental; Bonanza; Western. All major carriers & local Commuter lines.

3 - POPULATION:
Corp. City 80 Cen. 88,314; Loc. Est. 89,913
CZ-ABC: (80) 88,314; (83) 89,100
RTZ-ABC: (80) 205,368; (83) 211,900
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 294,282 (83) 301,000
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; Loc. Est. 47,355
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 43,912, (83) 46,000
RTZ-ABC: (80) 91,132; (83) 97,300
City & RTZ-ABC: (80) 135,044 (83) 143,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Manufacturing [illegible]0,400; Service 34,400; Gov't. 29,500; Others 21,000; Trade (wholesale & retail) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk, 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
14th & Wilshire	1	Vons
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century Sq.(80)	7	J. Magnin Jr., Gelsons Mkt., Bullocks
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Vons
Brentwood(34)	2	Book Nook
Westland(12)	4	May Co., Vons, Drug King
Santa Monica(163)	0	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Drug King 4; Thrifty 2; Savon Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Food King 2; Hughes 5; Lucky's 4; Market Basket 4; Ralphs 3; Royal; Safeway 10; Thriftimart 3; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse 1.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 26,504; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Harrison, Display Adv. Mgr., EVENING OUTLOOK, 1920 Colorado Ave., Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press, Inc.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
City 80 Cen. 20,552; Loc. Est. 20,315
County/PMSA 80 Cen. 529,899; Loc. Est. 554,115
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; Loc. Est. 6,967
County/PMSA 80 Cen. 173,254; Loc. Est. 189,275

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 307,096

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula Store.
Variety Stores-Coronet; Gilbert's; Beno's; Sears (catalog).
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Santa Paula Supermarket; Stop'N Shop.
Other Chain Stores-Western Auto; Firestone; Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,555; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative: None.

SANTA ROSA

1 - LOCATION: Sonoma County, (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; Loc. Est. 88,811
CZ-ABC: (80) 128,408; (83) 146,500
RTZ-ABC: (80) 294,077; (83) 328,400
County/SMSA 80 Cen. 299,827; Loc. Est. 319,976
City & RTZ-ABC: (80) 422,485; (83) 474,900

4 - HOUSEHOLDS:
City 80 Cen. 33,800; Loc. Est. 36,203
County/SMSA 80 Cen. 114,523; Loc. Est. 127,890
CZ-ABC: (80) 50,931; (83) 60,400
RTZ-ABC: (80) 111,255; (83) 128,900
City & RTZ-ABC: (80) 162,186; (83) 189,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	25	N.A.

6 - PASSENGER AUTOS: County 175,773

7 - ELECTRIC METERS: County Residence 112,982

8 - GAS METERS: County Residence 86,568

9 - PRINCIPAL INDUSTRIES: County-Mining 400; Construction 5,900; Manufacturing: Durable 10,200, Non-Durable 4,700; Transportation & Utilities 4,500; Trade: Retail 19,100, Wholesale 3,600; Finance, Ins., Real Estate 5,700; Services 18,300; Government 20,300; Other Non-Agricultural 10,500; Agriculture 4,600.
Principal Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.- Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 180 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland, about 10 stores on Sebastopol Road; Flamingo Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Highway 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores.
Regional Shopping Centers-Coddingtown, Hwy 101 at Steele Lane, enclosed mall, 100 tenants; Santa Rosa Plaza, downtown, enclosed mall, 120 tenants.
Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Department Stores. Food about 50% open every night.
Open Sunday-Discount, Department and most Food Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Rosenbergs; White House; JCPenney; The Emporium; Roos Bros.; Mervyn's; Liberty House; Macy's.
Discount Stores-K mart; Ross.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Thrifty 2; Long's 2; Bill's 7; Payless.
Chain Supermarkets-Safeway 4; Lucky 2; Albertson's 2; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2.
Other Chain Stores- General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuners Home Furnishings; R B Furniture; New York Fabrics; Standard Brand Paint; Zales; Grodins; Millers Outpost; Lerners; Walden Books; Thom McAn; Gallenkamps; House of Almonds; Whitehall Jewelers; Radio Shack.

14 - NEWSPAPERS: PRESS-DEMOCRAT (e-mon to fri) 71,038; (S) 78,271; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS DEMOCRAT, 427 Mendocino Ave., PO Box 569, Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Sawyer Ferguson Walker.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles.

3 - POPULATION:
Corp. City 80 Cen. 77,500; Loc. Est. 79,457
County/PMSA 80 Cen. 529,899; Loc. Est. 558,115
CZ-ABC: (80) 77,500; (83) 84,300
RTZ-ABC: (80) 12,605; (83) 16,100
City & RTZ-ABC: (80) 90,105; (83) 100,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; Loc. Est. 26,100
County/PMSA 80 Cen. 173,254; Loc. Est. 189,275
CZ-ABC: (80) 22,036; (83) 24,900
RTZ-ABC: (80) 3,856; (83) 5,000
City & RTZ-ABC: (80) 25,892; (83) 29,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 307,096

7 - ELECTRIC METERS: Residence 34,746

8 - GAS METERS: 21,475

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Diversified 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Number of Stores, Location-Larwin Square 34, Los Angeles Ave.; Mervyn's Center 23; Cochran (1 block off Los Angeles Ave.); Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Sycamore; Ralphs Center 13, Los Angeles Ave. & Erringer; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 42, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Larwin Square(23)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Discount
Cedar Plaza	2	General Store, Baskin Robbins
Mervyn's	1	Mervyn's, Sav-On
Gemco(21)	1	Gemco
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Mall	10	Sears, Von's
Sycamore Plaza(2)	NA	Miller's Outpost, Albertson
Griffin Plaza	2	Lucky, Long's Drug

Principal Shopping Days-Wed., Thurs., Fri., Sun.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart; Gemco.
Chain Drug Stores-Sav-On; Thrifty Drug; Long's Drug.
Chain Food Stores-Ralph's; Safeway; Thriftmart; Von's; Lucky; Albertson.
Other Chain Stores-Firestone; Mark C. Bloome; Naha's; Builders Emporium; Lumber City.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 13,845; (S) 14,229; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Monroe Curtis, Adv. Mgr., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4. County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra
Intercity Bus Lines-Greyhound
Airlines-Yosemite.
Motor Freight Carriers-5

3 - POPULATION:
City 80 Cen. 3,239; Loc. Est. 3,030
County 80 Cen. 33,920; Loc. Est. 35,271

4 - HOUSEHOLDS:
City 80 Cen. 1,292; Loc. Est. 953
County 80 Cen. 12,668; Loc. Est. 13,939

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$120,021,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,335

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Lumber 2,000 ($350); Trade 530 ($250); Government ($280); Mining 209 ($220); Service 329 ($240); Utilities 150 ($200).
Principal Industrial Pay Days-5th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Highway E. of Sonora; Stockton Rd. W. of Sonora; Groveland; Jamestown; Twain Harte; Columbia; Tuolumne; Pinecrest; Willow Springs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foster Bros.(9)	0	Montgomery Ward, Savemart Mkt.
Hales & Symons(4)	0	Sears, Safeway
Sierra(3)	2	Con Quick Mkt., Coast-to-Coast
Sonora(19)	0	Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri.; Food every evening and Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Nine; Value Giant; Mark Twain.
Variety Stores-Sprouse Reitz.
Discount Stores-Payless.
Chain Drug Stores-Thrifty; Bertelli's; Bob's Pharmacy.
Chain Supermarkets-Savemart 3; Safeway; Super Save; EZ Mart 2; Don Quick 2.
Other Chain Stores-Foster Freeze; Red & White 3; Western Auto.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 9,150; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data:** Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY
See TORRANCE

SOUTH GATE
See HUNTINGTON PARK

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County, (In Sacramento MSA). E&P Map C-4, Lake Tahoe on Highway 50; 110 mi. from Sacramento at Nevada-California Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L. T. R. Stage Lines; S.T.A.G.E. (City Bus Line).
Airlines-Air Cal; Pacific Express.
Motor Freight Carriers-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; Loc. Est. 23,221
County 80 Cen. 85,812; Loc. Est. 99,971
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411

4 - HOUSEHOLDS:
City 80 Cen. 9,004; Loc. Est. 11,524
County 80 Cen. 32,505; Loc. Est. 39,637
MSA 80 Cen. 416,356; Loc. Est. 474,601

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 49,647

7 - ELECTRIC METERS: (City) 20,000

8 - GAS METERS: (City) 10,500

9 - PRINCIPAL INDUSTRIES: Tourism, year-around recreation, 5 major ski areas, 312 motels & hotels (6,800 units); Gaming, Nevada area; construction, real estate, mining.

10 - CLIMATE: Avg. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru April.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers:
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Al Tahoe(10)	NA	PayLess Drug, Lucky Mkt.
Crescent V(25)	NA	J. Magnin, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; J. Magnin; Carson Furniture; Raley's 2; K mart; The Outdoorsmen; Outfitter.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Shelley's 3; Payless; Thrifty Drug; Raleys 2.
Chain Supermarkets-Safeway 3; Saks Markets; Raley's 2; Luckys.
Other Chain Stores-Montgomery Ward (Catalog & Appliance); Sears (Catalog & Appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,807; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data:** Lynn Fosdick, Adv. Dir., TAHOE TRIBUNE, P.O. Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 80 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Federal Express; Frontier; Inland Empire; Pacific Express

3 - POPULATION:
Corp. City 80 Cen. 149,779; Loc. Est. 163,576
CZ-ABC: (80) 182,854; (83) 200,200
Bal. in PMA-ABC: (80) 164,488; (83) 170,600
County/MSA 80 Cen. 347,342; Loc. Est. 379,337
Total PMA-ABC: (80) 347,342; (83) 370,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; Loc. Est. 64,214
County/MSA 80 Cen. 136,000; Loc. Est. 142,449
CZ-ABC: (80) 67,777; (83) 77,000
Bal. in PMA-ABC: (80) 56,849; (83) 61,100
Total PMA-ABC: (80) 124,626; (83) 138,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,225,195,626
Savings & Loan	12	$6,445,979,000

6 - PASSENGER AUTOS: County 175,890

7 - ELECTRIC METERS: Residence(CZ) 88,726

8 - GAS METERS: Residence(CZ) 85,780

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersManufacturing: Food & Kindred Products (6,900); Paper, Printing & Publishing (1,400); Misc. Nondurable Goods (1,700); Lumber & Wood Products (2,000); Fabricated Metal Products (900); Machinery (800); Electrical Equip. (1,500); Transportation Equip. (800); Misc. Durable Goods (2,400); Mining (100); Construction (4,300); Transportation & Pub. Utilities (7,600); Wholesale & Retail Trade (26,900); Finance, Insurance & Real Estate (6,200); Services (24,600); Government: Federal (5,300); State & Local (22,000).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers- Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Don Quick, Campbell's, Food Bank, Payless
Lincoln Village West	5	Don Quick
Mayfair	4	Savemart
Weberstown	4	Sears, Weinstock's
Sherwood Mall	4	Macy's, Montgomery Ward
Sherwood Plaza	5	K mart
Parkwoods	6	Sibs Mkt.
Hammer Lane	6	Alpha Beta
Venetian Square	5	Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd.	3	Builders Emporium, Giant Food, Don Quick
Venetian Gardens	5	Alpha Beta
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's
Hammertown	7	Zody's, Ole's
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
St. Mark's Plaza	5	Alpha Beta
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Department Stores Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Downtown Thu.; Weberstown-Sherwood Mall Mon. thru Fri.; Pacific Ave. Mon., Thurs.; Lincoln Village Mon. and Thurs.
Stores Open Sundays-Major grocers; dept. & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores; Rosenthal's; Brown & Mahin 2; Troglia's 2; Furniture Stores; Breuner's; Cousin's; N. Sweet; Acme; Capital; Great Western; Cousin's; R B Furn.; Thornton House.
Discount Stores-K mart 2; Gemco; Pay Less 2; Angel's; Long's; Zody's; Marshall's.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Pay Less 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Alpha Beta 2; Centro Mart 10; Quik Stop 4; Sib's 3; Lucky; Save-mart 3; Safeway 5; Segarini's 5; Gemco; 7-Eleven 3; Don Quick 9; K mart 2; Food Bank 3; Fry Markets 3; New Deal 2.
Other Chain Stores-Shoes: Gallenkamp, Leed's 2; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Roddy's, Chief Auto Parts, Kragen Auto, Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires; Others: Big 5 Sporting Goods, Builders Emporium, Federated Group, Grossmans, Orchard Supply, Lumberjack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 54,179; (m-sat) 53,406; (S) 56,736; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Bob West, Nat'l. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett Newspaper Advertising Sales

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: Railroads-Sunset.
Bus Line-Foster Transp. to Bakersfield.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; Loc. Est. 5,735
County/MSA 80 Cen. 403,089; Loc. Est. 432,210

4 - HOUSEHOLDS:
City 80 Cen. 2,096; Loc. Est. 2,420
County/MSA 80 Cen. 139,811; Loc. Est. 157,328

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 204,996

7 - ELECTRIC METERS: Total 5,447

8 - GAS METERS: Total 5,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage) Oil 4,950 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28. Last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sugar 'n Spice; Lack's for Guys and Gals; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace; The Boat Shop; Word of Faith Book Store.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88*.; Discount Mart.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side; Safeway; 11-C; Hall Mart.
Other Chain Stores-Mode O'Day; Goodyear; TG&Y; Safeway Drug Center; Sears (Catalog); Montgomery Ward (Catalog); Beno's; Coast-to-Coast.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,070; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** Glen C. Hagstrom, Adv. Dir., MIDWAY DRILLER, 800 Center, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County, E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles, 396 mi. S of San Francisco; On U.S. Hwy. 101, State Highway 23; Hq. for Northrop-Ventura Science Mfg.; and North American Aviation Science Center. Home of California Lutheran College; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Trucklines-California Motor Express; Consolidated Freightways; United Parcel, Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; Loc. Est. 81,353
PMA-ABC: (80) 126,886; (83) 138,600
County/PMSA 80 Cen. 529,899; Loc. Est. 554,115
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; Loc. Est. 28,864
County/PMSA 80 Cen. 173,254; Loc. Est. 189,275
PMA-ABC: (80) 40,684; (83) 46,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 307,996

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: There are approximately 127 industrial firms in the Conejo Valley. Leading group classes of products are electronic components, aircraft and missile components, defense systems and plastic products. The largest industrial firms and employment in the area are: Northrop Corp. 890; Burroughs Corp. 1050; Bunker Ramo 900; Semtech Corp. 625; Autologic Corp. 400; Raypal Co., Inc. 300; Fansteel Corp. 230; State Farm Insurance 720; Los Robles Reg. Med. Center 800; Conejo Valley Unified School District 1500; Westlake Com. Hosp. 423; IBM Corp. 250; California Lutheran College 275; Rockwell Int'l Science Center 420; News-Chronicle 172; TRW 125; McDonald Enterprises 100; Trailer Life Pub. 130; Prudential Ins. Co. (home office 1980) 800; Lexitron Corp. 800. Number of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Agoura Meadows(12)	8	Sav-On, Vons
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-on Drug, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Vons, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Thriftimart, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co.
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)		Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Thriftimart

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullocks.
Variety Stores-Sprouse Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Guild; Sav-On; All Med; Clark's; Rexall; CVS.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Thriftmart; K&G Mkts.; Ralphs; Hughes.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zales; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Marlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Walden Books; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Mart Furniture; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Stretch & Sew; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 21,575; (S) 22,008; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Steve Owens, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: In Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-7; PMA includes divisions of Torrance and South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates, and Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance and Gardena Municipal.
Airlines-L. A. Intl. Arpt. within PMA. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; Loc. Est. 132,712
PMA-ABC: (80) 540,261; (83) 552,000
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,410; Loc. Est. 52,397
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
PMA-ABC: (80) 201,591; (83) 213,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	149	$3,240,007,000
Savings & Loan	92	$3,178,298,000

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 142,943

8 - GAS METERS: Residence 154,400

9 - PRINCIPAL INDUSTRIES: 432 manufacturing plants. Leading products are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equipment, drilling equipment, rubber products, chemicals, aluminum products, research electronics, steel fabrication, home building products and engineering, paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 144,282; Est. Wkly Wage $299.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Village, 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Redondo Beach:		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shopping Center(15)	NA	SupeRx
King Harbor Plaza(15)	NA	Lucky Stores
The Pier(65)	NA	Sears, Gallenkamps
In Torrance:		
Del Amo Fashion Center(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbachs, Robinson's
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart
Pacific Plaza(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes:		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Safeway, Vons, Thrifty Drug
In Manhattan Beach:		
Manhattan Village	NA	Buffum's, Bullocks Wilshire, Ralph's, Sav-On
Fisherman's Village(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson:		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood:		
Crenshaw-Imperial Plaza(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo; Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N. Redondo; Artesia Blvd. 6 blocks; E. Hermosa; Pacific Coast Hwy., 5 blocks; E. Manhattan; Pacific Coast Hwy., 4 blocks; Walteria; Hawthorne Ave., 4 blocks; N. Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Department and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 2; Ohrbach's (Torrance); Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston Stores 3.
Discount Stores-The Akron; Zodys 4; ATA; K mart 3; Try-It-Store; Angel's; Simon's; Gemco 3.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet Stores; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty Drug 10; Sav-On 10; Drug King; Clark Drug 3; The Guild 3; Walters; Long's.
Chain Supermarkets-Safeway 18; Lucky 10; Thriftmart 2; Ralph's 9; Foods Co. 5; Von's 7; Mayfair 3; Royal Food; Boy's Market 6; Alpha Beta 10; Hughes 3; Food King 2; Top Valu 4; Albertsun's; Jewel T.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori; Men's: Harris & Frank, Silverwoods, Surprise Store, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furniture & Carpeting: McMahan's 4, Barker Bros. Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furniture 3, Danica, Lee's Bars & Stools, Friendly Furniture, Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furniture 2; Jewelers: Hudson, Zale's, Slavick's, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, International House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 87,376; (S) 103,349; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Jack Harpster, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on US Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 Hwy. mi. S of Fresno; 63 Hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-18 Local; 20 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.
Airlines-Inland; Swift.

3 - POPULATION:
Corp. City 80 Cen. 22,530; Loc. Est. 29,600
CZ-ABC: (80) 26,630; (83) 29,600
RTZ-ABC: (80) 22,747; (83) 24,500
County/MSA 80 Cen. 245,751; Loc. Est. 264,126
City & RTZ-ABC: (80) 49,377; (83) 54,100

4 - HOUSEHOLDS:
City 80 Cen. 7,755; Loc. Est. 8,347
County/MSA 80 Cen. 80,659; Loc. Est. 90,602
CZ-ABC: (80) 9,039; (83) 10,400
RTZ-ABC: (80) 6,391; (83) 7,100
City & RTZ-ABC: (80) 15,430; (83) 17,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 113,363

7 - ELECTRIC METERS: Residence 8,168

8 - GAS METERS: Residence 7,849

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agriculture 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300); Ag(seas.) ($125 to $300); Ag(year) ($125-300).
Principal Industrial Pay Days- 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center- 10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers- Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug, Alpha Beta, K mart
Mountain View Plaza	2	Longs Drugs, Lucky Supermarket

Principal Shopping Days-Thurs., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's; Men's Stores: Cave's; Bob Myers; McCourt's; Safarjans; Continental Western Wear; Women's Stores: Vogue; Mari D's; Betty's Apparel; Jane's Country Girl.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty Drug; Sweet's Drug (McKesson); Hamilton's Pharm. (McKesson); Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Lucky.
Other Chain Stores-Western Auto; Goodrich; Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furniture; Mathis & Bolinger; Fisch; Radio Shack; Ernie's Liquor.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,787; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: John Nelson, Adv. Dir., ADVANCE-REGISTER, PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Branham/Newspaper Sales.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S. of Stockton; 300 mi. N. of Los Angeles; 100 mi. S.E. of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific; Tidewater Southern; Santa-Fe.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,291; Loc. Est. 30,344
CZ-ABC: (80) 27,987; (83) 32,900
RTZ-ABC: (80) 33,163; (83) 36,900
County/MSA 80 Cen. 265,902; Loc. Est. 287,383
City & RTZ-ABC: (80) 61,150; (83) 69,800

4 - HOUSEHOLDS:
City 80 Cen. 9,932; Loc. Est. 12,244
County/MSA 80 Cen. 94,674; Loc. Est. 106,997
CZ-ABC: (80) 10,502; (83) 12,900
RTZ-ABC: (80) 10,208; (83) 11,700
City & RTZ-ABC: (80) 20,710; (83) 24,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	10	$251,000,000
Savings & Loan	7	$131,930,000

6 - PASSENGER AUTOS: County 140,187

7 - ELECTRIC METERS: 13,100

8 - GAS METERS: 12,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't. 1,512; Const. 504; Mfg. 934; Transp. 543; Services 1,885; Whls. & Retail Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Centers-Canal Center, 6 stores. 1 block on E. Canal at Johnson. Valley View Shopping Center; 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thu., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; Montgomery Ward; McMahan's; Beno's; K mart.
Variety Stores-Woolworth; Sprouse Reitz; Bonanza 88¢.
Chain Drug Stores-Boie's 3; Sav-Mor; Thrifty; Long's.
Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Buy Way Mkt.; Save Mart; Neal Deal; Lucky Mkt; Turlock Super.
Other Chain Stores-Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply.

14 - NEWSPAPERS: JOURNAL (e) 8,803; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Vern DeBolt, Adv. Dir., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham/Newspaper Sales.

UKIAH

1 - LOCATION: Mendocino County, E&P Map A-4. County Seat. 117 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-(Charter): Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
City 80 Cen. 12,035; Loc. Est. 12,698
County 80 Cen. 66,738; Loc. Est. 72,232
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; Loc. Est. 4,645
County 80 Cen. 25,072; Loc. Est. 28,356

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 34,654

7 - ELECTRIC METERS: Residence County 24,644

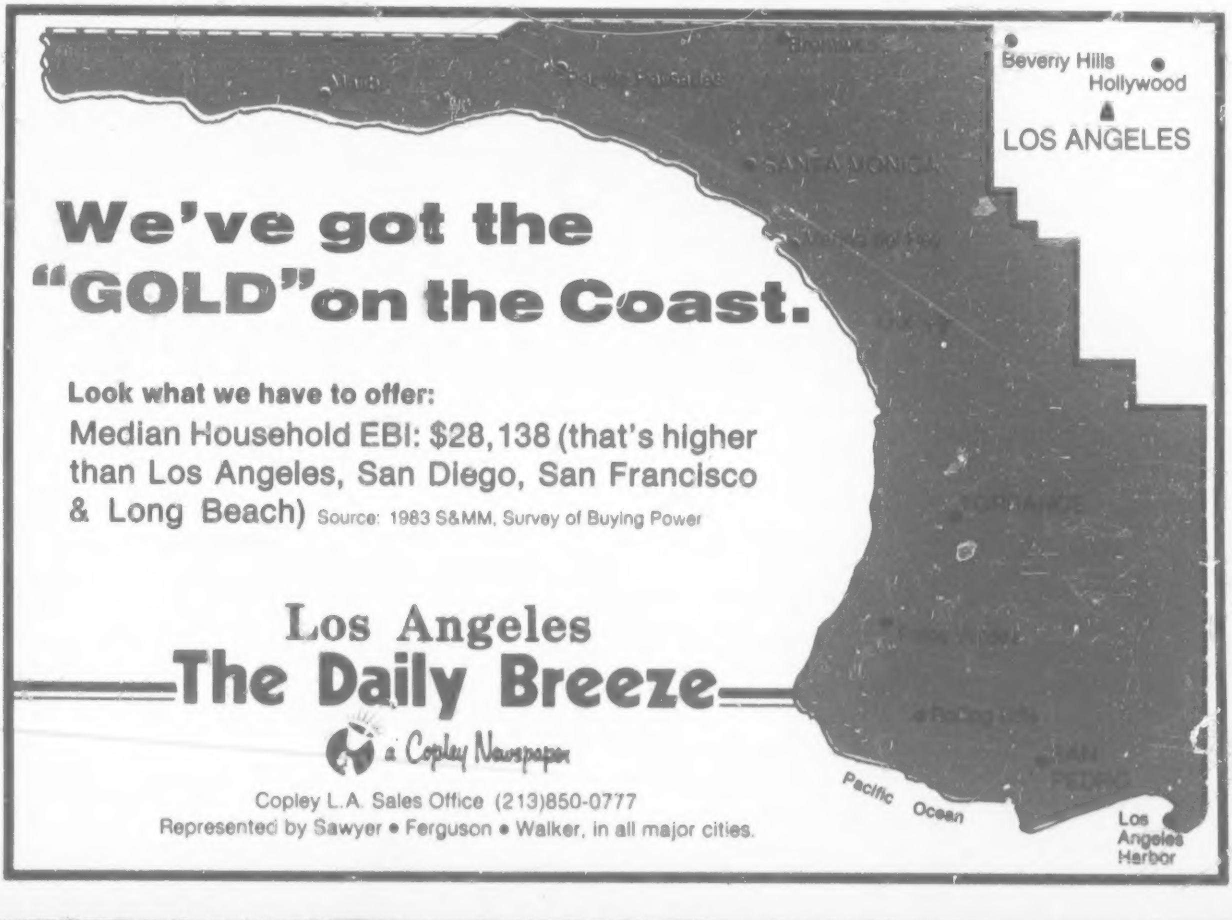
8 - GAS METERS: Residence County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, Number of employees (Av. Weekly Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct. Last killing frost, mid-March.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Centers-



We've got the "GOLD" on the Coast.

Look what we have to offer:
Median Household EBI: $28,138 (that's higher than Los Angeles, San Diego, San Francisco & Long Beach) Source: 1983 S&MM, Survey of Buying Power

Los Angeles
The Daily Breeze
a Copley Newspaper

Copley L.A. Sales Office (213)850-0777
Represented by Sawyer • Ferguson • Walker, in all major cities.

Downtown area; Peartree; Deep Valley; Orchard Plaza.
Principal Shopping Days-Thurs., Fri.
Nearby Shopping Centers-Yokayo (6 blocks) North State (3 mi.) Food Depot, Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thu.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Cal's Variety; Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Medico; Thrifty 2; Long's.
Chain Supermarkets-Yokayo; Farmers; Albertson's; Safeway.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); Ben Franklin; K mart; Portlock Hdwe.

14 - NEWSPAPERS: JOURNAL (e-mon to fri; S) 9,071; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Eddie Sequeira, Adv. Dir., JOURNAL, PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND
See ONTARIO

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA); 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: **Railroads**-So. Pacific (freight).
Motor Freight Carriers-?.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,303; Loc. Est. 90,322
PMA-ABC: (80) 241,718; (83) 267,700
County 80 Cen. 235,203; Loc. Est. 249,520
PMSA 80 Cen. 334,402; Loc. Est. 354,546
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; Loc. Est. 30,406
County 80 Cen. 80,426; Loc. Est. 89,568
PMSA 80 Cen. 117,050; Loc. Est. 130,179
PMA-ABC: (80) 82,679; (83) 95,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: County 131,767

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); General Mills 125 ($375); Construction 150 ($478); Kaiser Ind. 200 ($500); Peter Kiewit Sons 300 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug, Sears, Consumers Dist., Cresent Jewelers
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
[illegible]/Tenn.	1	Smiling Sam's Drugs
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall	14	JCPenney, Mervyn's, Montgomery Ward
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallejo Corners	4	Gemco

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward.
Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores-Sprouse Reitz; Smiling Sam's; Kragens; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores-Merrill's; Thrifty; Payless; Smiling Sam's; Longs.
Chain Supermarkets-Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Fry's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 24,092; (S) 24,316; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Mike Ferguson, Adv. Dir., TIMES-HERALD and NEWS-CHRONICLE, 500 Maryland St., Vallejo, CA 94590; Tel. (707) 644-4121.
National Representatives: Papert Companies; U.S. Suburban Press, Inc.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 70 mi. NW of Los Angeles.

2 - TRANSPORTATION: **Railroads**-So. Pac.
Motor Freight Carriers-6.
Airlines-Wings West; Desert Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
San Buenaventura 80 Cen. 74,474; Loc. Est. 79,252
PMA-ABC: (80) 213,147; (83) 238,400
RTZ-ABC: (80) 316,027; (83) 351,200
County/PMSA 80 Cen. 529,899; Loc. Est. 554,115
Total PMA & RTZ-ABC: (80) 529,174; (83) 589,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
San Buenaventura 80 Cen. 29,197, Loc. Est. 31,666
County/PMSA 80 Cen. 173,254; Loc. Est. 189,275
PMA-ABC: (80) 75,207; (83) 87,300
RTZ-ABC: (80) 97,574; (83) 112,500
Total PMA & RTZ-ABC: (80) 172,781; (83) 199,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings (City)	9	N.A.
Savings & Loan (Co.)	12	$1,619,434,000

6 - PASSENGER AUTOS: County 307,096

7 - ELECTRIC METERS: Residence 32,140

8 - GAS METERS: Res. & Com'l. 26,354

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100.
Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Buenaventura Center.
Neighborhood Shopping Centers-6 blocks on N. Ventura Ave.; 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buenaventura(50)	2	Broadway, JCPenney, Montgomery Ward
East Ventura	2	Sears, Von's, Gemco, Newberry's, Mervyn's
College Square(17)	3	Hope 'N Hagens
Victoria Plaza(8)	4	Safeway, Sav-On, Lumber City, K mart
Victoria Village	4	Ralphs
Kimball	4	Albertson's
Esplanade	9	May Co., Sears, Levitz, Target

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Ventura; Scott's; Mervyn's.
Discount Stores-The Akron; Fed Mart; K mart; Pic 'N Save; Zody's; Gemco; Target.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrifty 2; Drug King; Sav-On; College Phcy.; Brand's Buena 2; Midway.
Chain Supermarkets-Safeway; Mayfair; Von's 2; Thriftimart 2; Alpha Beta; Albertson's; Ralph's.
Other Chain Stores-Furniture: Barker Bros., Levitz, R.B., Ortho Mattress, Ethan Allen, McMahan's, Firestone; Western Auto; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints, Lawson Jewelry; Mills Jewelers; See's Candies; Stationer's Corporation; Desmond's; Pic-A-Dilly; Lerner's; Gallenkamp; Weatherby Kayser; Leed's; Kinney; Radio Shack; Harris & Frank; Leo's Stereo; Licorise Pizza; Chuck E. Cheese; Grossman's Lumber; Carnation Nutrition Center.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 42,332; (S) 45,403; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Fred Skill, Ass't. Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel (805) 656-4111.
National Representative: Papert Companies.

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Union Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; Loc. Est. 15,606
CZ-ABC: (80) 28,801; (83) 31,200
RTZ-ABC: (80) 30,885; (83) 34,200
PMSA 80 Cen. 1,557,080; Loc. Est. 1,712,844
County 80 Cen. 893,157; Loc. Est. 981,229
City & RTZ-ABC: (80) 59,686; (83) 65,400

4 - HOUSEHOLDS:
City 80 Cen. 5,338; Loc. Est. 5,855
County 80 Cen. 308,062; Loc. Est. 354,445
PMSA 80 Cen. 551,081; Loc. Est. 634,863
CZ-ABC: (80) 10,616; (83) 11,900
RTZ-ABC: (80) 10,310; (83) 11,900
City & RTZ-ABC: (80) 20,926; (83) 23,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 468,220

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (30 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; K mart; Gemco.
Variety Stores-Gilbert; Sprouse Reitz; Cornet Stores.
Chain Drug Stores-Thrifty; Savon.
Chain Food Stores-Safeway; Thriftimart; Von's; Alpha Beta; Stater Bros; Gemco.
Other Chain Stores-Goodyear; Montgomery Ward; Singer; Chief Auto; Anita's; Mode O'Day; Gallenkamp's; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires; Boston Store.

14 - NEWSPAPERS: PRESS (e-mon to fri) 16,888; (S) 17,407; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Howard Griffin, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392; Tel. (619) 245-7744.
National Representative: Papert Companies.

VISALIA

1 - LOCATION: Tulare County, (In Visalia-Tulare-Porterville CA MSA). E&P Map D-6, County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 187 mi. to Los Angeles; 245 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: **Railroads**-Freight on S.P., & S.F.; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers-34.
Airlines-Inland Empire Airlines.

3 - POPULATION:
Corp. City 80 Cen. 49,729; Loc. Est. 53,448
CZ-ABC: (80) 49,729; (83) 58,100
RTZ-ABC: (80) 46,607; (83) 50,600
County/MSA 80 Cen. 245,751; Loc. Est. 264,126
City & RTZ-ABC: (80) 96,336; (83) 108,700

4 - HOUSEHOLDS:
City 80 Cen. 18,190; Loc. Est. 19,893
County/MSA 80 Cen. 80,659; Loc. Est. 90,602
CZ-ABC: (80) 18,190; (83) 22,000
RTZ-ABC: (80) 15,168; (83) 17,000
City & RTZ-ABC: (80) 33,358; (83) 39,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$418,864,000
Savings & Loan	9	(incl. above)

6 - PASSENGER AUTOS: County 113,363

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 16,951

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 59-107; Winter 41-68.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Fair Ctr.; County Center Shopping Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Visalia Fair(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	McDonalds Dept., Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Dist.

Stores Open Evenings-Visalia Fair, 6 nights; Downtown Thurs.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Don McWilliams 2; Gottschalks; Mervyn's; J.M. McDonalds.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's; Thrifty; Payless; Gemco.
Chain Supermarkets-Safeway; Youngs 2; Fairway; Best Buy Mkt.; Alpha Beta; Albertson's; Von's.
Other Chain Stores-Karl's Shoe; Anita Shops (women's); Cal Auto; Crescent Jewelers; Goodyear; Western Auto; Blue Chip Stamps; See's Candy; Remar's; Trend O'Fashion; Motherhood Maternity; Leed's Shoes; Singer Co.; Carpet Town, Carpeteria; House of Fabrics, Standard Brands Paints, Gallenkamp; Kinney Shoes 2; Builders Emporium, Fashion Fabrics; Pep Boys; McMahan's; Sherwin Williams; S&H Green Stamps; Rogers Jewelers; Zales; Topps & Trousers, Wherehouse; Bobby West; Borman Hallmark; Dreyers; William Carol; Arden's Womans; Designer Fabrics; Handyman; Coast to Coast; Simon Sez Toys; Ardans; Firestone; Wilshire Paint; Color Tile; Grand Auto; Kragen.

14 - NEWSPAPERS: TIMES-DELTA (e) 19,913; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Paul R. Cislini, Adv. Dir., TIMES-DELTA, PO Box 31, Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett Newspaper Advertising Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego; Agricultural area. On State Hwy. 76 & 78; Interstate 15 & 5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; Loc. Est. 38,881
County/MSA 80 Cen. 1,861,846; Loc. Est. 1,993,060

4 - HOUSEHOLDS:
City 80 Cen. 13,690; Loc. Est. 15,838
County/MSA 80 Cen 670,094; Loc. Est. 751,361

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial (Local)	1	N.A.
Commercial (Br.)	15	N.A.

6 - PASSENGER AUTOS: County 1,044,310

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway	0	Thrifty Drug, Safeway
Vista Plaza I	0	Coronet, Sears, Alpha Beta
Vista Plaza II	0	Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse Reitz, Thrifty Drug, Safeway
Plaza Camino Real	5	Sears, Broadway, JCPenney, May Co., Bullock's, Woolworth
Vista Plaza IV	NA	K mart
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri; S) 7,112; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Joseph Boschetti, Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (714) 724-7161.
National Representative: U.S. Suburban Press, Inc.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 miles E of San Francisco. 17 miles E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; Loc. Est. 58,496
PMSA 80 Cen. 1,762,631; Loc. Est. 1,832,751
County 80 Cen. 657,252; Loc. Est. 681,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; Loc. Est. 26,785
County 80 Cen. 241,805; Loc. Est. 250,694
PMSA 80 Cen. 667,626; Loc. Est. 726,993

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	100	$1,900,000,000
Savings & Loan	86	$1,400,000,000

6 - PASSENGER AUTOS: County 405,047

7 - ELECTRIC METERS: Residence 147,623

8 - GAS METERS: Residence 127,284

9 - PRINCIPAL INDUSTRIES: Standard Oil; U.S. Steel; Dow Chemical; Johns Manville; Del Monte; Safeway; Wards; Varian Instrument; Zehntel; Bechtel; Bank of America; DuPont; Shell Oil; Eastman Kodak.

10 - CLIMATE: Ann. Max. Temp. 72; Min. 44; **Rainfall** 15 inches annual average.

11 - TAP WATER: Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(69)	7	Thrifty Drug, Woolworth's
Contra Costa(15)	4	Montgomery Ward, Home Yardage, Thrifty Drug
Sun Valley(130)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(50)	10	Safeway, Lucky, Long's
Countrywood(38)	NA	McCaulou's Dept., Long's Drugs
Willows(65)	6	Cost Plus
Vineyard(23)	7	McCaulou's, K mart
Broadway(55)	NA	Emporium-Capwell, Bullock's, McCaulou's
County East Mall(50)	7	JCPenney, Sears, Montgomery Ward
Crow Canyon Commons(43)	10	Payless, Lucky, Loehmann's Dept. Store

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Liberty House; Macy's; Sears; Capwell's; Montgomery Ward; Bullock's; Mervyn's.
Discount Stores-K mart; Best; Marshall's.
Variety Stores-Woolworth.
Chain Drug Stores-Guys; Longs; Payless; Pay 'n Save; Thrifty; Walgreen.
Chain Supermarkets-Albertson's; Farmers; Lucky; Louis; Ralph's; Alpha Beta; Safeway; Park & Shop; Frys; 7-Eleven.
Other Chain Stores-Automobile Accessories: **Goodyear**, Grand Auto, Firestone, Ladies Apparel: **Lane Bryant**, Clothes Barn, I. Magnin, J. Magnin, **Little Daisy**, Casual Corner; Men's Apparel: **Smith's**, Hastings; Ladies' & Men's Apparel: **Grodins**; Shoes: Kushins, Florsheim, Gallenkamp, **Kinney**, Thom McAn; Candy: McFarlands, Sees; **Paint**: Standard Brands, Kelly-Moore, W.P. Fuller, **Sherwin-Williams**; Furniture: Breuners, R & B **Furniture**, Levitz, Travalini, W.J. Sloane; Jewelry: **Davidson/Licht**, Granat Bros., Zales, Shreves, **Milens**; Optical: Jenkel-Davidson, Franklin **Phoenix**.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) **73,571; (S)** 75,516; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Tom Ward, Natl. Adv. Mgr., CONTRA COSTA **TIMES**, 2640 Shadelands Drive, Walnut Creek, CA **94598**; Tel. (415) 943-8376.
National Representatives: Cresmer Woodward, **O'Mara**, & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA), E&P Map B-5. Hub of Pajaro Valley. **Agriculture** and dairying. 17 mi. from County Seat. 90 **mi.** from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,662; Loc. Est. 26,021
CZ-ABC: (80) 31,385; (83) 35,500
RTZ-ABC: (80) 28,483; (83) 31,600
County/PMSA 80 Cen. 188,141; Loc. Est. 204,024
City & RTZ-ABC: (80) 59,868; (83) 67,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; Loc. Est. 8,966
County/PMSA 80 Cen. 71,793; Loc. Est. 81,491
CZ-ABC: (80) 10,508; (83) 12,300
RTZ-ABC: (80) 8,724; (83) 10,010
City & RTZ-ABC: (80) 19,232 (83) 22,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 109,048

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of **Wage** Earners (Av. Wkly Wage)-Food Processing **and Packing** 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower **Growing** 1,200 ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; **Summer** 44-86; Fall 41-90; Winter 30-69. First **killing** frost, Nov. 22. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: Principal Shopping Center-3 **blocks on Main St.**
Neighborhood Shopping Centers-No. Main St.; E. **Lake Area**; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mey Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Alta-Vista(20)	2	Pioneer Chicken
Eastlake Vlg.(27)	4	H&H Home Center
Crestview(16)	1	Payless, Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(50)	8	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Square(15)	1	Payless, Nub Hill
Lucky Shopping Center(12)	1	Lucky, Kragens

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Ford's; **JCPenney**.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Longs; Thrifty.
Chain Supermarkets-Lucky Stores; Albertsons; **Nub Hill**.
Catalog Sales Stores-Montgomery Ward.
Other Chain Stores-Western Auto; Grand Auto; **Kragens**.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) **12,606; Mar.** 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Jim Wilson, Adv. Dir., REGISTER-**PAJARONIAN**, 1000 Main St., Watsonville, CA **95076**; Tel. (408) 724-0611.
National Representative: Branham/Newspaper **Sales**.

WHITTIER

1 - LOCATION: Los Angeles County (In Los **Angeles**-Long Beach PMSA). E&P Map D-7. 14 mi. **E of Los Angeles**; on Whittier Blvd. at Washington **Blvd.**, E of Rosemead Blvd., extending to Orange **County** line, & adjoining La Habra; I-605. Freeway **N & S** at city's westerly line.

2 - TRANSPORTATION: Railroads-Union Pacific **and** Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; **Southern** California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and **Orange** County Airport. Airport Service Transportation to L.A. Int. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; Loc. Est. 68,6[illegible]
CZ-ABC: (80) 83,536; (83) 83,500
RTZ-ABC: (80) 258,945; (83) 269,100
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,781,764
City & RTZ-ABC: (80) 342,481; (83) 352,600

4 - HOUSEHOLDS:
City 80 Cen. 26,712; Loc. Est. 27,511
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,973,494
CZ-ABC: (80) 31,438; (83) 32,600
RTZ-ABC: (80) 77,767; (83) 84,100
City & RTZ-ABC: (80) 109,205; (83) 116,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,044,469

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, Number of **Wage** Earners-Agriculture 400; Mining (Oil mainly) 500; Contract Construction 4,000; Mfg. 21,700; Transp., Comm., Utilities 7,500; Whsl. & **Retail** 18,500; Finance, Real Estate & Related 2,800; Service 14,300; Government 9,500; Total **employment** 79,200.
Principal Pay Days-Fri. & Sat.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; **Summer** 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 **blocks on Philadelphia St.**, 9 blocks on Greenleaf **Ave.**
Other Shopping Centers (No. of Stores): Hadley **& Whittier Blvd.** 10; Whittier Quad at Whittier **Blvd. & Laurel** Ave. 36; Whittier Downs Mall, **Washington** Blvd. at Broadway 18; Whittwood at **Whittier Blvd.** & Santa Gertrudes Ave. 85; La **Mirada**, Rosecrans & Luitweiler 15; La Habra **Plaza**; Central & Hwy. 15; Fashion Square, **Imperial** & Hwy. 42; Puente Hills Mall 76.

Principal Shopping Days-Mon., Thu., Fri., Sat. & **Sun.**
Stores Open Evenings-Dept.-Mon., Thurs. & Fri. Food-every evg.

13 - RETAIL OUTLETS: Department Stores-Boston **Stores** 2; Sears; JCPenney 4; Hinshaw's; Broadway **Whittier**; May Co.; Bullock's; Buffum's; Montgomery **Ward**; Zody's; K mart; Jewelcor; Mervyn's; **Akron**.
Discount Stores-SaveCo; Freight Outlet.
Variety Stores-Woolworth 2; Newberry's 2; **Sprouse Reitz**; Pick and Save 2.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-**On**; **Serve** Rite; Robbin's 2; Mascarin; Barrows, **Barron's**.
Chain Supermarkets-King Cole; Von's 4; Safeway; **Alpha** Beta 6; McCoy's 4; Lucky; Stater Bros.; **Boy's Mkt.**; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-LeRoy's (jewelers); Gallenkamps Shoes; Firestone; King's (jewelry); **Desmond's** (clothing); Barker Bros. (furniture); **Harris** & Frank (clothing); Zales (jewelry); McMahon's (furniture); C.H. Barker; Leed's; Alroe; **Western Auto**; Robert Hall 2; Lawson Jewelers; **Georgetown** Manor (furniture).

14 - NEWSPAPERS: NEWS (e) 17,260; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Wm. Parker, Adv. Dir., NEWS, 7037 S. **Comstock Ave.**, Whittier, CA 90608; Tel. (213) 698-2571.
National Representative: Cresmer, Woodward, **O'Mara**, & Ormsbee; Thomson Newspapers; U.S. **Suburban** Press, Inc.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA), **E&P Map** B-4, County Seat. 20 mi. W of **Sacramento** (State Capitol) and 97 mi. N of San **Francisco**; Sacramento River 2 mi N at its nearest **point.** On U.S. Hwys 9 & 1-5, State Hwys. 113 & 16; **fringed** by Interstate 80, 880 & 505.

2 - TRANSPORTATION: Railroads-Sacramento-**Northern** (Western Pacific) & Southern Pacific.
Motor Freight Lines-8.
Intercity Bus Lines-Greyhound.
Airports-8 mi. E. Sacramento, Metro Airport; 5 mi. **W** Executive Airport.
Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235; Loc. Est. 33,801
CZ-ABC: (80) 30,235; (83) 34,100
RTZ-ABC: (80) 56,838; (83) 59,800
City & RTZ-ABC: (80) 87,073; (83) 93,900
MSA 80 Cen. 1,099,814; Loc. Est. 1,197,411
County 80 Cen. 113,374; Loc. Est. 129,446
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,740; Loc. Est. 12,459
County 80 Cen. 41,304; Loc. Est. 46,273
MSA 80 Cen. 416,356; Loc. Est. 474,601
CZ-ABC: (80) 10,740; (83) 12,600
RTZ-ABC: (80) 19,840; (83) 21,600
City & RTZ-ABC: (80) 30,580; (83) 34,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	N.A.
Savings & Loan	5	N.A.
Commerical	8	N.A.

6 - PASSENGER AUTOS: County 57,889

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, Number of **Wage** Earners-Canning 1,200; Sugar Refining 465; Plastics 300; Mobile Homes 480; Farm **Machy.** 135; Trucking 400; Hosp. & Medical 600; **Newspaper** 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; **Summer** 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Purity(10)	0	Sears
Ky. Village	1	Kentucky Mkt.
South Land Shops(6)	1	Raley's Mkt.
Woodland Ctr.(13)	0	JCPenney, Woolworth
Court Plaza	0	TG&Y, Thrifty Drug, House of Fabrics

Shade Tree	NA	Payless Drugs
Cottonwood Plaza(12)	NA	Holiday Market
West Main Plaza	1	Long's, Safeway, Montgomery Ward

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.; Shopping ctrs. nightly.
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Breit's; Sears.
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Long's.
Chain Drug Stores-Thrifty; Walgreen; Rexall.
Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget.
Other Chain Stores-Western Stores; Mode O'Day; Grand Auto; Big O Tires; Diamond International; Goodyear; Winston Tires; McMahan Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 12,585; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Gene Lofton, Adv. Dir., DEMOCRAT, Court & Second Sts., Woodland, CA 95695; Tel. (916) 662-5421.

YREKA

1 - LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle, agriculture, lumbering, mining, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 96 & I-5.

2 - TRANSPORTATION: Railroads-Yreka Western; Southern Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp. City 80 Cen. 5,916; Loc. Est. 6,301
County 80 Cen. 39,715; Loc. Est. 43,486

4 - HOUSEHOLDS:
City 80 Cen. 2,548; Loc. Est. 2,445
County 80 Cen. 15,816; Loc. Est. 17,341

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,158

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture & Forestry 4,575 ($250); Mining 200 ($200); Mfg. 1,450 ($200); Lumber & Wood Pdts. 1,275 ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct. Last killing frost, late April.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Discount Stores-Payless; Rasco; Thrifty Drug.
Chain Drug Stores-Cummings; Walgreen.
Chain Supermarkets-Safeway; Drive 'N Save; Gil's; Food for Less.
Other Chain Stores-Shasta Auto; Littrell Parts.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,230; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Ed Foss, Jr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Papert Companies; Thompson Newspapers.

YUBA CITY
See MARYSVILLE

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	186	217	235
5-14 Years	459	439	476
15-24 Years	422	571	618
25-44 Years	548	916	992
45-64 Years	407	499	541
65 and Over	187	247	268
TOTAL	2,209	2,889	3,130

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	450	675	1,225
General Mdse	815	1,204	2,289
Food	1,150	2,008	4,304
Automobiles	1,222	2,081	3,868
Gasoline Stations	416	708	1,681
Apparel	263	438	843
Furniture	297	480	926
Eat-Drink Places	492	966	2,409
Drugs	179	248	541
TOTAL SALES	5,869	9,825	20,291

ALAMOSA

1 - LOCATION: Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western; Cumbres and Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; Loc. Est. 6,809
County 80 Cen. 11,799; Loc. Est. 12,014

4 - HOUSEHOLDS:
City 80 Cen. 2,314; Loc. Est. 2,305
County 80 Cen. 3,921; Loc. Est. 4,140

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 5,848

7 - ELECTRIC METERS: Residence 4,317

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-23 blocks on Main and State Sts.
Neighborhood Shopping Centers-Near College, and east side area.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Merit; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,991; sworn Mar. 31, 1982 (latest statement available).
Local Contact for Advertising and Merchandising **Data**: Iris Dixon, Adv. Mgr. VALLEY COURIER, 401 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Highways 7, 119 and US 36.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Rocky Mountain Transp. summer only; Regional Transportation District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; Loc. Est. 80,359
CZ-ABC: (80) 76,685; (83) 78,500
RTZ-ABC: (80) 61,795; (83) 72,700
County 80 Cen. 189,625; Loc. Est. 202,600
PMSA 80 Cen. 189,625 ; Loc. Est. 203,375
City & RTZ-ABC: (80) 138,480; (83) 151,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; Loc. Est. 29,900
County 80 Cen. 68,964; Loc. Est. 75,700
PMSA 80 Cen. 68,964; Loc. Est. 77,409
CZ-ABC: (80) 28,674; (83) 30,500
RTZ-ABC: (80) 22,176; (83) 27,200
City & RTZ-ABC: (80) 50,850; (83) 57,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$276,388,000
Commercial	9	$484,273,000

6 - PASSENGER AUTOS: County 139,882

7 - ELECTRIC METERS: Residence 32,475

8 - GAS METERS: Residence 24,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Univ. of Colo. 3,762; Research 6,843; Electronics 15,825; Manufacturing 2,273; Service Industries 4,681; Food Industries 1,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11. Last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N. Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	0	Safeway
Base Mar(29)	NA	Sears
Crossroads(46)	NA	J.C.Penney, Ward's
Table Mesa(30)	1	Albertson's, King Socper
Thunderbird Sq.(9)	NA	Safeway
University Vlg.(22)	NA	Safeway
Village(35)	NA	7-Eleven

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Some Downtown open Thur.; Some shopping centers open Mon. through Fri.; Some food, discount & hardware open Sun.

13-RETAIL OUTLETS: Department Stores-JCPenney; Neusteters; Montgomery Ward; Fashion Bar; Denver Dry.
Variety Stores-Ben Franklin; Woolworth's.
Chain Drug Stores-Walgreen; Skagg's.
Discount Stores-K mart; Target.
Chain Supermarkets-Safeway 2; Ideal; King's Soopers 3; Miller's Supers; Albertson's 2.
Other Chain Stores-Firestone; Sears (catalog); Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Fontius Shoes; Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics.

14 - NEWSPAPERS: CAMERA (m) 27,551; (S) 33,655; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Douglas J. Barnett, Disp. Mgr., CAMERA, 1048 Pearl St., Boulder, CO 80306; Tel. (303) 442-1202.
National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2, 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs. 125 mi. S SW of Denver.

2 - TRANSPORTATION: Railroads- D&RG; SF.
Motor Freight Carriers- 4.
Intercity Bus Lines- Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; Loc. Est. 14,435
CZ-ABC: (80) 16,675; (83) 17,600
RTZ-ABC: (80) 13,529; (83) 15,000
County 80 Cen. 28,676; Loc. Est. 31,132
City RTZ-ABC: (80) 32,600; (83) 32,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; Loc. Est. 5,238
CZ-ABC: (80) 6,122; (83) 6,700
RTZ-ABC: (80) 4,508; (83) 5,200
County 80 Cen. 10,058; Loc. Est. 11,459
City RTZ-ABC: (80) 10,630; (83) 11,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	$83,920,000
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 16,491

7 - ELECTRIC METERS: Residence 10,206

8 - GAS METERS: Residence 8,228

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Colo. State Prison 500 ($195); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 sts.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Grocery, 2 discount & 5 drug.
Stores Open Sundays-Grocery & 4 drug & 2 discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eisenhowers.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall.
Chain Supermarkets-7-Eleven Store; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Market.
Other Chain Stores-Coast-to-Coast; Sears; Montgomery Ward; Checker Automotive.

14 - NEWSPAPERS: RECORD (e-mon to fri; m-sat) 8,449; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Jay Frizzo, Adv. Dir., RECORD, 523 Main St., PO Box 111, Canon City, CO 81212; Tel. (303) 275-4123.
National Representative: Branham/Newspaper Sales.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA). E&P Map C-2, County Seat. 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Consolidated Space Operations Center, Fort Carson. On State Hwys. 115 & 83; I-25 U.S. Hwys. 85, 87, 24.

2 - TRANSPORTATION: Railroads-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Frontier; Rocky Mountain; Pioneer; Texas International; Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 214,821; Loc. Est. 226,064
PMA-ABC: (80) 317,458; (83) 344,000
County 80 Cen. 309,424; Loc. Est. 325,618
MSA 80 Cen. 309,424; Loc. Est. 325,618
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; Loc. Est. 89,141
County 80 Cen. 107,791; Loc. Est. 118,714
MSA 80 Cen. 107,791; Loc. Est. 118,714
PMA-ABC: (80) 110,673; (83) 124,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	23	$895,268,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 183,594

7 - ELECTRIC METERS: 110,095

8 - GAS METERS: County 90,035

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Military 30,279 ($295); Wholsale & Retail 24,950 ($310); Service Industries 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2. Last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered, flouridated.

12 - RETAILING: Downtown Shopping Centers-8 blocks on East Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak. Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport; 1710 Briargate.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(100)	4	JCPenney, The Denver
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills	9	Sears, K mart
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills	4	
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza (17)	3	Montgomery Ward
Chase Stone	0	May, D&F
N. Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers
Woodmen Valley	8	King Soopers

Also Knob Hill; Circle Drive; Woodmoor; K mart Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners.
Principal Shopping Days-Department stores Mon., Thurs., Fri. & Sat. Food stores Wed., Fri., Sat. & Sun.
Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Perkins-Shearer; May D&F; Sears; JCPenney; Montgomery Ward; Fashion Bar; The Denver; O.G. Wilson; Labelle's; Yellow Front; H.J. Wilson's.
Discount Stores-K mart 5; Target 2.
Variety Stores-Woolworths; Duckwall's.
Chain Drug Stores-Walgreen's 8; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers.
Chain Supermarkets-Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way; T.J.'s Foods.
Other Chain Stores-Jocque Shop; J. Chisholm; GallenKamp; Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburg Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Walden Books; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zales; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 45,507; (e) 41,833; (m-sat) 86,009; (S) 93,009; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tim D. Holden, Adv. Mgr., GAZETTE TELEGRAPH, 30 S. Prospect, Colorado Springs, CO 80906; Tel. (303) 632-4641.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee, Inc.
THE SUN (m-mon to fri) 34,439; (m-sat) 34,264; (S) 36,375; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., THE SUN, PO Box 130, Colorado Springs, CO 80901; Tel. (303) 633-3881.
National Representatives. Sawyer-Ferguson-Walker Co.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1. County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).
Motor Freight Carriers-Edson Express.
Intercity Bus Lines-Continental Trailways (Freight & Passengers), Wilderness Transit.
Airlines-Colorado Air Freight Express (twice dailyfreight and passengers); charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; Loc. Est. 9,397
County 80 Cen. 13,133; Loc. Est. 15,280

4 - HOUSEHOLDS:
City 80 Cen. 2,947; Loc. Est. 3,442
County 80 Cen. 4,578; Loc. Est. 5,555

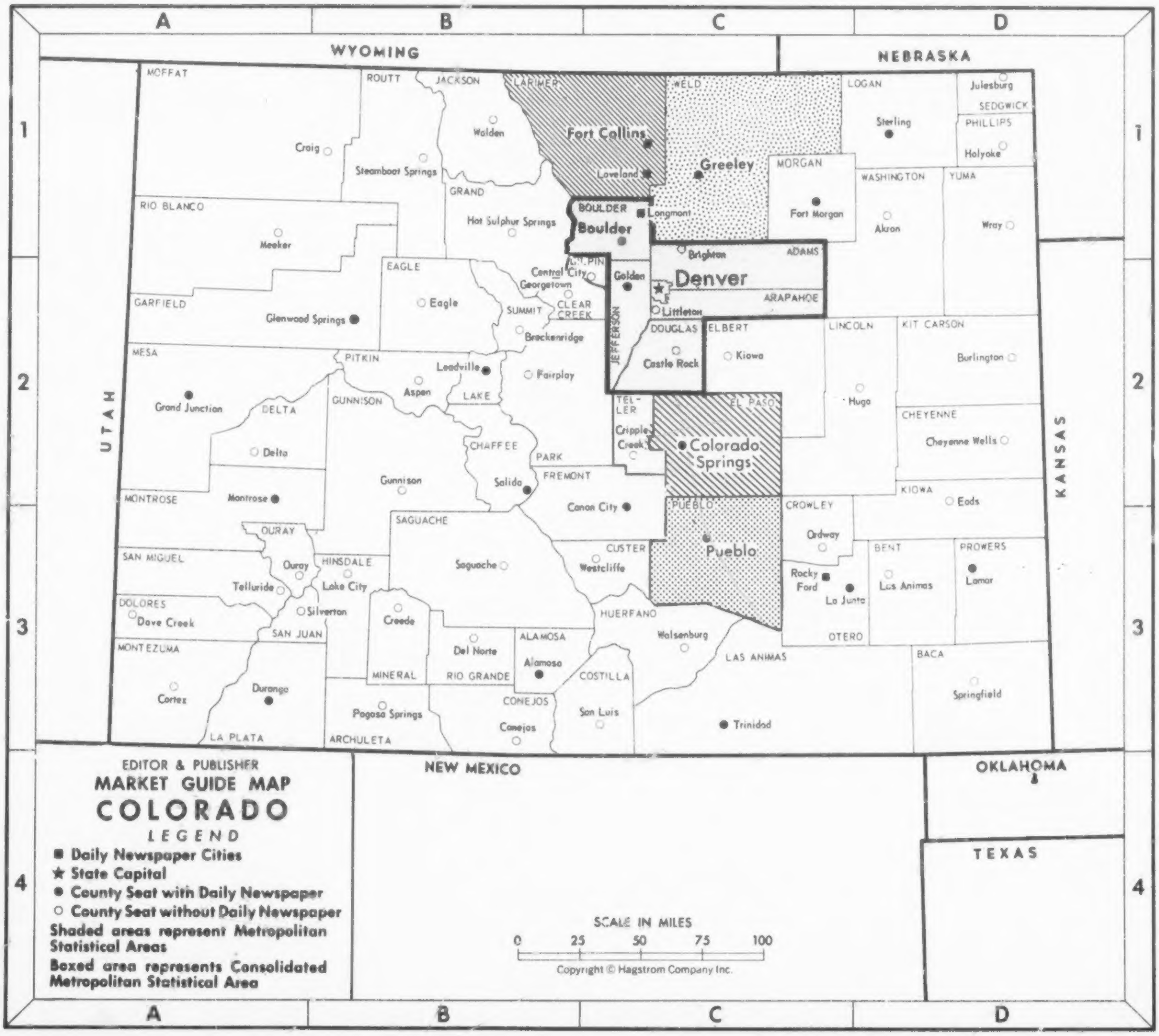
5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 7,440

7 - ELECTRIC METERS: Residence & Comm. 6,291

8 - GAS METERS: Residence & Comm. 3,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280;


A
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WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
MOFFAT
ROUTT
JACKSON
LARIMER
WELD
LOGAN
SEDGWICK
PHILLIPS
Julesburg
Sterling
Holyoke
Craig
Walden
Steamboat Springs
Fort Collins
Loveland
Greeley
MORGAN
Fort Morgan
WASHINGTON
YUMA
Akron
Wray
GRAND
Hot Sulphur Springs
RIO BLANCO
Meeker
BOULDER
Boulder
Longmont
Brighton
ADAMS
Denver
ARAPAHOE
Littleton
Golden
GILPIN
Central City
Georgetown
CLEAR CREEK
JEFFERSON
EAGLE
Eagle
SUMMIT
Breckenridge
GARFIELD
Glenwood Springs
DOUGLAS
Castle Rock
ELBERT
Kiowa
LINCOLN
Hugo
KIT CARSON
Burlington
MESA
Grand Junction
PITKIN
Aspen
Leadville
LAKE
Fairplay
PARK
DELTA
Delta
GUNNISON
Gunnison
CHAFFEE
Salida
TELLER
Cripple Creek
EL PASO
Colorado Springs
CHEYENNE
Cheyenne Wells
MONTROSE
Montrose
FREMONT
Canon City
KIOWA
Eads
CROWLEY
Ordway
PUEBLO
Pueblo
OURAY
Ouray
SAGUACHE
Saguache
CUSTER
Westcliffe
BENT
Las Animas
PROWERS
Lamar
Rocky Ford
La Junta
OTERO
SAN MIGUEL
Telluride
HINSDALE
Lake City
DOLORES
Dove Creek
Silverton
SAN JUAN
Creede
HUERFANO
Walsenburg
MONTEZUMA
Cortez
MINERAL
Del Norte
RIO GRANDE
ALAMOSA
Alamosa
COSTILLA
LAS ANIMAS
BACA
Springfield
Durango
LA PLATA
Pagosa Springs
ARCHULETA
CONEJOS
Conejos
San Luis
Trinidad
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75 100
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Wool Warehouse 7; **Wheat Storage** 16; **Meat Packing** 29; Construction 312; Heavy Machinery 221; **Mining** Supplies 38; Cattle Operations 329; Sheep **Operations** 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Mall	2	Norm's Sound
Centennial Mall	4	Anthony's, Eakers, Montgomery Ward

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.
Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony's; Golden Rule; Eakers.
Chain Supermarkets-Safeway; City Market.
Other Chain Stores-J.W. Brewer Tires; Sathers Jewelry; Goodrich; Firestone; Bumper-to-Bumper; Sears;Montgomery Ward, 7-Eleven; Circle K.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 4,094; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, PO Box 5, Craig, CO 81625; Tel. (303) 824- 7031.
National Representative Branham

DENVER

1 - LOCATION: Co-extensive with Denver County.(PMSA). E&P Map C-2. On virtually level terrain one mile above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Southern; Amtrak.
Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound; Trailways; Gray Line Tours.
Airlines-Continental; Delta; Frontier; United; Western; TWA; Ozark; Texas International; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Piedmont; Republic; American; USAir; Wien; Pioneer; Southwest; Northwest.

3 - POPULATION:
Corp. City/County 80 Cen. 491,396; Loc. Est. 504,412
CZ-ABC: (80) 1,261,432; (83) 1,328,000
Bal. in PMA-ABC: (80) 685,086 (83) 786,500
Total PMA-ABC: (80) 1,946,518 (83) 2,114,500
PMSA 80 Cen. 1,427,855; Loc. Est. 1,525,673
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,220; Loc. Est. 214,032
CZ-ABC: (80) 486,199; (83) 527,400
Bal. in PMA-ABC: (80) 239,457; (83) 285,800
Total PMA-ABC: (80) 725,656; (83) 813,200
PMSA 80 Cen. 608,047; Loc. Est. 601,017

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	40	$9,500,000,000
Commercial (DMA)	150	$10,679,150,000

6 - PASSENGER AUTOS: County 292,036

7 - ELECTRIC METERS: All Classes Metro 702,761

8 - GAS METERS: All Classes Metro 547,090

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 44,800 ($504); Manufacturing 123,000 ($362); Nondurable Goods 48,500 ($366); Durable Goods 74,400 ($358).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First killing frost, Oct. 7. Last killing frost, May 18. Days of sunshine (annual average), 255.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slone, fluoridated; East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.
Neighborhood Shopping Areas-W. Alameda & S. Sheridan; W. 20 & Youngfield; 3400 Youngfield; 3100 S. Sheridan; 795 S. Colo. Blvd.; 6500 S. Bdwy.; 5050 S. Federal; W. 48 & Pecos; E. 3rd Ave. & Hudson; 3300 Dahlia: 3575 S. Logan; 3300 S. Bdwy.; E. Hampden & S. Fairfax; E. 22nd Ave. & Kearney; W. Colfax & Carr; 600 S. Holly; E. 14th Ave. & Kearney; W. 6th & Garrison; 601 S. Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E. 23rd & Oneida; E. 33rd & Holly; W. 72nd & Pecos; W. 38th & Ames; 9000 N. Wash.; E. Fla. & Holly; W. 38th & Wadsworth; W. Littleton Blvd. & S. Windermere; 7200 W. Alameda; S. Colorado Blvd. & Yale; 5801 W. 44th Ave.; 10405 W. Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W. Miss. & Quivas; 6455 W. Colfax; So. Fed. & W. Evans; 2200 W. Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(140)	NA	JCPenney, The Denver, Sears
Aurora Plaza(10)	NA	King Sooper
Buckingham Sq.(112)	NA	Joslin's, Mont. Ward
Buckingham Vlg.(30)	NA	specialty shops
Hoffman Heights(36)	NA	Radio Shack, Wyatt Cafeteria
Iliff Vlg. Ctr.(13)	NA	specialty shops
King Soopers(26)	NA	Baskin-Robbins, King Sooper
Mission Viejo(22)	NA	Albertson's
Parker Station(6)	NA	7-Eleven
Regatta Plaza(22)	NA	King Sooper, Skaggs
Smoky Hill(6)	NA	7-Eleven
Stockade Shops(11)	NA	Shop-n-Go

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. thru Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-The Denver; Joslins; May-D&F; Montgomery Ward; JCPenney; Sears.
Men's and Women's Clothing Stores-Amters; Aspen Leaf; Clint Fabions; Cottrell's; Eakers; Fashion Bar; Grassfield Gano Downs; Howells; Joseph Magnin; KG Mens Store; Lane Bryant; Margo's; Mens Fashion Warehouse; Miller Stockman; Montaldos; Neusteters; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center.
Discount Stores-Target; K mart; LaBelle's; O.G. Wilson.
Variety Stores-Woolworth; Duckwall; Brannam; Marshall's; Yellow Front.
Chain Drug Stores-Walgreen 18; Skaggs 20; King Soopers 46; Merit 2; Econo 3; K mart 14.
Chain Supermarkets-Safeway 59; Albertsons 20; Friendly Cash & Carry 7; Assoc. Food Markets 4; King Soopers 49; Super Foods 13; Shoppin' Bag 5.
Cooperative-Buying Groups-Associated Grocers of Colorado 430.

14 - NEWSPAPERS: POST (m) 259,379; (S) 369,536; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Morris, Display Adv. Mgr., POST, PO Box 1709, Denver, CO 80201; Tel (303) 820-1263.
National Representative: Sawyer-Ferguson-Walker.
ROCKY MOUNTAIN NEWS (m) 324,320; (S) 358,978; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Henry A. Howe, Jr., Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, PO Box 719, Denver, CO 80201; Tel (303) 892-5151.
National Representative: Story & Kelly-Smith.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Railroads-Durango-Silverton narrow gauge.
Motor Freight Carriers-3.
Bus Lines-Continental Trailways
Airlines-Frontier; Sun West; Pioneer; Aspen; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 11,649; Loc. Est. 11,958
County 80 Cen. 27,424; Loc. Est. 30,044

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 3,741
County 80 Cen. 9,746; Loc. Est. 11,199

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$161,574,000
Savings	1	Incl. above.
Savings & Loan	2	Incl. above.

6 - PASSENGER AUTOS: County 15,130

7 - ELECTRIC METERS: Residence 6,542

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber Processing 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70.
Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.
Neighborhood Shopping Center-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	IGY
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	Safeway, Wards

Principal Shopping Days-Mon., Thu., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-Graden Mercantile; JCPenney; Montgomery Ward; Sears (catalog); TG&Y Family Center; K mart.
Discount Stores-Gibson's; Yellow Front.
Variety Stores-Woolworths.
Chain Drug Stores-Basin Rexall; Professional; Plaza.
Chain Supermarkets-Safeway; City Market 2; Shur Value; Pac-N-Save.
Other Chain Stores-Sweetbriar; Mode O'Day.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 6,621; (S) 8,313; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Don Steele, Adv. Mgr., HERALD, PO Box Drawer A, Durango, CO 81301; Tel. (303) 247-3504.
National Representative: Branham.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1, County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; Loc. Est. 68,456
CZ-ABC: (80) 70,878; (83) 79,100
RTZ-ABC: (80) 16,763; (83) 21,500
County/MSA 80 Cen. 149,184; Loc. Est. 161,591
City & RTZ-ABC: (80) 87,641; (83) 100,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; Loc. Est. 24,228
County/MSA 80 Cen. 54,086; Loc. Est. 61,311
CZ-ABC: (80) 25,514; (83) 29,500
RTZ-ABC: (80) 6,169; (83) 8,200
City & RTZ-ABC: (80) 31,683; (83) 37,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,000,000
Savings & Loan	7	N.A.
Industrials	4	N.A.

6 - PASSENGER AUTOS: County 85,594

7 - ELECTRIC METERS: County Residence 63,483 (1980)

8 - GAS METERS: County Residence 41,392 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Prod. 250($270); 96 Manufacturing industries employing 4,725.
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8. Last killing frost, May 7

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Neighborhood Shopping Centers-Laurel and College; College and Prospect; North College, 700-1100 blocks; West Elizabeth and Shields; South College, 2000-6500 blocks; South College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&F, Safeway, Denver Dept., Sears,
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Mont. Ward, Walgreen's, Eaker's
K mart Plaza	2	K mart

Principal Shopping Days-Thurs., Fri., Sat., Sun., Wed.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target LaBelle's.
Chain Drug Stores-Walgreen 2; Rexall; Skaggs; Merit.
Chain Supermarkets-Safeway 2; Toddy's Markets; King Soopers 2; Steele's 2; Beavers 3; Albertson's.

14 - NEWSPAPERS: COLORADOAN (e-mon to fri) 17,607; (S) 20,967; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joelene S. Carson, Adv. Dir., COLORADOAN, 1212 Riverside Ave., Fort Collins, CO 80524; Tel. (303) 224-7702.
National Representative: Gannett Newspaper Advertising Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroads-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,768; Loc. Est. 9,353
County 80 Cen. 22,513; Loc. Est. 23,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; Loc. Est. 3,548
County 80 Cen. 7,981; Loc. Est. 8,828

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$62,812,000
Savings & Loan	4	$57,192,137

6 - PASSENGER AUTOS: County 12,776

7 - ELECTRIC METERS: Residence 4,188 (70 motor homes)

8 - GAS METERS: Residence 3,155

9 - PRINCIPAL INDUSTRIES: Sugar; Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10 - CLIMATE: First killing frost, Oct. 7. Last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; A. G. Eaker.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-Walgreen; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway Stores
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrads'.

14 - NEWSPAPERS: TIMES (e) 6,242; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, 329 Main St., Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, logging, resort area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; I-70.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Glenwood-Aspen Stages; Mid-Continental Coaches; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; Loc. Est. 4,945
County 80 Cen. 22,514; Loc. Est. 25,980

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4 - HOUSEHOLDS:
City 80 Cen. 1,930; Loc. Est. 2,112
County 80 Cen. 8,131; Loc. Est. 9,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,000,000

6 - PASSENGER AUTOS: County 17,373

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Logging; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Grand Ave.
Neighborhood Shopping Centers-City Market Plaza; Van Rand Center; Tamarack Mall; West Glenwood Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bullock's.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Supermarkets-Safeway; City Market; Circle Super.
Other Chain Stores-7-Eleven; Zales; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Coast to Coast; Gambles.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 5,049; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert C. Helsley, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave., Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GOLDEN

1 - LOCATION: Jefferson County (In Denver PMSA), E&P Map C-2, County Seat. 18 mi. W of Denver; on Hwys. I-70; 40, 60 & 58.

2 - TRANSPORTATION: Railroads-Colorado & Southern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Denver Tramway; RTD.

3 - POPULATION:
Corp. City 80 Cen. 12,237; Loc. Est. N.A.
County 80 Cen. 371,741; Loc. Est. 402,776
PMSA 80 Cen. 1,427,855; Loc. Est. 1,525,673
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,033; Loc. Est. N.A.
County 80 Cen. 138,533; Loc. Est. 147,156
PMSA 80 Cen. 608,047; Loc. Est. 601,017

5 - BANKS	NUMBER	EST. DEP.
Commercial Banks	3	$100,631,242
Sav. & Loan Assns.	3	$66,576,892

6 - PASSENGER AUTOS: County 249,558

7 - ELECTRIC METERS: Residence 5,173

8 - GAS METERS: Residence 3,504

9 - PRINCIPAL INDUSTRIES: Principal Industries (CZ)-Industry, Number of Wage Earners (Av. Wkly. Wage)-Courthouse 400 ($170); Colo. School of Mines 350 ($225); Brewery 1,600 ($275); Porcelain 1,550 ($150); Mineral Research Industries 230 ($195).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 57-83; Fall 39-67; Winter 24-47. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-11 blocks downtown; N. Washington 10th, 11th, 12th, 13th & 14th Sts.; Heritage Square. South edge city limits. 55 stores; Applewood Grove Shopping Center (Safeway).
Neighborhood Shopping Centers-Pleasant View, Colfax & McIntyre (18); Applewood Grove (7).
Stores Open Evenings-Downtown: Fri.; Food: Sun.
Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Eakers.
Variety Stores-Ben Franklin.
Discount Stores (CZ)-Foss General Store.
Chain Food Stores (CZ)-Safeway 2; 7-Eleven.
Chain Drug Stores (CZ)-Republic; Foss Walgreen; Jack's Rexall.
Other Chain Stores-Sweetbriar (women's); McMurty Paint; Sherwin-Williams Paint.

14 - NEWSPAPERS: EVENING STAR (e-mon to fri) 6,114; (S) 36,100; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Guy Alexander, Adv. Dir., EVENING STAR, 900 11th St., PO Box 1047, Golden, CO 80402; Tel. (303) 279-6636.
National Representative: None.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, wholesale & retail, mining, industrial, recreation center. 250 mi. from Denver; 300 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental.
Airlines-Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,144; Loc. Est. 31,197
County 80 Cen. 81,530; Loc. Est. 92,657
CZ-ABC: (80) 70,714; (83) 78,600
Bal. in PMA-ABC: (80) 78,907; (83) 87,700
Total PMA-ABC: (80) 149,621; (83) 166,300
Bal. in RTZ-ABC: (80) 16,613; (83) 20,700
Total PMA & RTZ-ABC: (80) 169,234; (83) 187,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; Loc. Est. 13,541
County 80 Cen. 29,668; Loc. Est. 35,305
CZ-ABC: (80) 26,101; (83) 30,000
Bal. in PMA: (80) 28,050; (83) 32,200
Total PMA-ABC: (80) 149,621; (83) 166,300
Bal. in RTZ-ABC: (80) 6,836; (83) 7,500
Total PMA & RTZ-ABC: (80) 60,987; (83) 69,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 53,977

7 - ELECTRIC METERS: 32,096

8 - GAS METERS: 24,858

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22. Last killing frost Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; Teller Arms, North Ave. and 23rd; Brach's Village; Albertson's, 12th and Orchard (43 stores); Eastgate; K mart Plaza; Mesa Mall, Hwys. 6 & 50 (80 stores); Coronado Plaza (18 stores); Monument Village (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Tempo, Safeway
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., K mart, Gibson
Grand Ave	NA	Grand Ave. City Mkt.
Orchard Mesa	NA	7-Eleven, Safeway
Pioneer Village(6)	2	Brach's Mkt., Western Auto

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings and Sundays-Grocery, drug, shopping center, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Keith O'Brien; Bullock's; Sears.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; Tempo; K mart.
Chain Drug Stores-Mesa 3; Walgreen 3; Campus Rexall 2; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 4; City Market 5; Thriftway 2; Waddel's; Albertson's.
Other Chain Stores-Singer Co.; Fashion Bar; Sweetbriar; Mode O'Day; Pay'n Pak; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e) 32,399; (S) 36,029; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Ralph R. Powers, Adv. Sales Mgr., SENTINEL, 730 S. 7th St., PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA). E&P Map C-1, County Seat. NE part of state, midway between the capital cities of Colorado and Wyoming, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado & Southern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; Loc. Est. 56,974
CZ-ABC: (80) 61,986; (83) 68,100
RTZ-ABC: (80) 45,910; (83) 50,400
County/MSA 80 Cen. 123,438; Loc. Est. 133,152
City & RTZ-ABC: (80) 107,896; (83) 118,500

4 - HOUSEHOLDS:
City 80 Cen. 19,351; Loc. Est. 21,461
County/MSA 80 Cen. 47,002; 48,277
CZ-ABC: (80) 22,667; (83) 25,800
RTZ-ABC: (80) 15,022; (83) 17,100
City & RTZ-ABC: (80) 37,689; (83) 42,900

5 - BANKS	NUMBER	DEPOSITS
Industrial	2	N.A.
Savings & Loan	4	$111,000,000
Commercial	7	$417,726,000

6 - PASSENGER AUTOS: County 69,443

7 - ELECTRIC METERS: Residence 21,500

8 - GAS METERS: Residence 19,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar Ref. 100 (N.A.); Food Proc. 100 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 120 (N.A.); Packing Plant 540 ($180).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Montgomery Ward, Joslins, Safeway, Zales, Sears, Fashion Bar
Hillside Center(14)	NA	Leather Bench
Hillside Mall(24)	NA	Target, King Soopers
Wilshire(7)	NA	Eaker's

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eve's.

13 - RETAIL OUTLETS: Department Stores-Joslin's; JCPenney; Montgomery Ward; Eaker's; J.V. Smith; Big R; Fashion Bar.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit 4; Skagg's 2.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Bag; Johannsens; Grocery Warehouse.
Other Chain Stores-Auto Supplies: K mart, Sears; Dairies: Meadow Gold, Sintons; Finance Companies: Dial, General, Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale; Men's Wear: Otis Bros., W.W. Mark, Gregory's, K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac, Cooks; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Pay Less, Fashion Bar Shoe, Karls; Women's Apparel: Fashion Bar.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 22,616; (S) 22,474; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County **Seat.**

2 - TRANSPORTATION: Railroads-Atchison, Topeka and Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; Loc. Est. 8,655
County 80 Cen. 22,567; Loc. Est. 22,713

4 - HOUSEHOLDS:
City 80 Cen. 3,007; Loc. Est. 3,208
County 80 Cen. 7,937; Loc. Est. 8,411

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$41,572,000
Savings & Loan	2	$200,000,000
Industrial	1	$3,249,625

6 - PASSENGER AUTOS: County 11,844

7 - ELECTRIC METERS: Residence 3,566

8 - GAS METERS: Residence 4,003

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-RR Shops 580; Food Prods. 375; Radar 200; Brass Mfg. 92.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-50; Summer 60-77; Fall 41-57; Winter 19-35. First killing frost, Oct. 8. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Sat.; Food Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri; m-sat) 4,012; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Spencer Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; Loc. Est. 7,887
County 80 Cen. 13,070; Loc. Est. 13,332
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; Loc. Est. 2,916
County 80 Cen. 4,658; Loc. Est. 4,932

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 6,906

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bus Manufacturing 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 20 stores on adjacent streets; Orchard Plaza Shopping Center, 9 outlets; Village Shopping Center, 10 outlets; K mart Shopping Center, 6 outlets.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Eisenhauer's; Montgomery Ward (catalog); TBA; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-Duckwall.
Discount Stores-Gibson; K mart.
Chain Drug-Geddy's; Coles; Gibson's Phcy.; Corner Phcy.; Jim's Phcy.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Wharehouse Foods.
Other Chain Stores-Sweetbriar's; Conrad's; Mademoiselle;

14 - NEWSPAPERS: TRI-STATE NEWS (e-mon to fri) 3,784; sworn March 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Ted Searl, Adv. Dir., TRI-STATE NEWS, 310 S 5th, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: Branham/Newspaper Sales.

5,867 to 20

That's the score in Denver. Since The Denver Post became a morning newspaper, we've gained 5,867 new subscribers while the other paper added only 20* And The Post has the largest Sunday circulation of any Colorado newspaper ever.

Why is The Post getting such big numbers? Well, maybe it's our Sunday Sports section. After all, it's rated number one in the country by the Associated Press Sportswriters.

Or it could be our comprehensive coverage of business, housing, fashion and food. Or any number of sections that have made us Colorado's best newspaper.

So when you want to make a buy in Denver, reach for the paper that more new subscribers reach for. The Denver Post.

THE DENVER POST

*According to the ABC Fas-Fax figures comparing daily averages from July-September, 1982 to October, 1982-March, 1983.

LEADVILLE

1 - LOCATION: Lake County, E&P Map B-2, County Seat. Residential and industrial center, 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande.
Motor Freight Carriers-Colorado Motor Carriers; Denver-Salida-Leadville Carriers.
Intercity Bus Lines-Continental; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,879; Loc. Est. 4,014
County 80 Cen. 8,830; Loc. Est. 9,000

4 - HOUSEHOLDS:
City 80 Cen. 1,437; Loc. Est. 1,275
County 80 Cen. 3,000; Loc. Est. 3,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$30,000,000

6 - PASSENGER AUTOS: County 4,541

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Ore Mining 650 (1500 laid off) ($210); Smelting; Milling; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-56.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Sun.-Safeway; Super Foods; Skaggs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Chain Supermarkets-Safeway; Super Foods 3; Mini-Mkt.; Skaggs; 7-Eleven.

14 - NEWSPAPERS: HERALD DEMOCRAT (e-mon to fri) 2,000; Publisher's statement Feb., 1983.
Local Contact for Advertising and Merchandising **Data:** F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 980, Leadville, CO 80461; Tel. (303) 486-0641.
National Representative: Branham/Newspaper Sales.

LONGMONT

1 - LOCATION: Boulder County. (In Boulder-Longmont PMSA). E&P Map C-1. Residential, agriculture and industrial center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; Loc. Est. 48,461
CZ-ABC: (80) 42,942; (83) 50,800
RTZ-ABC: (80) 44,402; (83) 49,100
PMSA 80 Cen. 189,625; Loc. Est. 203,379
County 80 Cen. 189,625; Loc. Est. 203,379
City & RTZ-ABC: (80) 87,344; (83) 99,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483; Loc. Est. 17,843
County 80 Cen. 68,964; Loc. Est. 77,409
PMSA 80 Cen. 68,964; Loc. Est. 77,409
CZ-ABC: (80) 15,483; (83) 19,000
RTZ-ABC: (80) 15,022; (83) 17,400
City & RTZ-ABC. (80) 30,505; (83) 36,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$156,314,000
Savings & Loan	6	$2,899,596.232

6 - PASSENGER AUTOS: County 120,961

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil & Air Filters 400; Turkey Process 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Storage Tech 2,000; Heavy Duty Tractors; 4-WD Acces. 100

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; TG&Y; Skaggs; Starrs.
Variety Stores-Howell's; K mart; Eakers.
Discount Stores-Bi-Rite; K mart.
Chain Drug Stores-Walgreen 2; Skagg's.
Chain Supermarkets-Safeway 3; Ideal; Albertson's; King Sooper; Shoppin' Bag.
Other Chain Stores-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Shoe Fair; Pic-A-Dilly; Shoe Den; Zales.

14 - NEWSPAPERS: TIMES-CALL (e-mon to fri) 18,505; (weekend) 19,171; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** William L. Johnson, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Branham/Newspaper Sales.

LOVELAND

1 - LOCATION: Larimer County, (In Fort Collins MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 87, 287.

2 - TRANSPORTATION: Railroads-Colo. & Southern; Great Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 30,244; Loc. Est. 32,500
CZ-ABC: (80) 30,244; (83) 32,500
RTZ-ABC: (80) 38,735; (83) 37,000
City & RTZ-ABC: (80) 68,979; (83) 69,500
County/MSA 80 Cen. 149,184; Loc. Est. 161,591

4 - HOUSEHOLDS:
City 80 Cen. 11,429; Loc. Est. 12,500
County/MSA 80 Cen. 54,086; Loc. Est. 61,311
CZ-ABC: (80) 11,429; (83) 12,500
RTZ-ABC: (80) 13,311; (83) 13,300
City & RTZ-ABC: (80); 24,740; (83) 25,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$100,000,000
Commercial	5	$117,743,427

6 - PASSENGER AUTOS: County 85,594

7 - ELECTRIC METERS: Residence 13,977

8 - GAS METERS: Residence 14,153

9 - PRINCIPAL INDUSTRIES: (Number of Workers) Sugar; Potteries; Meat Packing; Furniture; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prod.; Shower Massagers, Water testing equipment.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Orchard(23)	2	King Soopers, Eakers
Westlake	2	West Lake Mkt., Ben Franklin
Century Mall(25)	12	Wards, King's Sooper
K mart (Ft. Collins)(16)	11	K mart
K mart (Greeley)	20	K mart
Hillside (Greeley)(24)	20	Woolco, Kings Sooper
Foothills Mall	11	Sears, Skaggs, Safeway, JCPenney
Foothills Square	11	J.M. McDonald, Fashion Bar
Greeley Mall(90)	20	Josilin, Wards, Safeway, Sears, McDonald
Horizon Park	17	K mart, Skaggs, Eakers, King Sooper

Principal Shopping Days-Sat., Mon., Thu. Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; J.M. McDonald; Whites.
Discount Stores-Alco; Loveland; K mart; Wheelers.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Dan-Y; Rexall; Draper; Walgreen.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear; Firestone; Hibbs Clothing; Kinney Shoes; Eakers; Westermann's.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 15,390; (sat; S) 15,775; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Tom Weir, Adv. Dir., REPORTER-HERALD, 450 Cleveland, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Branham/Newspaper Sales.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agricultural center, 300 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50 and 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Frontier; Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 8,722; Loc. Est. 9,667
County 80 Cen. 24,352; Loc. Est. 26,891
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; Loc. Est. 3,656
County 80 Cen. 8,428; Loc. Est. 9,691

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$105,387,887

6 - PASSENGER AUTOS: County 13,451

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: 3,546

9 - PRINCIPAL INDUSTRIES: Agriculture; Livestock; Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conrad's; Mode O'Day; Montgomery Ward.
Discount Stores-Gibson; K mart; Yellow Front.
Variety Stores-Ben Franklin.
Chain Drug Stores-Anderson; Merit.
Chain Supermarkets-City 3; Safeway; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,412; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data:** H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St., Montrose, CO 81401; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA). E&P Map C-3, County Seat. Manufacturing; Agriculture; Wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado and Southern Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers-8.
Intercity Bus Lines-Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Rocky Mt. Airways; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686; Loc. Est. 104,716
CZ-ABC: (80) 116,571; (83) 116,600
Bal. in PMA-ABC: (80) 142,987; (83) 142,700
Total PMA-ABC: (80) 259,558; (83) 259,300
County/MSA 80 Cen. 125,972; Loc. Est. 130,687

4 - HOUSEHOLDS:
City 80 Cen. 37,240; Loc. Est. 39,623
County/MSA 80 Cen. 45,095; Loc. Est. 48,963
CZ-ABC: (80) 41,958; (83) 43,500
Bal. in PMA-ABC: (80) 50,168; (83) 51,800
Total PMA-ABC: (80) 92,126; (83) 95,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$304,833,267
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 66,582

7 - ELECTRIC METERS: Residence 48,201

8 - GAS METERS: Residence 39,994

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 8,860; Mining-Trade (Retail & Wholesale) 9,370; Government 10,210; Trans, Util. & Comm. 6,820; Fin., Insurance, Real Est. 1,720; Service 9,350; Contract Construction 1,500. Largest Manufacturing Employers CF&I 5,878; Dana Corp. 450; Abex Corp.152; Pepsi Cola 200; Largest Government, Commercial, or Service employers: Pueblo Army Depot 875; Local Hospitals 1,946; Colo. State Hospital 1,418; University of Southern Colorado 684; School District (2) 2,750; Dept. of Transp. 600; U.S. Government Printing Office 148.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Government-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19. Last killing frost, May 13.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belmont(27)	1	Eaker's, Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	0	Sears
Sunset Plaza(33)	2	Alco, Shoppin' Bag, Safeway
King Sooper	2	King's Sooper, Eaker's
Pueblo Mall(87)	1	Montgomery Ward, The Denver, JCPenney
Regency Sq.(32)	2	Chet's Market, Skagg's

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11, Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Denver & Wilsons; Montgomery Ward; Sears; JCPenney; Eakers.
Discount Stores-Germer's; So-Lo Food; Alco 2; King Soopers 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug stores-Skaggs; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 4; Blende Super; Chets Food Center 3; King Soopers 2; Super Foods 5; 7-Eleven 21; Kwik Way 17; Shoppin Bag; Loaf n' Jug 7.
Other Chain Stores-B. F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale Jewelers; Alco 2; Sherwin-Williams Paints 2; Diana Shops; Pittsburgh Paint & Glass; Douglas Optical; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts.; Baskin-Robbins Ice Cream; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay n' Pack 2, Checker Auto 2; Sieferts; Piece of Pie; KG Men's; KG Bootery; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Waldens Books; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Jocque Shop; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: CHIEFTAIN (m-mon to fri) 39,462; STAR-JOURNAL (e-mon to fri) 11,884; (m-sat) 50,303; STAR-JOURNAL & CHIEFTAIN (S) 51,866; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** John Rawlings, Adv. Dir., STAR-JOURNAL & CHIEFTAIN, PO BOX 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representatives: Branham/Newspaper Sales.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads-Santa Fe.
Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; Loc. Est. 4,804
County 80 Cen. 22,567; Loc. Est. 22,713

4 - HOUSEHOLDS:
City 80 Cen. 1,706; Loc. Est. 1,817
County 80 Cen. 7,937; Loc. Est. 8,411

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$12,906,000
Commercial	4	$27,951,000

6 - PASSENGER AUTOS: County 11,844

7 - ELECTRIC METERS: Residence 1,752

8 - GAS METERS: Residence 2,262

9 - PRINCIPAL INDUSTRIES: Seed Cleaning; Seeds; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg; Equipment Mfg.; Recycling Equipment Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. and Sat.

Stores Open Evenings-Sat evgs.; some on Sun.

13 - RETAIL OUTLETS: Variety Stores-Carousel.
Discount Stores-Gibson's; TG&Y.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,081; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Anne Thompson, Pub., GAZETTE, PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agricultural, residential center and vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285 and 291.

2 - TRANSPORTATION: **Railroads**-Division point for D&RGW R.R.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; Loc. Est. 5,135
County 80 Cen. 13,227; Loc. Est. 14,565
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; Loc. Est. 1,950
County 80 Cen. 4,758; Loc. Est. 5,478

5 - BANKS	**NUMBER**	**EST. DEP.**
County	1	$12,000,000
Bldg. & Loan	2	$32,000,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 8,237

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: D&RGW RR Division Point; Limestone Quarry and Screening Plant; Granite Quarries; Lbr.; Feldspar; Fluorspar; Beryllium; Copper; Soil Conditioning Agent; Tourist; Bentonite; Livestock Auctioning Center; Poultry; Granite Grit Mfg.; Beryl; Terrazo; Agricultural; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Crews-Beggs; Sharpes.
Discount Stores-Gibson.
Variety Store-Woolworth.
Chain Supermarkets-Safeway; AG 4.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,442; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County, E&P Map D-1, County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Freight.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385; Loc. Est. 11,723
CZ-ABC: (80) 11,385; (83) 11,400
RTZ-ABC: (80) 25,270; (83) 25,200
County 80 Cen. 19,800; Loc. Est. 20,236
City & RTZ-ABC: (80) 36,655; (83) 36,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; Loc. Est. 4,613
County 80 Cen. 7,146; Loc. Est. 7,676
CZ-ABC: (80) 4,392; (83) 4,600
RTZ-ABC: (80) 9,147; (83) 9,500
City & RTZ-ABC: (80) 13,539; (83) 14,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$75,000,000
Commercial	5	$130,000,000

6 - PASSENGER AUTOS: County 12,096

7 - ELECTRIC METERS: Residence 5,313

8 - GAS METERS: Residence 5,260

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Railroad Shops & Offices 215 ($360); Sugar Refining 30 ($240); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Miller Westes Wear 250 ($135).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct.19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on 11 streets.
Neighborhood Shopping Centers-Fair Shopping Center; U.S. Hwy. 138, N. edge of city; High Plains Center; West Main Street.
Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Food-Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Montgomery Ward; Sears; Mr. D's; Bostwicks; Watkins.
Variety Stores-Woolworth's.
Discount Stores-Gibson's; K mart; Ranch Wholesale; Wheelers.
Chain Supermarkets-Safeway; U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Coast-to-Coast; Brown Shoe-Fit; Mode O'Day; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Checker Auto; Payless Shoes.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 7,105; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3, County Seat. S. central part of state.

2 - TRANSPORTATION: **Railroads**-AT&SF; C&S (freight); C&W (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663; Loc. Est. 10,250
CZ-ABC: (80) 9,663; (83) 9,300
RTZ-ABC: (80) 5,234; (83) 4,900
County 80 Cen. 14,897; Loc. Est. 15,648
City & RTZ-ABC: (80) 14,897; (83) 14,200

4 - HOUSEHOLDS:
City 80 Cen. 3,516; Loc. Est. 3,571
County 80 Cen. 5,367; Loc. Est. 5,899
CZ-ABC: (80) 3,516; (83) 3,500
RTZ-ABC: (80) 1,851; (83) 1,800
City & RTZ-ABC: (80) 5,367; (83) 5,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$30,623,275

6 - PASSENGER AUTOS: County 7,301

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Coal Mining 675; Cattle Industry.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.
Principal Shopping Days-Mon., Wed. and Sat.
Stores Open Sundays-Grocery, drug and discount.

13 - RETAIL OUTLETS: **Department Stores**-Jamieson's.
Variety Stores-Ahlschwede Variety (Ben Franklin).
Discount Stores-Pixie.
Chain Drug Stores-Rexall 2.
Chain Supermarkets-Safeway 2; Ringo Bros. 3.
Other Chain Stores-Gamble's; Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,726; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Gerald Maio, Adv. Mgr., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	253	185	192
5-14 Years	601	462	479
15-24 Years	494	561	581
25-44 Years	731	861	893
45-64 Years	665	674	699
65 and Over	288	365	378
TOTAL	3,032	3,108	3,222

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	334	475	736
General Mdse	969	1,262	2,049
Food	1,640	2,387	4,370
Automobiles	1,220	1,782	2,828
Gasoline Stations	505	805	1,632
Apparel	436	558	918
Furniture	364	451	744
Eat-Drink Places	533	889	1,893
Drugs	236	310	577
TOTAL SALES	7,217	10,428	18,372

ANSONIA

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA), E&P Map B-3.
Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039; Loc. Est. 18,492
CZ-ABC: (80) 44,819; (83) 45,000
RTZ-ABC: (80) 41,943; (83) 44,700
County 80 Cen. 761,337; Loc. Est. 775,098
PMSA 80 Cen. 438,557; Loc. Est. N.A.
City & RTZ-ABC: (80) 86,762; (83) 89,700

4 - HOUSEHOLDS:
City 80 Cen. 7,035; Loc. Est. 6,986
County 80 Cen. 271,542; Loc. Est. 289,067
PMSA 80 Cen. 151,502; Loc. Est. N.A.
CZ-ABC: (80) 16,519; (83) 17,300
RTZ-ABC: (80) 13,475; (83) 14,900
City & RTZ-ABC: (80) 29,994; (83) 32,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals 1,510; Fabricated Metals and Machinery 2,550; other Mfg. 2,000; Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

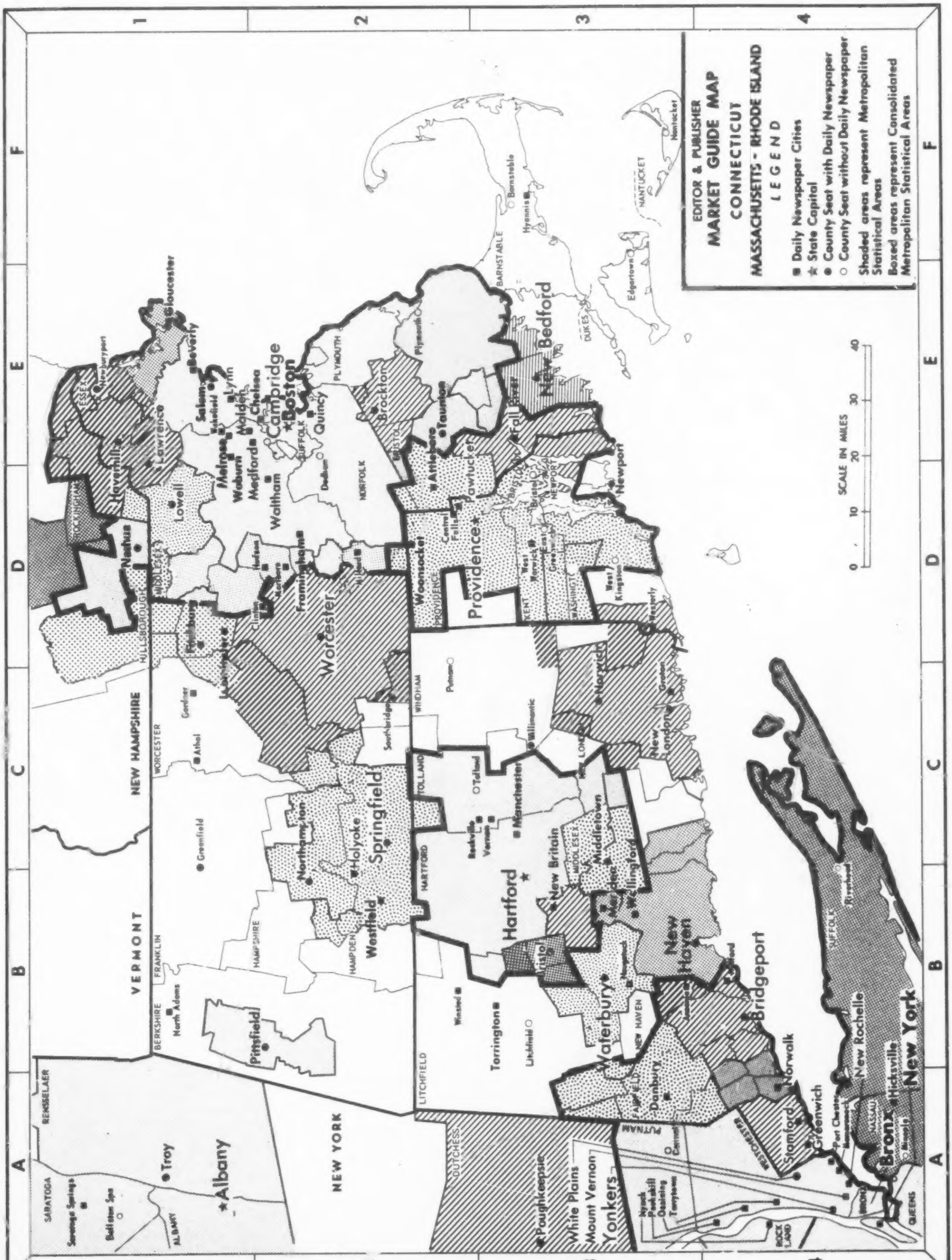
12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ansonia Mall(36)	NA	K mart, First Nat'l
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	Seymour Foodland
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(5)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	Fair Shoppe
Tri-Town Plz.(17)	NA	Warehouse Foods, Ames
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market
Shelton Square	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center(Seymour).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Mkts.-Mon. thru Fri.

13 - RETAIL OUTLETS: **Department Stores**-A. Krieger; Isaacson's; JCPenney.
Variety Stores-Woolworth; Dollar Stretcher.
Discount Stores-Bradlees; Kings; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rexall 2; Rite Aid; Lear's 3; Whalen's 2; CVS; Stop & Shop Drugs.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
NEW HAMPSHIRE
VERMONT
NEW YORK
Hartford
New Haven
Bridgeport
Waterbury
Springfield
Worcester
Providence
Boston
Cambridge
New Bedford
New York
Bronx
Yonkers
Albany
Troy
Stamford
Norwalk
Danbury
Torrington
New Britain
Middletown
Meriden
Manchester
Norwich
New London
Pittsfield
Holyoke
Westfield
Northampton
Lowell
Lawrence
Haverhill
Nashua
Fitchburg
Framingham
Woonsocket
Pawtucket
Fall River
Taunton
Brockton
Quincy
Newport
Greenwich
New Rochelle
Hicksville
White Plains
Mount Vernon
Poughkeepsie

Chain Supermarkets-A&P; First National; Stop and Shop; Warehouse Foods; Shop-Rite; Klarides.
Other Chain Stores-Thom McAn; Firestone; JCPenney; Radio Shack; Morse Shoes; Shoe Town; Montgomery Ward; Value House; Fayva; Big L; Ames; Service Merchandise.

14 - NEWSPAPERS: SENTINEL (e) 17,930; Mar. 31. 1983 ABC.
Local Contact for Advertising and Merchandising Data: Janet L. Barese, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport-Milford PMSA). E&P Map B-4, County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Tri State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Greyhound; Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 142,546; Loc. Est. 139,694
CZ-ABC: (80) 280,925; (83) 281,200
RTZ-ABC: (80) 241,222; (83) 247,200
County 80 Cen. 807,143; Loc. Est. 824,639
PMSA 80 Cen. 438,557; Loc. Est. N.A.
City & RTZ-ABC: (80) 522,147; (83) 528,400

4 - HOUSEHOLDS:
City 80 Cen. 52,026; Loc. Est. 53,765
County 80 Cen. 280,597; Loc. Est. 299,783
PMSA 80 Cen. 151,502; Loc. Est. N.A.
CZ-ABC: (80) 98,755; (83) 102,600
RTZ-ABC: (80) 82,555; (83) 87,700
City & RTZ-ABC: (80) 181,310; (83) 190,300

Denbury
NEW YORK STATE
Milford
BRIDGEPORT
Stamford
Norwalk
Greenwich
Long Island Sound
Mileage From Bridgeport To: New York City 56 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e) 89,757
The Sunday Post (S)
92,455 ABC 3 / 31 / 83

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 485,216

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 23-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrorys, First Nat'l.
Connecticut Post(70)	10	Alexanders, Caldor
Crossroads(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Trumbull(110)	8	G.Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon. & Thu. Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Read's; Howland's; Alexander's; Sears, Fairfield Stove; Skydel's; G. Fox; Blakes.
Discount Stores-Stratford Town Fair; Bradlee's; Caldor; K mart; Burlington Mills.
Variety Stores-Woolworth's; H.L. Green; McCrorys.
Chain Drug Stores-Walgreen; SupeRx; Rite-Aid 3; Medi-Mart 4; CVS.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Beechwood 2; Crown Budget 2; Sunshine 2; Waldbaum's 5; Pathmark 2; Gran Central 3; Shop-Rite 2
Other Chain Stores-Thom McAn; Goodyear; Firestone; Channel; Pearle.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 18,406; POST (e-mon to fri) 71,351; (S) 92,455; (sat) 78,293; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates.

BRISTOL

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing center in central Connecticut; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; Loc. Est. 59,009
CZ-ABC: (80) 62,604; (83) 64,200
RTZ-ABC: (80) 26,175; (83) 28,600
County 80 Cen. 807,766; Loc. Est. 819,628
PMSA 80 Cen. 73,762; Loc. Est. 75,923
City & RTZ-ABC: (80) 90,779; (83) 92,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,510; Loc. Est. 21,817
County 80 Cen. 289,658; Loc. Est. 307,480
PMSA 80 Cen. 25,945; Loc. Est. 2[illegible]27
CZ-ABC: (80) 22,437; (83) 23,900
RTZ-ABC: (80) 9,909; (83) 10,400
City & RTZ-ABC: (80) 32,346; (83) 34,300

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 451,879

7 - ELECTRIC METERS: Residence 20,303 (1980)

8 - GAS METERS: Residence 5,373 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machinery & Electrical Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Services 3,000; Govt. 2,700; Wholesale/Retail 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(39)	0	Sage-Allen, Finast
Pine Plaza(28)	3	Western Auto, A&P
Bristol Plaza(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor
Foodmart Plz.(10)	3	Food Mart
Shopper's Jctn.(10)	3	Shop-Rite

Principal Shopping Days-Wed., Thu., Fri. and Sat.
Stores Open Evenings-Downtown Dept., Thu.; Bristol Centre Mall, Thu. & Fri.; Food, Mon. thru Sat.; Shopping Plaza, Shoppers Junction and The Hub, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-Pelchar's (Rexall-Terryville); L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone Stores; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Chubbs Pier; Youth Centre.

14 - NEWSPAPERS: PRESS (e) 20,252; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Mkt. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (PMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 38, 58; I-84.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways.

3 - POPULATION:
Corp. City 80 Cen. 60,470; Loc. Est. 65,000
CZ-ABC: (80) 76,474; (83) 82,200
RTZ-ABC: (80) 175,379; (83) 188,800
County 80 Cen. 807,143; Loc. Est. 824,639
PMSA 80 Cen. 170,369; Loc. Est. N.A.
City & RTZ-ABC: (80) 251,853; (83) 271,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,079; Loc. Est. 24,173
County 80 Cen. 280,597; Loc. Est. 299,783
PMSA 80 Cen. 56,296; Loc Est. N.A.
CZ-ABC: (80) 26,276; (83) 29,300
RTZ-ABC: (80) 55,584; (83) 62,200
City & RTZ-ABC: (80) 81,860; (83) 91,500

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$217,960,000
Savings & Loan	4	$108,803,000
Commercial	18	$217,102,000

6 - PASSENGER AUTOS: County 485,216; City 41,700

7 - ELECTRIC METERS: Residence 22,582

8 - GAS METERS: Residence 8,752

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 2,210 ($307); Elec. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkshire(30)	2	Kresge, Bradlees, Stop'n Shop, Marshall's
Bethel Plaza(10)	2	First Nat'l, Agway
Brookfield Ctr.	3	Anderson-Little, Shopwell, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Int'l, Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Montgomery Ward, Brooks Drug, A&P, JCPenney
Putnam Plaza	12	King's, Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Nat'l
Plumtrees Plz.	2	Sterling Optical

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; D.M. Read's; Sears; Caldor; Bradlee's; JCPenney.
Discount Stores-Bradlees; Bargain World; Marshall's.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid; CVS; Brooks Drug; Genovese.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Daitch Shopwell; Pathmark; Stop'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center, Tano Shoes; Sterling Optical.

14 - NEWSPAPERS: NEWS-TIMES (m) 40,156 (frequency changed from evening as of April 25, 1983); (S) 44,689; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lynn D. Savacool, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Branham/Newspaper Sales.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail.
Intercity Bus Lines-Valley Transportation Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; Loc. Est. 60,345
PMA-ABC: (80) 59,578; (83) 60,100
County 80 Cen. 807,143; Loc. Est. 824,639
PMSA 80 Cen. 198,854; Loc. Est. 201,670
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520; Loc. Est. 22,497
PMA-ABC: (80) 21,520; (83) 22,200
County 80 Cen. 280,597; Loc. Est. 299,783
PMSA 80 Cen. 72,157; Loc. Est. 76,161

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top 50 market, 4th in the continental United States in Median Household Effective Buying Income.

BRIDGEPORT
CONNECTICUT
POST TELEGRAM

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Nationally Marketed By
LANDON ASSOCIATES

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 485,216

7 - ELECTRIC METERS: Residence 21,985

8 - GAS METERS: Residence 15,020

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21. Last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W. Putnam Ave.; Putnam Plaza, E. Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thru-Way	NA	Woolworth, Rexall, A&P

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Discount Stores-Caldor.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett's; CVS; Archer Kent.
Chain Supermarkets-A&P 2; Grand Union 2; First National; Gristede's; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor.

14 - NEWSPAPERS: TIME (e-mon to fri) 14,701; (m-sat) 13,810; (S) 13,011; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Al Arvonio, Display Adv. Mgr., TIME, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200.
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (PMSA). E&P Map B-3. Capital. Midway between New York and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza Bus; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-Air New England; USAir; Alleghany Commuter; American; Delta; Eastern; Avianca; Bar Harbor; Flying Tiger; United; Air-France; Alitalia; British Airways; KLM Royal Dutch; Pan American; Sabena; Trans World; Swissair; Iberia; Altair; Pilgrim; Conn Air; Corporate Air; Piedmont; Continental Northeastern.

3 - POPULATION:
Corp. City 80 Cen. 136,392; Loc. Est. 131,470
CZ-ABC: (80) 301,473; (83) 303,200
RTZ-ABC: (80) 585,085; (83) 599,900
County 80 Cen. 807,766; Loc. Est. 819,628
PMSA 80 Cen. 743,143; Loc. Est. 778,198
City & RTZ-ABC: (80) 886,558; (83) 903,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; Loc. Est. 53,784
County 80 Cen. 289,658; Loc. Est. 307,480
PMSA 80 Cen. N.A.; Loc. Est. 287,406
CZ-ABC: (80) 112,177; (83) 117,000
RTZ-ABC: (80) 207,356; (83) 220,600
City & RTZ-ABC: (80) 319,533; (83) 337,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	87	$4,538,668,000
Savings & Loan	13	$3,540,452,000
Commercial	119	$7,289,704,000

6 - PASSENGER AUTOS: City Est. 43,934; County 451,879; Three-County Metro 557,545.

7 - ELECTRIC METERS: Residence 48,607

8 - GAS METERS: Residence 113,983

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Insurance 50,810 ($435); Transportation Eqpt. 44,730 ($452); Retail 60,300 ($191); Machinery (exc. elec.) 11,730 ($371); Food 3,860 ($375).
Principal Pay Days-Mfg. Thurs.; Insurance 15th & 30th; Trade Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.- Spring 31-95; Summer 50-101; Fall 9-93; Winter 7-67. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Constitution Plaza; Civic Center Shopping Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bishop's Corner(22)	4	First National
Bloomfield Wintonbury Mall(19)	4	Florence Travis, Youth Center
Bristol Plaza(34)	11	Bradlees, Stop & Shop, Youth Center
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Medi Mart
Copaco(35)	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner(34)	4	Sears, Stop & Shop
Crossroads Plz(21)	4	Foodmart
Drake Hill Mall (Simsbury)(12)	15	Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)(22)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First National
Enfield Mall(29)	14	Finast
Enfield Square(57)	15	Steiger's, G. Fox, JCPenney
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart
Fox Run Mall(26)	4	Top Notch Mkts., Radio Shack
Mkt Place-Glen Lochen (Glastonbury)(26)	4	Francines, Shoe Tree
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Food Mart Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(3)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Finast
Putnam Bridge(16)	3	Zayre, Andy's Food Town
Silver Lane(25)	3	Burlington Coat Factory
State Line(20)	15	Levitz, Shoprite, Genovese, Zayre
Suffield Vill.(28)	25	A&P
Town Line(14)	6	Caldor, Food Mart
Tri City	11	Sage Allen, D&L, Regal's, Caldor
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen
Wetherfield(37)	5	Sage Allen, A&P, Youth Center
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack

13 - RETAIL OUTLETS: Department Stores-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L. Several stores have branches in West Hartford, East Hartford, Wethersfield, Old Saybrook, Hartford, Enfield, Naugatuck.
Discount Stores-K mart 5; Caldor; Zayre; Bradlees.
Variety Stores-Fairway.
Chain Drug Stores-Walgreen; Maxwell 2; Medi-Mart 4; Genovese 4; Modern 3; Liggett 2; Consumer Value 10; Apothocary 3; Rite Aid 3; Brook's; Arthur's 2; Kazanian 3.
Chain Supermarkets-First Nat'l 21; A&P 17; Stop & Shop 15; Mott's Shoprite 12; Food Marts 5; Stop & Save 5; Frank's 3; Top Notch 4.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Wicke's 2; Brewster's; Lane Bryant; Youth Centre 8; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 5; So-Fro 5; Helen Gallagher 3; Kinney Shoes 10.

14 - NEWSPAPERS: COURANT (m) 215,888; (S) 291,991; Apr. 3, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Robertson, Nat'l Adv. Mgr., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6712.
National Representatives-Million Market Newspapers; American Publishers' Representatives.

MANCHESTER

1 - LOCATION: Hartford County (Hartford PMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail
Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761; Loc. Est. 51,234
PMSA 80 Cen. 743,143; Loc. Est. 778,198
County 80 Cen. 807,766; Loc. Est. 819,628
HERALD:
CZ-ABC: (80) 49,761; (83) 51,100
RTZ-ABC: (80) 142,505; (83) 146,000
City & RTZ-ABC: (80) 192,266; (83) 197,100
JOURNAL INQUIRER:
PMA-ABC: (80) 248,452; (83) 253,200

4 - HOUSEHOLDS:
City 80 Cen. 18,459; Loc. Est. 19,551
County 80 Cen. 289,658; Loc. Est. 307,480
PMSA 80 Cen. N.A.; Loc. Est. 287,406
HERALD:
CZ-ABC: (80) 18,459; (83) 19,700
RTZ-ABC: (80) 50,694; (83) 53,800
City & RTZ-ABC: (80) 69,153; (83) 73,500
JOURNAL INQUIRER:
PMA-ABC: (80) 86,280; (83) 91,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$166,297,000
Commercial	8	3,235,998

6 - PASSENGER AUTOS: County 451,879

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's garments; Electrical instruments; Clutches; Paper board; Insulating paper and paper specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broad St. Parkade(32)	NA	Kings, Marshall's
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E.Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor, Finast
Enfield Mall(30)	NA	Sage-Allen
Enfield Sq.(56)	NA	G. Fox, Steigers, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E.Hartford)(4)	NA	Andy's Food Town, Zayre's
Shop Rite Plz.(10)	NA	Shop Rite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Zayre, J. Homestock/Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Turnpike & E. Center St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thu.; Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshall's; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart; Frank's; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 10,105; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Penny Sadd, Adv./Mktg. Dir., Herald Square, Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e-mon to fri; m-sat) 40,024; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Adv. Dir., 306 Progress Drive, Manchester, CT 06040; Tel (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County (In New Haven-Meriden MSA), E&P Map B-3. Industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan American; Delta; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; Loc. Est. 96,290
  Meriden/MSA 80 Cen. 57,118; Loc. Est. 58,083
  Wallingford 80 Cen. 37,274; Loc. Est. 38,207
CZ-ABC: (80) 94,392; (83) 96,700
RTZ-ABC: (80) 58,667; (83) 62,200
County 80 Cen. 761,337; Loc. Est. 775,098
MSA 80 Cen. 390,172; Loc. Est. 402,719
City & RTZ-ABC: (80) 153,059; (83) 158,900

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857; Loc. Est. 35,748
  Meriden/MSA 80 Cen. 21,051; Loc. Est. 22,341
  Wallingford 80 Cen. 12,806; Loc. Est. 13,407
County 80 Cen. 271,542; Loc. Est. 289,067
MSA 80 Cen. N.A.; Loc. Est. 150,547
CZ-ABC: (80) 33,857; (83) 36,000
RTZ-ABC: (80) 18,999; (83) 20,900
City & RTZ-ABC: (80) 52,856; (83) 56,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	10	$612,219,825

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silverware 7,300; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $672,324 (Avg. $298)
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on W. Main; Colony, E. Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E. Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barker's Parkade	NA	
Centennial Plaza(9)	NA	First National, Ames
Lincoln Plaza	NA	Motts Shoprite
Meriden Mall	NA	Walgreen
Meriden Sq.(59)	NA	G. Fox, JCPenney
Colony Plaza(13)	NA	

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thu.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Nu-Stars; G. Fox & Co.; Worth's; JCPenney; D&L.
Discount Stores-Ames; Caldor 2; K mart 3.
Chain Drug Stores-Courtesy; Stimpson 2; Rite-Aid CVS; Walgreen.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 2; Shop-Rite; Everybody's; Stop & Shop; Towne & County; Edwards.
Other Chain Stores-Thom McAn; Singer Co.; Firestone; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Youth Centre; Vision Centre; Morrisons; Great

Expectations; MotherCape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Channel; Sherwin-Williams.

14 - NEWSPAPERS: RECORD & JOURNAL (m) 30,334; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD & JOURNAL, Crown Street Sq., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County, (PMSA) E&P Map B-3. County Seat. Industrial, agricultural and educational center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 14, 17, 19, 72 and 157.

2 - TRANSPORTATION: **Railroads**-Valley Division of N.Y.; N.H.&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England.

3 - POPULATION:
Corp. City 80 Cen. 39,040; Loc. Est. 39,941
CZ-ABC: (80) 57,688; (83) 59,900
RTZ-ABC: (80) 105,670; (83) 112,900
County 80 Cen. 129,017; Loc. Est. 134,634
PMSA 80 Cen. 81,582; Loc. Est. N.A.
City & RTZ-ABC: (80) 163,358; (83) 172,800

4 - HOUSEHOLDS:
City 80 Cen. 14,130; Loc. Est. 14,182
County 80 Cen. 45,922; Loc. Est. 50,169
PMSA 80 Cen. 28,733; Loc. Est. N.A.
CZ-ABC: (80) 20,765; (83) 22,400
RTZ-ABC: (80) 37,024; (83) 41,000
City & RTZ-ABC: (80) 57,789; (83) 63,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 25,976; County 82,734

7 - ELECTRIC METERS: Residence 14,225

8 - GAS METERS: Residence 2,863

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Non-Agricultural Employment 43,960; Manufacturing 14,410; Paper, Printing & Publishing 1,970; Chemicals, Rubbers & Plastics 730; Fabricated Metals 1,510; Machinery 1,040; Electrical Equipment 1,620; Other Manufacturing 7,540; Nonmanufacturing 29,550; Construction 960; Transportation (incl. RR) 840; Communications & Utilities 1,060; Trade 9,500; (Wholesale 1,460 + Retail 8,040); Finance, Insurance & Real Estate 1,470; Service 8,890; Government 6,830.
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Metro Square(22)	NA	Waldbaum's, CVS, Hit or Miss, Trim Fashions, Fayva
Riverview Ctr.(8)	NA	Sears, Spaulding, Life Health Foods
South End	2	Bradlees, Stop & Shop, Grand Union
Middletown	3	Radio Shack, Shoe Town
Washington(12)	3	Shop-Rite, Caldor, Genovese, Grossman's
Cromwell(30)	4	K mart, Grand Union, Village Fashions, Pappagallo Shop

Principal Shopping Days-Wed., Fri., Sat.
Stores Close-About 10% on Mon.
Stores Open Evenings-All Fri., some Tue. & Thu.; Sears Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Shapiro's; Kabachnick; Sears; JCPenney.
Discount Stores-Bradlees; K mart.
Variety Stores-Woolworth's.
Chain Drug Stores-Genovese; CVS Pharmacy.
Chain Supermarkets-First National; Stop & Shop; Grand Union; Mott's Shop-Rite; Waldbaum's Food Mart 2.
Other Chain Stores-Thom McAn; Kabel's; Amato's; Prague Shoes.

14 - NEWSPAPERS: PRESS (e) 21,411, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA), E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; Loc. Est. 51,382
PMA-ABC: (80) 49,101; (83) 50,000
County 80 Cen. 761,337; Loc. Est. 775,098
PMSA 80 Cen. 438,557; Loc. Est. N.A.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; Loc. Est. 17,485
PMA-ABC: (80) 16,857; (83) 17,800
County 80 Cen. 271,542; Loc. Est. 289,067
PMSA 80 Cen. 151,502; Loc. Est. N.A.

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: 20,440

8 - GAS METERS: 9,702

9 - PRINCIPAL INDUSTRIES: Locks; Razors; Rivets; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 25

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conn. Post(63)	2	Brooks, Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	First National
Shop-Rite(10)	NA	Shop Rite
Liberty Rock Plaza(10)	NA	K mart, Waldbaum Rite-Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Gran Central Plaza(6)	2	Gran Central

13 - RETAIL OUTLETS:
Discount Stores-Alexander's; Caldors; K mart.
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Shop-Rite; First National; Waldbaum.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,092; (S) 8,945; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscotta, CITIZEN, 349 New Haven Ave., Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

NAUGATUCK

1 - LOCATION: New Haven County, (In Waterbury MSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 58, I-84.

2 - TRANSPORTATION: **Railroad**-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transpotation.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Transportation.

3 - POPULATION:
Corp. City 80 Cen. 26,456; Loc. Est. 28,000
PMA-ABC: (80) 37,258; (83) 39,100
MSA 80 Cen. 204,968; Loc. Est. N.A.
County 80 Cen. 761,337; Loc. Est. 775,098

4 - HOUSEHOLDS:
City 80 Cen. 9,345; Loc. Est. 10,188
County 80 Cen. 271,542; Loc. Est. 289,067
SMSA 80 Cen. 79,947; Loc. Est. 85,092
Total PMA-ABC: (80) 12,722; (83) 13,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$11,564,000
Savings & Loan	1	$55,321,700
Savings	1	$104,144,453

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 4,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Church St.; 1 on Main St.; 2 on Rubbun St.; Mountview Plaza.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.
Principal Shopping Days-Thur. & Fri.
Stores Close-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Rubin's; Raphael's; Rosenblatt's; Breen's; Carlson's; Ames; Worth's.
Variety Stores-G. C. Murphy; Kings.
Chain Drug Stores-Brooks Drug, C.V.S.
Chain Supermarkets: First National; Stop-N-Shop.

14 - NEWSPAPERS: NEWS (e) 4,801; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: F. E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County, (PMSA), E&P Map B-3. Manufacturing Center. Adjacent to U.S. Routes 5, 6, I-84 and I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 miles from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; Loc. Est. 71,789
CZ-ABC: (80) 102,417; (83) 101,100
RTZ-ABC: (80) 85,072; (83) 89,800
County 80 Cen. 807,766; Loc. Est. 804,000
PMSA 80 Cen. 142,241; Loc. Est. 143,500
City and RTZ-ABC: (80) 187,489; (83) 190,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; Loc. Est. 28,900
County 80 Cen. 289,658; Loc. Est. 299,500
PMSA 80 Cen. 51,916; Loc. Est. 53,000
CZ-ABC: (80) 38,760; (83) 39,700
RTZ-ABC: (80) 29,426; (83) 32,300
City & RTZ-ABC: (80) 68,186; (83) 72,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 451,879

7 - ELECTRIC METERS: Residence 28,400

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners, (Av. Wkly. Wage)-Manufacturing 25,000 ($363); Primary and Fabricated Metals 11,990 ($332); Hardware 5,680 ($326); Machinery 7,460 ($378); Electrical and Transp. Equipment 6,480 ($453); Other Manufacturing 4,000 ($260); Total non-agriculture wage and salary workers 60,000.
Principal Pay Days-Tues., Wed., Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17. Last Killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on West Main; 1 on Arch St.; 4 on Broad St.; 2 on East Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on East Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on West Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Webster Sq.(15)	5	Woolworths, Food Mart
Corbins Corner(34)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, TJ Maxx
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlee's
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack
Queen Plaza(12)	9	Zayre, Shop Rite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Stop N'Save
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edwards
Prospect Plaza(15)	10	Finast

Principal Shopping Days-Thurs., Fri., and Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thurs., Fri. Others Thurs. and Fri. Most malls and plazas open every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears; K mart.
Discount Stores-Bradlee's; Zayre; Caldor; K mart.
Variety Stores-Woolworth; Daffodil Inc.; Showcase; B and D.
Chain Drug Stores-Rite Aid; Arrow Drug 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2.
Chain Supermarkets: Finast 4; Food Mart 5; Shop Rite 2; Stop N' Save 3; Stop & Shop 2; A&P; Sussman's Giant Food 3; Heartland Food.
Other Chain Stores-Sherwin Williams; Firestone; Thom McAn; Anderson-Little; Sears; Singer Co.; Marshall's; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 41,333; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, VP-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Meriden MSA); E&P Map B-4. In South Central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34, providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

2 - TRANSPORTATION: **Railroads**-Conrail-Amtrak. Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-117.
Intercity Bus Lines-Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines-20.
Airlines-New Air; Pilgrim.
Limousine Service-Passenger service to Kennedy & LaGuardia Int'l Airports (NYC) & Bradley Int'l Airport (Hartford).

3 - POPULATION:
City 80 Cen. 126,109; Loc. Est. 123,250
CZ-ABC: (80) 304,868; (83) 308,100
RTZ-ABC: (80) 283,790; (83) 295,600
County 80 Cen. 761,337; Loc. Est. 764,214
MSA 80 Cen. 390,172; Loc. Est. 402,719
City & RTZ-ABC: (80) 588,658; (83) 603,700

4 - HOUSEHOLDS:
City 80 Cen. 50,634; Loc. Est. 48,978
County 80 Cen. 287,184; Loc. Est. 272,602
MSA 80 Cen. N.A.; Loc. Est. 150,547
CZ-ABC: (80) 112,199; (83) 117,800
RTZ-ABC: (80) 96,452; (83) 104,200
City & RTZ-ABC: (80) 208,651; (83) 222,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	83	$3,465,588,000
Savings & Loan	51	$1,464,769,000
Commercial	150	$2,172,377,000

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: Residence 47,651; Business & Ind. 6,508

8 - GAS METERS: New Haven area 77,843

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners. (Avg. Weekly Wage)-Total Non-Agricultural Employment 193,560 ($308); Manufacturing 43,040; Apparel & Leather 2,770

($166); Printing & Publishing 3,410 ($292); Chemicals 3,610 ($348); Rubber & Misc. Plastic Products 2,120 ($349); Primary Metals 4,190 ($383); Fabricated Metals 7,390 ($310); Machinery 8,780 ($317); Electrical & Transportation Equipment 8,780 ($352); Other Manufacturing 7,570 ($287); Total Non-Manufacturing 150,520; Construction & Mining 8,720; Transportation (incl. R.R.) 7,190; Communication & Utilities 8,970; Wholesale Trade 10,980; Retail Trade 31,430; All Trade 42,410; Finance, Insurance & Real Estate 10,660; Service 63,840; Government 8,730.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Average Temp.-Spring 48; Summer 72; Fall 56; Winter 32. First killing frost, Nov. 15; Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-in downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Pegnataro's
Amity Center	7	McCrory
Ansonia Mall	10	K mart
Branford	5	Stop 'N Shop
Branhaven	4	Caldor
Connecticut Post	12	Alexanders
Drazen	9	Thrifty's
Edward's/T.J. Maxx	10	T.J. Maxx
Hamden Mart	6	Howlands, Sears
Hamden Plaza	6	Marshalls
K mart Plaza	8	K mart
Maple Croft	14	Marshalls
Meriden Square	20	JCPenney, G. Fox
Montowese	4	Finast
Naugatuck Valley	20	G. Fox
Orange Derby	9	Read's
Queen Plaza	22	Zayre
Sears	8	Sears
Trumbull Park	20	G. Fox, Read's
Turnpike Square	12	Channel
Wallingford Plaza	15	K mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Macy's-Mon. thru Fri.; Sears-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Macy's; Alexander's; Howland's; G. Fox; Read's; Sage-Allen.
Discount Stores-Bradlee's; Caldor; Channel; Marshall's; K mart.
Variety Stores-Kresge; American Discount.
Chain Drug Stores-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreen 3.
Chain Supermarkets-First National 8; Big Buy; Pegnataro & Sons 6; Grand Union; Co-Op Mkts. 2; Stop & Shop 17; Food Mart 6; Universal Stores 26; Allied Grocers 60; Motts' Shoprite; Pathmark; Crown; Klaride's 2; Everybody's 5; Cheshire IGA 2; A&P; Grand Central.
Other Chain Stores-Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Carol-Ann Dress Shops; Casual Corner; Childworld; Donlevys; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Friendly Frost; Goodyear; Grossmans; Hickory Farms; Hillman-Kohan; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Michael's Jewelers; Morrisons; J. Press; Radio Shack; Sherman-Williams; Shoe Town; Spencer Gifts; Thayer McNeil; The Gap; Thrifty's; Thom McAn; Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 37,296; REGISTER (e) 92,449; (S) 140,592; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres./Adv., Henry S. Misiak Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative: Sawyer-Ferguson-Walker.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI MSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center. Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads-Amtrak; Central Vermont & Grand Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines-Pilgrim; U.S. Air.

3 - POPULATION:
Corp. City 80 Cen. 28,842; Loc. Est. 26,966
County 80 Cen. 238,409; Loc. Est. 241,128
CZ-ABC: (80) 87,747; (83) 89,300
RTZ-ABC: (80) 87,220; (83) 91,100
MSA 80 Cen. 160,401; Loc. Est. 166,138
City & RTZ-ABC: (80) 174,967; (83) 180,400

4 - HOUSEHOLDS:
City 80 Cen. 10,461; Loc. Est. 10,137
County 80 Cen. 81,814; Loc. Est. 86,318
MSA 80 Cen. N.A.; Loc. Est. 59,866
CZ-ABC: (80) 29,453; (83) 31,100
RTZ-ABC: (80) 29,425; (83) 31,800
City & RTZ-ABC: (80) 58,878; (83) 62,900

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 121,817

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	Sears, First Nat'l, Burlington Coat
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Howland's, Benney's
Waterford Plz.(12)	3	Stop & Shop
Groton Shprs.	3	Bradlee's
Groton Shprs. Mart(25)	3	T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(15)	7	IGA
Niantic Village	6	Mitchell's Market

Principal Shopping Days-Dept. Stores-Thurs., Fri. and Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores-Howland's; Kresge's; Sears; Bradlee's; Caldor's; T.J. Maxx; Marshall's; Burlington Coat.
Discount Stores-Bradlee's; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Kings.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Discount.; Medi Mart.
Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms, T.J.Maxx; D & L.

14 - NEWSPAPERS: DAY (e) 37,325; (S) 35,422; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY, 47 Eugene O'Neil Dr., New London, CT 06320; Tel. (203) 442-2200.
National Representative: Branham/Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (PMSA), E&P Map A-4. Industrial center on the Norwalk River and Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Route 1, on Merritt Pkwy.; Connecticut Tpk., and is terminus of Route 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; C. R. & L Connecticut Co.; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; Loc. Est. 78,352
PMA-ABC: (80) 126,692; (83) 128,400
County 80 Cen. 807,143; Loc. Est. 824,639
PMSA 80 Cen. 126,692; Loc. Est. 129,132

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,309; Loc. Est. 29,547
County 80 Cen. 280,597; Loc. Est. 299,783
PMSA 80 Cen. 44,514; Loc. Est. 47,101
PMA-ABC (80) 44,514; (83) 46,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	N.A.

6 - PASSENGER AUTOS: County 485,216

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Electronic Equip.; Research; Optical Eqpt.; Hats; Consmetics; Sweaters; Auto Accessories.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(5)	NA	Caldor Discount
Gateway(16)	NA	Palmers
Norwalk Mall(15)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plaza(8)	NA	Bradlees
S.Norwalk Plz.(7)	NA	Grand Central Mkt.
Food Emporium Plaza(8)	NA	Food Emporium
Darinor(10)	NA	Caldor
K mart Plz.(6)	NA	K mart

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Fullam's; Howlands.
Variety Stores-H.L. Green; McCrory's; Woolworths.
Discount Stores-Bargain World; Caldor; Norwalk Sales; Bradlees; K mart.
Chain Supermarkets-Grand Central; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: HOUR (e) 21,314; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR, 346 Main Avenue, Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County, (In New London-Norwich, CT-RI MSA), E&P Map C-3, County Seat. On Conn. Turnpike. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester, and Providence.

2 - TRANSPORTATION: Railroads-Consolidated Rail; Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; Loc. Est. 35,601
County 80 Cen. 238,409; Loc. Est. 241,128
MSA 80 Cen. 160,401; Loc. Est. 166,138

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320; Loc. Est. 13,546
County 80 Cen. 81,814; Loc. Est. 86,318
MSA 80 Cen. N.A.; Loc. Est. 59,866

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 121,817

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420(NA); Television & Stereo 700 (NA).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	NA	Sherwin-Williams
Westgate(5)	NA	
Vality(5)	NA	Vality
Norwichtown(39)	NA	Stop & Shop, Caldor
Wawecus Hill(2)	NA	Kings
Marcus Plz.	NA	Zayre, Shop-Rite

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri. Food Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Reid & Hughes; Vality; Fisher's.
Discount Stores-Mr. Big; Kings; Caldor; Zayre; Fisher's.
Variety Stores-Woolworth.
Chain Drug Stores-Vernon Drug; Genovese; M-D.
Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop; Shop-Rite.
Other Chain Stores-Benney's; Sherwin-Williams; Singer Co.; Railroad Salvage; Prague's; So Fro Fabric; Beaconway; Radio Shack; Brooks Drug.

14 - NEWSPAPERS: BULLETIN (m) 35,458; (S) 39,154; sworn Mar. 31, 1982 (latest statement available).
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett Newspaper Advertising Sales.

STAMFORD

1 - LOCATION: Fairfield County, (PMSA) E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Parkway (Rte 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; Loc. Est. 101,614
PMA-CZ-ABC: (80) 102,453; (83) 101,100
Bal. in PMA-ABC: (80) 51,202; (83) 51,800
County 80 Cen. 807,143; Loc. Est. 824,639
PMSA 80 Cen. 198,854; Loc. Est. 201,670
Total PMA-ABC: (80) 153,655; (83) 152,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; Loc. Est. 39,569
County 80 Cen. 280,597; Loc. Est. 299,783
PMA-CZ-ABC: (80) 38,378; (83) 39,300
Bal. in PMA-ABC: (80) 17,109; (83) 18,100
PMSA 80 Cen. 72,157; Loc. Est. 76,161
Total PMA-ABC: (80) 55,487; (83) 57,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$732,194,000
Savings	3	$402,031,000
Fed. Sav.& Loan	2	$175,823,000

6 - PASSENGER AUTOS: County 485,216

7 - ELECTRIC METERS: Residence 37,849

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Diversified manufacturing area includes wide variety of products in chemical; electronics; food, drug & cosmetics; electrical; aircraft; die casting; metals; machinery; apparel and textile products; printing and publishing. Chemical, electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thurs. & Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15. Last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Gimbels, Grand Central Mkt., Consumer's Distributors

Thru-way	4	Woolworth's, A&P
Glenbrook	3	Woolworth's, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Market
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Mon. -Sat.; Food: Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bloomingdale's; Macy's; JCPenney; Gimbel's; Lord & Taylor; Caldor; Saks.
Discount Stores-County T.V. & Appliances.
Chain Drug Stores-Syl-May; Caldor; Medi Mart; Genovese; Courtesy.
Chain Supermarkets-A&P 2; First National 2; Grand Union 3; Bongiorno's; Grade A 2; Grand Central 3; Stop & Shop; Palmer's.
Variety Stores-Woolworth.
Other Chain Stores-National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack; The Limited; Kinney Shoes; Brooks Bros.; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Walden Books; FAO Schwarz; Herman's; Doubleday Book; Athlete's Foot; Florsheim; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri; m-sat) 30,555; (S) 31,531; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Al Arvonio, Display Adv. Mgr., 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200.
National Representative: Landon Associates.

TORRINGTON

1 - LOCATION: Litchfield county, E&P Map B-3, Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202, & 272.

2 - TRANSPORTATION: Railroad-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow, E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; Loc. Est. 30,734
CZ-ABC: (80) 34,280; (83) 35,700
RTZ-ABC: (80) 21,748; (83) 22,300
County 80 Cen. 156,769; Loc. Est. 162,046
City & RTZ-ABC: (80) 56,028; (83) 58,000

4 - HOUSEHOLDS:
City 80 Cen. 11,995; Loc. Est. 11,971
CZ-ABC: (80) 13,059; (83) 14,100
RTZ-ABC: (80) 7,672; (83) 8,200
County 80 Cen. 55,667; Loc. Est. 60,240
City & RTZ-ABC: (80) 20,731; (83) 22,300

5 - BANKS	NUMBER	EST. DEP.
Savings	1	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 92,019

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Machinery; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Products; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp. Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30. Last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main and S. Main Sts: 2 on Water St; 2 on E. Main; Torrington-Winsted Rd; Route 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva shoes
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Warehouse Foods, Caldor, Newberry
Downtown(32)	NA	JCPenney, Woolworth, Superfinast Mkt.

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Caldor; JCPenney; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Maxwell; Genovese.
Chain Supermarkets-First National; A&P; IGA; Stop & Save 2; Allied Grocers 5; Stop & Shop; Mencuccini's 4; Shop-Rite; Warehouse Foods.
Other Chain Stores-Singer Co.; J.J. Newberry; S&H Green Stamps; Radio Shack.

14 - NEWSPAPERS: REGISTER (e-mon to fri; m-sat) 12,158; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Vincent W. Monteleone, Adv. Dir., REGISTER, 190 Water St, Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD
See MERIDEN

WATERBURY

1 - LOCATION: New Haven County (MSA), E&P Map B-3. 89 mi. from New York City; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers (Transportation Services)- Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines-Bradley International, Hartford-Springfield; Eastern; USAir; American; United; TWA; Pilgrim; Delta; Texas International; Piedmont; Northeastern International Airways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; also connections for Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266; Loc. Est. 102,492
CZ-ABC: (80) 161,589; (83) 164,300
RTZ-ABC: (80) 125,274; (83) 130,900
County 80 Cen. 761,337; Loc. Est. 775,098
MSA 80 Cen 204,968; Loc. Est. N.A.
City & RTZ-ABC: (80) 286,863; (83) 295,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,035; Loc. Est. 40,132
County 80 Cen. 271,542; Loc. Est. 289,067
MSA 80 Cen. 72,690; Loc. Est. N.A.
CZ-ABC: (80) 57,774; (83) 60,900
RTZ-ABC: (80) 43,524; (83) 47,200
City & RTZ-ABC: (80) 101,298; (83) 108,100

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$655,872,290
Savings & Loan	2	$403,936,000
Commercial	4	$2,719,006,675

6 - PASSENGER AUTOS: County 400,301

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 106,010 Wage Earners ($271 Av. Wkly. Wage).
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox Dept., Sears
Shoppers Corner	NA	K-mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

Nearby Shopping Centers-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; West Main St. Plaza.

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Natl., Marshall's
Maple Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-Tues., Thurs., Shopping centers: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Howland-Hughes; Almy's, Sears; Worth's 3; G. Fox; JCPenney; Read's.
Discount Stores-Shopper's World; Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre's.
Chain Drug Stores-Whelan's 4; Drug City; Consumer Value Stores 2; Rite-Aid 2; Walgreen's; Genovese Drug.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop Rite; Walsh's; Waterbury Beef Foodland; Anthony; Grand Union; Gristede; Warehouse Foods 2.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Walden Books; Hanover Shoes; Child World; Friendly Frost; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; T.J. Maxx; General Nutrition Centers.

14 - NEWSPAPERS: REPUBLICAN (m) 37,949; AMERICAN (e-mon to fri) 32,270; REPUBLICAN (S) 70,957; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St, Waterbury, CT 06722; Tel. (203) 574-3636.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. W of Hartford, 50 mi. E of Providence, 25 mi. S of New London.

2 - TRANSPORTATION: Railroads-Central Vermont; Providence & Worchester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Greyhound; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652; Loc. Est. 14,894
County 80 Cen. 92,312; Loc. Est. 96,201
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,414; Loc. Est. 5,714
County 80 Cen. 32,209; Loc. Est. 35,243

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 44,700

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Thread Mfg. 1,250; Insulating Prod. 500; Univ. of Connecticut 4,190; Eastern Conn. College 257.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on Main St., West Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza	9	A&P
East Brook(32)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thu., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Stores-Todds; King's; Sage Allen.
Discount Stores-Barker's; Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy. 2; Medi Mart.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Super; Better Val-U 3.
Other Chain Stores-Sherwin-Williams; Sears; Montgomery Ward.

14 - NEWSPAPERS: CHRONICLE (e) 10,192; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Douglas C. Murphy, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

WINSTED

1 - LOCATION: Litchfield County, E&P Map B-2. Industrial Center.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound, Arrow.

3 - POPULATION:
Corp. City 80 Cen. 8,847; Loc. Est. 8,835
County 80 Cen. 156,769; Loc. Est. 162,046

4 - HOUSEHOLDS:
City 80 Cen. 4,500; Loc. Est. 3,460
County 80 Cen. 55,667; Loc. Est. 60,240

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$1,329,477,283
Comm. Branches	2	$2,953,503,000

6 - PASSENGER AUTOS: County 92,019

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners)-Thread (200); Elec. Appl. (525); Ball Bearings (440); Aircraft Parts (200); Elec. Coils (200); Others (750).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 50-95; Fall 25-85; Winter 25-60. First killing frost, Sept. 20. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barkhamsted Plaza	3	Rite Aid, Finast, Ames, Radio Shack
Torrington Parkade(27)	7	Caldor's, Warehouse Foods
K mart Plaza	9	K mart, Shop-Rite, Genovese
Downtown Shpg. Ctr.	12	Bradlees, Stop'N Shop, Finast

Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Colt's; Vaccaris; JCPenney.
Variety Stores-Bradlees; Caldors; K mart; Ames; Nustars.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Supermarkets-Allied Grocers 3; A&P; First National; IGA.

14 - NEWSPAPERS: CITIZEN (e) 5,225; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Mike Horansky, Adv. Mgr., CITIZEN, 448 Main St., Winsted, CT 06098; Tel. (203) 379-3333.
National Representative: Landon Associates.

Newspapers change every year. So do their markets.

For the latest newspaper market data, you need the

Editor & Publisher MARKET GUIDE

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	49	41	42
5-14 Years	117	91	94
15-24 Years	95	118	122
25-44 Years	136	164	169
45-64 Years	107	122	126
65 and Over	44	59	61
TOTAL	548	595	614

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	78	119	186
General Mdse	250	328	536
Food	319	474	873
Automobiles	246	362	579
Gasoline Stations	100	162	330
Apparel	72	101	167
Furniture	82	104	173
Eat-Drink Places	104	164	352
Drugs	50	74	139
TOTAL SALES	1,480	2,139	3,800

DOVER

1 - LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; Loc. Est. 23,766.
PMA-ABC: (80) 175,081; (83) 183,100
County 80 Cen. 98,219; Loc. Est. 101,378
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; Loc. Est. 7,974
County 80 Cen. 32,737; Loc. Est. 34,600
PMA-ABC: (80) 59,847; (83) 64,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$50,000,000
Savings & Loan	5	$13,900,000

6 - PASSENGER AUTOS: County 59,184

7 - ELECTRIC METERS: County Residence 32,160

8 - GAS METERS: City Residence 7,034

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Rubber & Plastic 310; Paper Products 1,800; Government 10,375; Dover Air Force Base 3,650 Military and 1,350 Civilian Employees; Food Processing 2,730. Av. Wkly. Wage $373.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10. Last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	A&P
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Air Base Carpet, Big G, IGA
Rodney Vlg.(22)	1	Montgomery Ward, Thrift Drug

Principal Shopping Days-Thu., Fri., Sat., & Sun.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: Department Stores-Braunstein's 2; Sears; JCPenney; Hess; Benjamin's 2; Boscov's; Leggett's; Roses; Dollar General 2; Montgomery Ward.
Discount Stores-Nichol's; Dry Goods; K mart; Tower's; Ames.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Pierce's 2; Thrift 3; Drug Fair; Happy Harry's; Edgehill 2.
Chain Supermarkets-A&P; Big IGA; Acme 2; Safeway; Marstellers 4; 7-Eleven 11; Warehouse Foods; Thriftway.
Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N' Pay; Lowe's; Wicke's.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 24,772; (S) 32,430; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Chris Engel, Adv. Mgr., DELAWARE STATE NEWS, PO Box 737, Dover, DE 19901; Tel. (302) 674-3600.
National Representative. Branham/Newspaper Sales.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA), E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Octoraro; Baltimore & Ohio (freight); Maryland & Delaware.
Motor Freight Carriers-1,274 (Delaware Based).
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:
Corp. City 80 Cen. 70,195; Loc. Est. 67,057
CZ-ABC: (80) 361,424; (83) 361,100
RTZ-ABC: (80) 331,463; (83) 344,900
PMSA 80 Cen. 524,108; Loc. Est. 535,091
County 80 Cen. 399,002; Loc. Est. 405,606
City & RTZ-ABC: (80) 692,887; (83) 706,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; Loc. Est. 28,661
County 80 Cen. 139,292; Loc. Est. 148,150
PMSA 80 Cen. 180,986; Loc. Est. 193,188
CZ-ABC: (80) 127,165; (83) 131,800
RTZ-ABC: (80) 112,872; (83) 122,000
City & RTZ-ABC: (80) 240,037; (83) 253,800

5 - BANKS

State-30 Banks; Assets $9,693,108,000

6 - PASSENGER AUTOS: County 216,157

7 - ELECTRIC METERS: County 165,000

8 - GAS METERS: County & City 70,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Average Weekly Wage): Durable Goods 17,000 ($381); Non-Durable Goods 50,900 ($311); Primary Metals 1,900 ($408); Fabricated Metals 1,900 ($325); Machinery and Transportation 8,600 ($418); Other Durable Goods 4,600 ($306); Food 8,400 ($230); Textiles 500 ($247); Printing and Publishing 2,200 ($290); Chemical Products 31,900 ($419); Rubber and Plastics 2,700 ($349); Other Non-Durables 3,500 ($392).

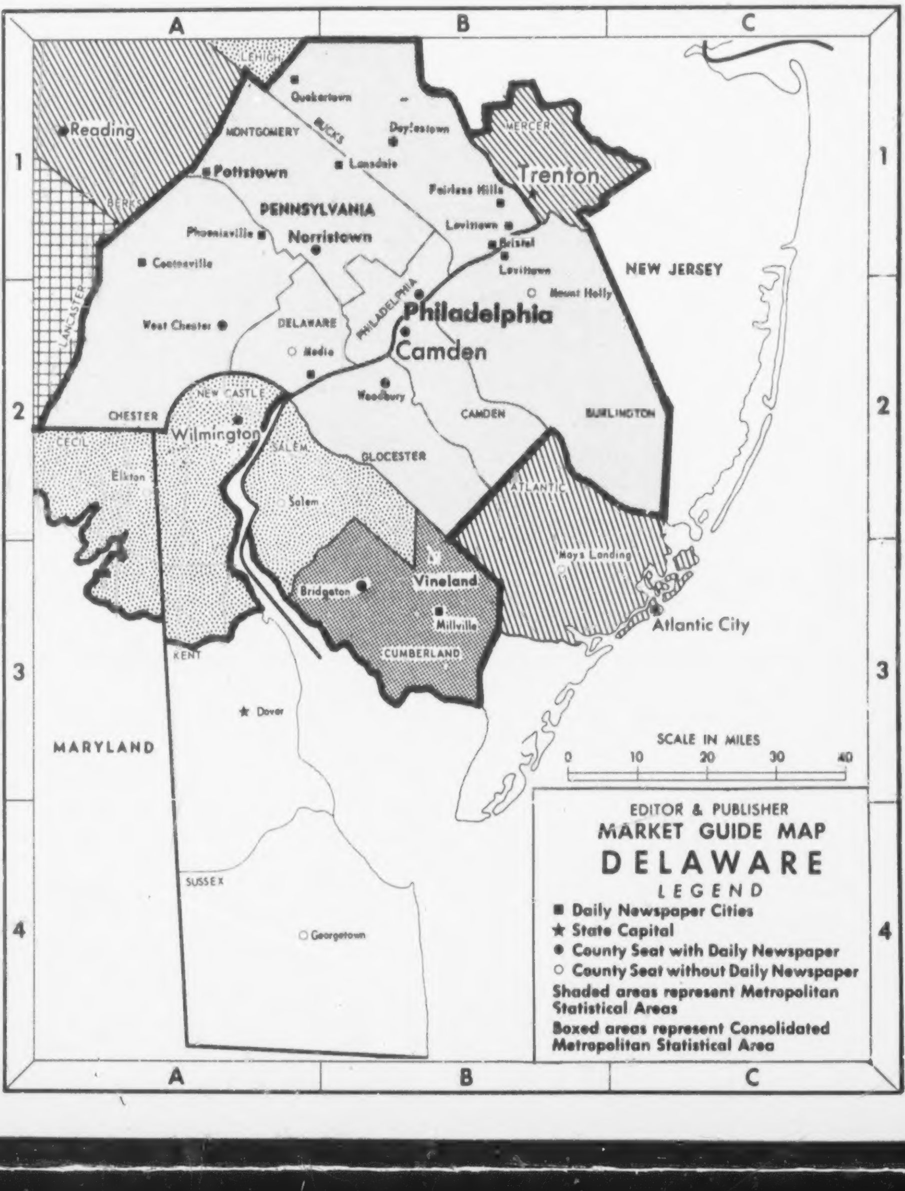
10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83, Winter 10-64. First killing frost, Oct. 29. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plaza	10	Jamesway
Tri-State Mall(52)	10	Wilm. Dry Goods, K mart
University Plz.	10	Acme
Chestnut Hill(20)	15	Gaylord's, JCPenney
Christiana(95)	7	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	NA	Boscov, Sears, Leggetts
Merchandise Mart	3	Strawbridge & Clothier, Acme
Continental(12)	3	Liebman's
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept., Acme
Graylyn	4	Thriftway
Midway(21)	8	Towers
Prices Corner(25)	3	Sears, JCPenney
Concord Mall(64)	8	Jefferson Ward, Pomeroy's
Castle Mall(34)	15	A&P, K mart
New Castle Sq.	10	A&P, Kings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LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Lansdale
Pottstown
Trenton
BERKS
Fairless Hills
PENNSYLVANIA
Levittown
Bristol
Phoenixville
Norristown
Coatesville
Mount Holly
NEW JERSEY
LANCASTER
PHILADELPHIA
West Chester
DELAWARE
Philadelphia
Media
Camden
Woodbury
NEW CASTLE
CHESTER
CAMDEN
BURLINGTON
CECIL
Wilmington
SALEM
GLOCESTER
Elkton
ATLANTIC
Salem
Mays Landing
Bridgeton
Vineland
Millville
Atlantic City
KENT
CUMBERLAND
Dover
MARYLAND
SCALE IN MILES
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40
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area
SUSSEX
Georgetown

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night, Food every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier; Kennard-Pyle Co.; Sears; JCPenney; Braunstein's; Pomeroy's; K mart; Bamberger's; Marshalls; Boscov.
Discount Stores-Gaylords 4; Silo 3; Jefferson Ward 2; Atlantic Appliances; Ames Dept. Store; Nichols; Mason's; Kiddie World; Jamesway; Roses; Towers.
Variety Stores-Woolworth 4; Rickel's; Richardson 5; B.J. Mitchell's 2; Wassam's 4.
Chain Drug Stores-Eckerd's 10; Cappeaus 5; Happy Harry 14; Rite-Aid 4; Thrift 2; Danforth 2; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe.
Chain Supermarkets-A&P 10; Super Fresh 4; Acme 28; Pathmark 3; Hearn 2; Safeway 4; 7-Eleven 43; Wawa 10; IGA; Cumberland Farms 14; Shop'n Bag; Shop-Rite; Thriftway 6; Shop N' Save 3.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Phillipsborn (women's); Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear Svc. Stores; Firestone Stores; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs; Rickels.

14 - NEWSPAPERS: NEWS (m-mon fri) 59,730; JOURNAL (e-mon to fri) 66,409; (sat) 114,542; (S) 120,794; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Eugene P. Schwenk, Nat'l Adv. Mgr., or Gordon R. Black, Ad. Dir., NEWS-JOURNAL PAPERS, 831 Orange St., Wilmington, DE 19899; Tel. (302) 573-2281.
National Representative: Gannett Newspaper Advertising Sales.

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, Va.; Arlington, Fairfax, Loudon, and Prince William Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	60	34	34
5-14 Years	129	79	79
15-24 Years	145	127	127
25-44 Years	198	197	197
45-64 Years	155	127	127
65 and Over	70	74	74
TOTAL	757	638	638

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	30	38	48
General Mdse	225	234	266
Food	296	335	523
Automobiles	180	202	256
Gasoline Stations	96	138	226
Apparel	150	168	222
Furniture	106	115	152
Eat-Drink Places	256	379	650
Drugs	96	97	146
TOTAL SALES	1,797	2,085	3,070

WASHINGTON

1 - LOCATION: Capital of the United States and **the** District of Columbia. This is the hub of **Washington-DC-MD-VA** MSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: Railroads-Amtrak (pass.); B&O; C&O; RF&P (freight); Southern (freight); Auto-Train; Burlington Northern (freight); Conrail (pass. & freight); Chessie System (passenger & freight); Metro Rapid Transit System.
Motor Freight Carriers-77.
Intercity Bus Lines-Colonial Transit; Continental Trailways; Eyre; Freeway Enterprise; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On.
Airlines-Aeromech; Air Florida; Air France; Air North; Air Jamaica; Air Virginia; Altair; American; British Airways; Christman Air System; Colgan; Continental; Cumberland; Delta; Eastern; Empire; Henson; Midway; Mid South; New Air; New York Air; Northwest; Ozark; Pan Am; Pennsylvania Commuter; People Express; Piedmont; Pilgrim; Princeton; Ransome Airline; Southern Jersey Airways; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 637,651; Loc. Est. 626,041
PMA-ABC: (80) 3,060,922; (83) 3,127,500
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; Loc. Est. 259,453
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
PMA-ABC: (80) 1,112,770; (83) 1,174,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	60	$15,854,782,000
Savings & Loan	37	$7,716,000,000

6 - PASSENGER AUTOS: PMSA 1,810,800; D.C. 259,200; Local & federal gov't diplomats 13,800

7 - ELECTRIC METERS: PMSA 945,700

8 - GAS METERS: PMSA 558,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 349,000; State & Local Gov't 175,200; Retail 256,300; Wholesale 59,300; Fin., Ins. & Real Estate 90,400; Trans. & Pub. Utilities 71,200; Construction 63,200; Manufacturing 58,500. Total employed 1,567,400.
Source: D.C. Dept. of Employment Services, Jan. 1982

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: Principal Shopping Centers & Areas: District of Columbia-Central Business District: 5th-15th Sts., N.W. bet. the Mall & Mass. Ave., N.W.; Chevy Chase/Friendship Heights; Georgetown; Lower Conn. Ave. from Penna. Ave. North to S Street, N.W. between 17th & 21st Sts., N.W.; Wisconsin Ave.
Other Shopping Areas-Alabama Ave., S.E. Benning Rd., N.E. (Greenway); Brookland; Bladensburg Rd., N.E.; Brightwood; Cleveland Park; Columbia Heights; 18th & Columbia Rd., N.W.; H St., N.E.; Fairfax Village; Kennedy St., N.W.; Lower 14th St., N.W.; Georgia Ave., N.W.; Riggs Road & South Dakota Ave., N.E.; Spring Valley; Pennsylvania Ave. & 6th-8th Sts. S.E.; Pennsylvania & Minnesota Aves., S.E.; Van Ness; Shepard Park-Georgia & Eastern Aves.; Tenleytown; Petworth; 4th-6th & D Sts., S.W.
Shopping Centers-Van Ness Centre; L'Enfant Plaza; Friendship Heights (Mazza Gallerie); Les Champs/Watergate; Hechinger Mall; Georgetown Park.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Prince George's County (MD)-Major shopping areas: Bladenburg; Camp Springs; College Park; Hyattsville; Lanham; Landover; Mt. Rainer; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel.
Shopping Centers-Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Marlow Heights; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybla Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton.
Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Center, Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Springfield Plz.; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; Pan Am.
Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate.
Shopping Centers-Marumsco Plaza; Manassas Mall.
Principal Shopping Days-Mon., Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thurs. Suburban stores and most large food stores, every evening. Some food chains open 'til 10:00 p.m. and on Sunday. Most shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon. thru Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 13; Montgomery Ward 8; JCPenney 10; Sears 9; Woodward & Lothrop 12.
Variety Stores-Kresge 6; McCrory 4; Murphy 13; Woolworth 14.
Discount Stores-K mart 14; Memco 8; Woolco 11; Zayre 11.
Appliances & Hi-Fi-Circuit City 8; Contemporary Sounds 5; Erol's 6; George's 7; Luskins 9; Microwave Cooking etc. 5; Myer-Emco 3; Radio Shack 60; Reliable Home Appliances 7.
Building Supplies-Hechinger 16; Lowe's 4; McIntire 16; Scott's 10; 84 Lumber 7.
Chain Drug Stores-Dart 62; Drug Fair 90; People's 136; Rodman's 5; Standard Drug & Affiliates 15.
Chain Supermarkets-A&P 19; Basics 7; Cook's 6; Co-Op Consumers 4; Food Barn 6; Giant 91; Grand Union 26; High's 285; Jumbo 8; Larimer's 2; Magruder's 3; Memco 8; Murray Steaks 26; Pershing Markets 2; Plus 8; Safeway 126; 7-Eleven 257.
Jewelry Stores-Bailey, Banks & Biddle 5; Black, Starr & Frost 3; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Gordon's 5; R. Harris-D.P. Paul Co. 3; Kay Jewelers 15; Melart Jewelers 15; Theodore Nye 4; Pampillonia 2; J.B. Robinson 8; Chas. Schwartz & Son 2.
Health Clubs/Reducing Salons-Barbara Ellen Exercise & Fitness Center 10; Fitness World 2; Fun & Fitness Exercise Aquatic Center 9; Holiday Spas 9; Nautilus Fitness Center 5; Spa Lady 10; Diet Center 34; Gloria Marshall Figure Salons 6; European Health Spa 3; Nutri-Systen Weight Loss Center 7.
Furniture Stores-C.L. Barnes 3; Castro Convertibles 2; Coles 5; Colony House; Danker 2; Decor Furniture 2; Design Store 4; Door Store 7; House & Herman; Hub 13; Kimels 4; Knock-Down 3; Levitz 3; Loft Bed 2; Mahler's; Manor House; Mario 3; MasterCraft Interiors; Mattress Center 6; Mattress Discounters 18; Saah Furniture Manufacturers (unfinished) 2; Scan 8; W&J Sloane 7; Warehouse Sleep Centers 3; Wood Shop 3.
Office Furniture: D&F Furniture 9; Office Furniture Mart 8.
Shoe Stores-Baker 15; Boyce & Lewis 4; Bradshaw 6; Chandler 3; DeYoung 8; Flagg Bros. 5; Florsheim 6; Hahn 23; Hanover 13; Heel 'N Toe 8; Kinney 40; Massey 10; Pic 'N Pay 12; Regal 4; Rich 4; F.R. Richey 3; Shoe Town 14; Shoe World 7; The Bootery 5; Thom McAn 20; Wild Pair 5.
Auto Supplies-Consumer Discount Tire 6; General Tire 3; Goodyear 17; Firestone 10; Hi-Gear 20; Market Tire 26; Merchant Tire 31; Midas Muffler 19; National Tire Wholesale 11; Nationwide 9; Penn Jersey 14; Pep Boys 4; Performance Discount Tire 6; Rayco 3; Stidham Tire 15; Sure Fit 3; Trak-Auto 30; Western Auto 4.
Cosmetics-Elizabeth Arden 2; Merle Norman 14; Mary Kay 13.
Candy-Fannie Farmer 2; Fannie May 16; Russell Stover.
Mens Clothing-Allyn' Men's Shops 7; Arthur A. Adler 2; Big & Tall 3; Britches 11; Cavalier 4; Chess King 6; Dash Designers 5; Georgetown University Shops 2; George's Big & Tall 3; James 2; National Shirt 2; Richman's 8; J. Riggins 6; September 2; Steven-Windsor 11; Wall Street Clothes 3; Webster Men's Wear 5; Wilson's Men Stores 4.
Women's Clothing-Ann Taylor 4; Casual Corner 16; Clothes Corner 2; Dana Robins 3; Fashion Factory 2; Fashion Tree 2; Foxmoor Casuals 11; L. Frank 22; Gartenhaus 2; Hit or Miss 13; Jay's Designer Fashions 5; Lane Bryant 6; Lerner 14; The Limited 10; Loehman's 2; Lord & Taylor 4; Mademoiselle Fashions 13; T.H. Mandy 5; Marianne 12; Marshall's 3; Miss Harper 3; Off The Rax 11; Ormond Shops 7; Pat Arnolde's Talls 4; Petite Street 4; Philipsborn 16; Plymouth 3; Rosendorf/Evans 3; Saks Fifth Ave; Saks-Jandel 3; Seven & Nine Shoppe 2; Show-Off 6; Showroom 2; 16 Plus 5; Susie Casuals 7; Syms; Up-Against The Wall 3; Ups & Downs 8.
Men's & Women's Clothing-Jos. A. Bank Clothiers 3; Brooks Bros. 3; David's Village Shops 6; The Gap 12; Garfinckel's 9; Great Factory Store 4; Lewis & Thos. Saltz 3; I. Magnin; Morton's 5; Neiman & Marcus; Pants Corral 18; Raleigh's 11; Royal Formal & Bridal 8.
Children's Furnishings-Beyda; Bo-Peep Shop 3; Crib 'N Cradle 4; Kids Wear Outlet 3; Tots 'N Teens 6; Young Fair 5.
Toys: Juvenile Sales 6; Toys R Us 7.
Fabric Stores-Danneman 9; House of Fine Fabrics 16; Mill End Shops 8; Minnesota Fabrics 9.
Sporting Goods-Eddie Bauer; Herman's 9; Hudson Bay Outfitters 15; Irving's Sport Shops 13.
Catalog Stores-Basco 2; W. Bell & Co 7; Best 7; Evans 4.
Computers-Apple 6; Chafitz; Computers, etc. 2; IBM; Math Box 6; Radio Shack 56.
Bookstores & Records-Crown Books 29; Dalton 10; Walden Books 13; Harmony Hut 8; Record & Tape, Ltd. 4; Variety Records Inc. 8; Waxie Maxie 16.
Other-Becker's 8; Camalier & Buckley 5; China Closet 3; Diener's 7; Kitts Music 18; Pier 1 10; Singer Sewing Center 6; Rits Camera 14; Snap Shots 17.

14 - NEWSPAPERS: POST (m-mon to fri) 747,676; (m-sat) 707,168; (S) 1,005,468 Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Jack Kerrigan, Gen. Adv. Mgr., POST, 1150 15th St., N.W., Washington, DC 20071; Tel. (202) 334-7750.
National Representatives: Sawyer-Ferguson-Walker Co.; Metropolitan Publishers Reps., Inc.

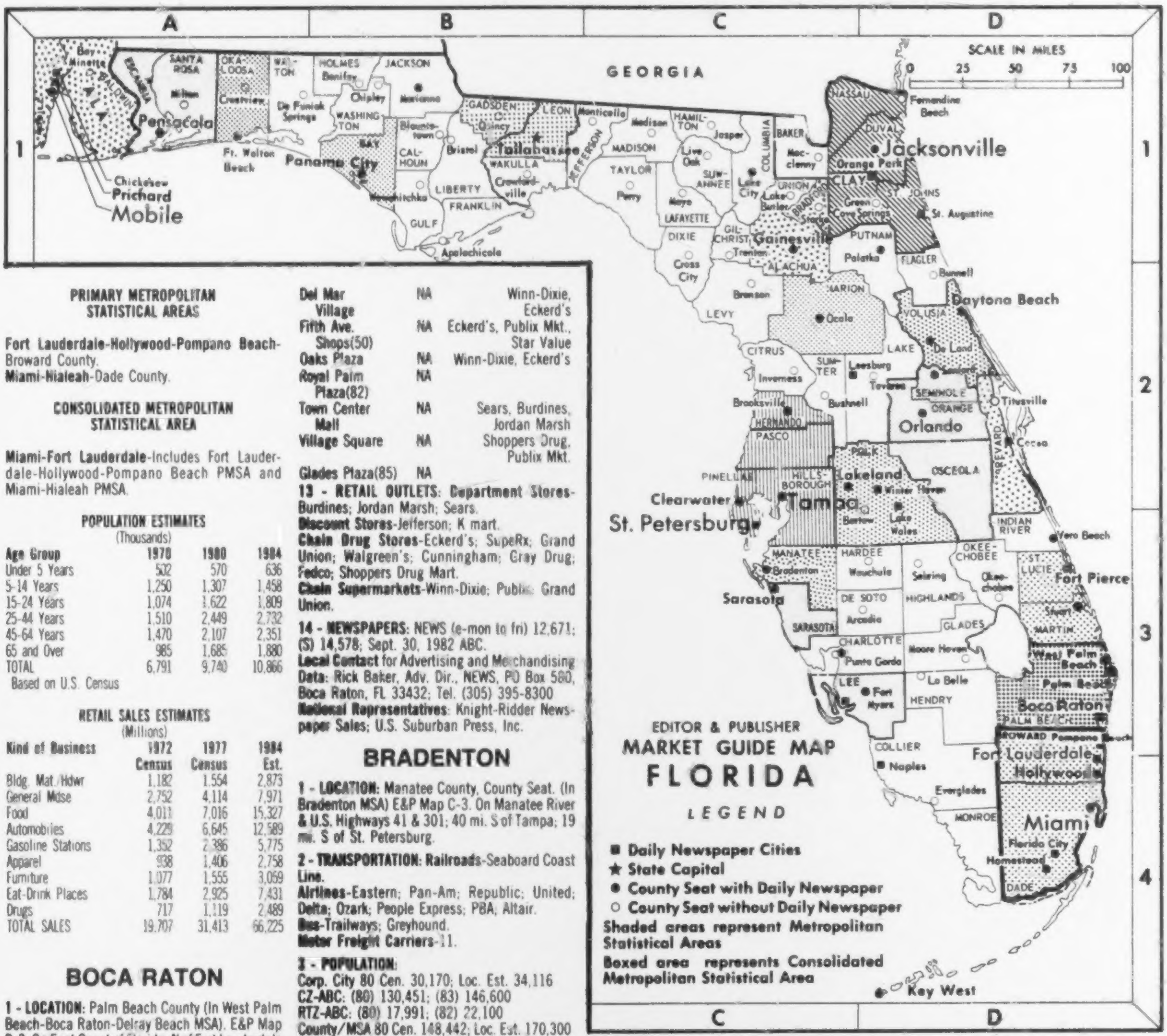
TIMES (m-mon to fri) 126,582; Apr. 6, 1983 Fox & Company CPA audit.
Local Contact for Advertising & Marketing Data: Bill Gallagher, Adv. Mgr., TIMES, 3600 New York Ave., N.E., Washington, DC 20002; Tel. (202) 636-3030.
National Representative: None.

USA TODAY (m-mon to fri) 1,109,587; April 15, 1983 Price Waterhouse audit.
Local Contact for Advertising and Merchandising **Data**: Joseph P.R. Welty, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400; New York Office: (212) 715-5361.
National Representative: Gannett Newspaper Advertising Sales.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.
Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Ocala-Marion County.
Orlando-Osceola, Orange and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.


A
B
C
D
1
2
3
4
SCALE IN MILES
0 25 50 75 100
GEORGIA
ALA.
Mobile
Prichard
Chickasaw
Pensacola
Ft. Walton Beach
Panama City
Tallahassee
Apalachicola
Gainesville
Jacksonville
Orange Park
Fernandina Beach
St. Augustine
Palatka
Daytona Beach
Ocala
Leesburg
Orlando
Titusville
Cocoa
Lakeland
Winter Haven
Tampa
Clearwater
St. Petersburg
Bradenton
Sarasota
Vero Beach
Fort Pierce
Stuart
West Palm Beach
Palm Beach
Boca Raton
Fort Lauderdale
Pompano Beach
Hollywood
Miami
Florida City
Homestead
Fort Myers
Punta Gorda
Naples
Key West
EDITOR & PUBLISHER
MARKET GUIDE MAP
FLORIDA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	502	570	636
5-14 Years	1,250	1,307	1,458
15-24 Years	1,074	1,622	1,809
25-44 Years	1,510	2,449	2,732
45-64 Years	1,470	2,107	2,351
65 and Over	985	1,685	1,880
TOTAL	6,791	9,740	10,866

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	1,182	1,554	2,873
General Mdse	2,752	4,114	7,971
Food	4,011	7,016	15,327
Automobiles	4,229	6,645	12,589
Gasoline Stations	1,352	2,386	5,775
Apparel	938	1,406	2,758
Furniture	1,077	1,555	3,059
Eat-Drink Places	1,784	2,925	7,431
Drugs	717	1,119	2,489
TOTAL SALES	19,707	31,413	66,225

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On East Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - TRANSPORTATION: **Railroads**-FEC; SAL.
Bus Lines-Greyhound; Trailways.
Airlines-At W. Palm Beach Int'l.; Ft. Lauderdale/Hollywood Int'l.

3 - POPULATION:
Corp. City 80 Cen. 49,505; Loc. Est. 53,400
County/MSA 80 Cen. 573,125; Loc. Est. 664,260

4 - HOUSEHOLDS:
City 80 Cen. 20,247; Loc. Est. 24,668
County/MSA 80 Cen. 232,937; Loc. Est. 282,527

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$467,722,957
Savings & Loan	20	$12,460,511,000

6 - PASSENGER AUTOS: County 423,646

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Poultry & Dairy Farming; Light Mfg.; Tourism; Electronics; IBM plant employing 3,500; Mitel; Siemens; Megasystems; Burroughs; Motorola.

10 - CLIMATE: Av. Temp.-85 Summer; 76 Winter.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	NA	Winn-Dixie
Boca Raton Mall(60)	NA	Jefferson, Walgreen's
Camino Sq.(14)	NA	SupeRx, Winn-Dixie
Del Mar Village	NA	Winn-Dixie, Eckerd's
Fifth Ave. Shops(50)	NA	Eckerd's, Publix Mkt., Star Value
Oaks Plaza	NA	Winn-Dixie, Eckerd's
Royal Palm Plaza(82)	NA	
Town Center Mall	NA	Sears, Burdines, Jordan Marsh
Village Square	NA	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	NA	

13 - RETAIL OUTLETS: **Department Stores**-Burdines; Jordan Marsh; Sears.
Discount Stores-Jefferson; K mart.
Chain Drug Stores-Eckerd's; SupeRx; Grand Union; Walgreen's; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Grand Union.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,671; (S) 14,578; Sept. 30, 1982 ABC.
Local Contact for Advertising and Merchandising **Data**: Rick Baker, Adv. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press, Inc.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Airlines-Eastern; Pan-Am; Republic; United; Delta; Ozark; People Express; PBA, Altair.
Bus-Trailways; Greyhound.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 30,170; Loc. Est. 34,116
CZ-ABC: (80) 130,451; (83) 146,600
RTZ-ABC: (80) 17,991; (82) 22,100
County/MSA 80 Cen. 148,442; Loc. Est. 170,300
City & RTZ-ABC: (80) 148,442; (83) 168,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,370; Loc. Est. 13,284
County/MSA 80 Cen. 61,998; Loc. Est. 74,413
CZ-ABC: (80) 54,955; (83) 64,100
RTZ-ABC: (80) 7,043; (83) 9,000
City & RTZ-ABC: (80) 61,998; (83) 73,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$831,208,000
Savings & Loan	7	$811,595,000

6 - PASSENGER AUTOS: County 108,513

7 - ELECTRIC METERS: County Residence 76,886

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Jalousie Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism (winter & summer resort area); Cut flower supplier; Optics; Lens Mfg; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-De Soto Square Mall, U.S. 301 at U.S. 41 & Cortez Rd; Cortez Plaza, Cortez Rd at U.S. 41; Palma Sola Plaza, Manatee Avenue at 59th Street; K mart Plaza, Cortez Rd at U.S. 41; Westgate Center, Manatee Avenue at 39th Street; Manatee Plaza, Manatee Avenue at 39th Street; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd at 39th St; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St; Southwood Mall, U.S. 41 at 57th Ave.; Oneco Shopping Plaza, U.S. 301 at 53rd Ave.; Orange Blossom, U.S. 41 at 5th St.
Neighborhood Shopping Centers-9th St. & 9th Ave., W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Soto Sq.(10)	3	Maas Bros., Sears, Belk-Lindsey, JCPenney
Cortez Commons	4	Publix
Cortez Plaza(43)	3	Walgreen, J. Byron's, Wal-Mart, Publix
Palma Sola(32)	5	Grand Union, Treasury Drugs
West Gate(12)	2	Beall's, Publix
Bayshore Gdns.(33)	4	S.H. Kress, Publix
College Plaza(19)	3	Winn-Dixie, Gray Drugs
Whitfield Plz.(19)	5	Eckerd's, Winn-Dixie
Manatee Plaza(14)	2	Eckerd's, Winn-Dixie
Lakeside Pl.(15)	3	Eckerd's, Kash'N Karry
K mart Ctr.(9)	3	K mart
Fairway(8)	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.(15)	5	Winn-Dixie, Eckerd
Oneco Plz.	4	Winn-Dixie, Eckerd's
Beachway(24)	NA	Winn-Dixie, Beall's
Tower Sq.(22)	5	Candelino's Rest., Celia Wellon
Southwood Mall(43)	5	Kash N' Karry, SupeRx, Beall's

Principal Shopping Days-Mon., Wed., Thurs., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros.; Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; Eckerd's 3; J. Byrons; TG&Y.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth; Kresge; Holiday Variety.
Chain Drug Stores-Walgreen 3; Eckerds 3; Foster; Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; K mart 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's; Grand Union 3; Foodway 3; Family Mart; Wal-Mart.
Other Chain Stores-S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (m) 32,298; (S) 38,977; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Robert Turner, Adv./Mkt. Dir., HERALD, 401-13th St. W., Bradenton, FL 33505; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Fla.

BROOKSVILLE

1 - LOCATION: Hernando County, (In Tampa-St. Petersburg-Clearwater MSA), E&P Map C-2, County Seat. West coast of Florida, 50 mi. N of Tampa; on U.S. Hwy. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; Loc. Est. 6,073
County 80 Cen. 44,469; Loc. Est. 54,060
MSA 80 Cen. 1,613,961; Loc. Est. 1,810,677

4 - HOUSEHOLDS:
City 80 Cen. 2,205; Loc. Est. 2,161
County 80 Cen. 17,735; Loc. Est. 22,551
MSA 80 Cen. 656,551; Loc. Est. 771,516

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 29,866

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetables; Rock Prods.; Electronic Components; Furniture Mfg.; Citrus Fruit & Poultry Farms; Cattle Ranches; Horse Breeding; Furniture Mfg.; Gasohol Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plaza(10)	NA	Neisner's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre's, Winn-Dixie, Eckerds
South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry, Masters
Western Way(15)	NA	Eckerd's, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Neisner's; Sears; Beall's.
Discount Stores-Zayres; Neisner's; K mart.
Chain Drug Stores-Eckerd's; SupeRx; Rexall.
Chain Supermarkets-Thriftway; Publix; Winn-Dixie; Swingline Food Stores; Kash N' Karry.
Other Chain Stores-White Auto; Radio Shack.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,424; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Harlan Phillips, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - LOCATION: Lee County, E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers).

3 - POPULATION:
Corp. City 80 Cen. 32,103; Loc. Est. 34,491
County/MSA 80 Cen. 205,266; Loc. Est. 237,805

4 - HOUSEHOLDS:
City 80 Cen. 12,959; Loc. Est. 15,123
County/MSA 80 Cen. 82,509; Loc. Est. 100,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$132,000,000

6 - PASSENGER AUTOS: County 144,666

7 - ELECTRIC METERS: Residence 8,312

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Products; Boats; Lumber; Cigars; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-6 Blocks-Cape Coral Pkwy. (38 stores)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd's, Publix, Neisner's
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Neisner's; K mart
Chain Drug Stores-Eckerd's; Gray Drug; SupeRx.
Chain Supermarkets-Publix; Big John Food; Winn-Dixie; Kash 'N Karry.
Other Chain Stores-Goodrich; Firestone.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 7,919; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: D. R. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiami; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Air Florida; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450; Loc. Est. 95,575
PMA-ABC: (80) 290,766; (83) 333,800
MSA 80 Cen. 1,613,961; Loc. Est. 1,810,677
County 80 Cen. 728,409; Loc. Est. 814,721
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323; Loc. Est. 43,719
County 80 Cen. 319,469; Loc. Est. 374,050
MSA 80 Cen. 656,551; Loc. Est. 771,516
PMA-ABC: (80) 127,408; (83) 151,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$5,227,356
Commercial	42	$3,082,132

6 - PASSENGER AUTOS: County 499,648

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 2 sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(139)	NA	Mont. Ward, Ivey's, Gayfer's, Burdines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd Drug
Harbor Square(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset Point(19)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCrory, Byron, SupeRx
Tri-City Plaza(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd's
Northwood Pl.(50)	NA	Jacobson's, Winn-Dixie, Shoppers Drug Mart
Seminole Mall(67)	NA	J. Byron
Pinellas Sq. Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Square(136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Belk-Lindsey; Sears; Ivey's; Gayfer's; Wilson's Jewelers.
Discount Stores-Eagle Family Discount; Zayre; K mart; Handy City; J.M. Fields.
Variety Stores-Woolworth's 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores-Eckerd's 8; Liggett; Madison; Liggett-Rexall; SupeRx 3; Adams; Michel's 3; Kare Drugs.
Chain Supermarkets-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.
Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furniture; Rhodes Furniture; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army & Navy; Lawton Jewelers; Badock Furn.; Ace Hardware; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 39,524 (S) 41,115; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Michael Thorpe, Mktg. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.
National Representatives: Branham/Newspaper Sales; Publishers' Reps. of Florida.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: **Railroads**-Fla. East Coast.
Bus Lines-Greyhound; Central Florida Coach Lines; Auto Bus.
Airlines-Eastern; People Express; Dolphin; Devoe.

3 - POPULATION:
Corp. City 80 Cen. 16,096; Loc. Est. 16,409
PMA-ABC: (80) 272,959; (83) 285,500
County/MSA 80 Cen. 272,959; Loc. Est. 308,371
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,142; Loc. Est. 6,130
County/MSA 80 Cen. 101,783; Loc. Est. 119,062
PMA-ABC: (80) 101,783; (83) 110,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	82	$1,054,311,000

6 - PASSENGER AUTOS: County 199,076

7 - ELECTRIC METERS: Residence County 120,470

8 - GAS METERS: County 23,490

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 23,700; Construction 6,600; Trans., Communications & Pub. Util. 4,600; Trade 22,600; Fin., Ins. & Real Estate 4,300; Service & Misc. 25,800; Govt. 19,000; Other 8,100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Melbourne Square(140)	NA	Jordan Marsh, Belle Lindsey, Iveys, Burdines, JCPenney, Eckerd's
Indian River(20)	NA	Winn-Dixie, Cooks
Pirtle Plz.(11)	NA	Eckerd's, Food World
Sand Point Village(15)	NA	Great Southern Food Store, Eagle Family Discount
Bay View Plaza(5)	NA	Pantry Pride, Eagle Family Discount
Searstown Mall(31)	NA	Eckerd's, Publix, Sears, Woolworth
Miracle City Mall(53)	NA	Belk-Lindsey, McCrory's, JCPenney, Winn-Dixie
Searstown-Rockledge(20)	NA	Food World, Sears
Pineridge(16)	NA	A&P, Eckerd's
Byrd Plaza(26)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green(20)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq.(70)	NA	Jordan Marsh, Ivey's, Publix, JCPenney
Fields Plz.(20)	NA	Pantry Pride, Radio Shack
Colonial Park Plaza(14)	NA	Eagle Family Discount, Eckerd's, Publix
First Merritt(22)	NA	Eckerd's, Winn-Dixie
Causeway(16)	NA	McCrory's, Publix, Eckerd's
Canaveral Plz.(13)	NA	McCrory's, Eckerd's
Atlantic Plz.(22)	NA	Sleep Scene, Ben Franklin, Eckerd's, Food World
Indialantic(23)	NA	IGA Foodliner, Eckerd's
Zayre Plz.(20)	NA	Zayre, Food World
Sarno Plz.(26)	NA	Eagle Family Discount, McCrory's, Publix
Brevard(25)	NA	Eckerd's, McCrory's, Winn-Dixie
Melbourne(23)	NA	Publix, Belk-Lindsey
Miracle(24)	NA	Publix, Eagle Family Discount
Treasure Coast(9)	NA	Woolworth, Pantry Pride
Vero Mall(29)	NA	JCPenney, J. Byrons
Plaza West(11)	NA	Winn-Dixie, Eckerd's, Eagle Family Discount
Wickhaven(18)	NA	Ace Hardware
Northgate(8)	NA	Winn-Dixie, TG&Y, Eckerd's
K mart Plz.(9)	NA	K mart, Jewel T
Port Malhar Plaza(18)	NA	Winn-Dixie, Eagle, Eckerd's
Palm Bay Center(27)	NA	Publix, K mart, Eckerd's, Luria's
Palm Bay Plz.(6)	NA	Winn-Dixie, Topline
Country Club Plaza(6)	NA	SupeRx
Banana River Square(34)	NA	Publix, Eckerd's

13 - RETAIL OUTLETS: **Department Stores** (County)Ivey's 2; Jordan Marsh 2; JCPenney 3; Jefferson Ward 2; Sears 3; Belk-Lindsey 4; Burdines.
Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.
Discount Stores-Zayre; Cooks 2; K mart 3.
Chain Drug Stores-Liggett, Eckerd's 17; SupeRx 2; Walgreen's 6.
Chain Supermarkets-Publix 9; A&P; Winn-Dixie 14; Albertson's; I.G.A. 3; Mr. Grocer 14; Lil General 3; Food World 4; Majik Market 29; 7-Eleven 27; U-Tote-Em 13; Pantry Pride 5; Zippy Marts 16; SupeRx Foods 5; Jiffy Stores 34; Shop & Go 7; Tenneco 7; Jewel T 3; Cumberland Farms 3; Step Saver 5.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Eagle; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's.

14 - NEWSPAPERS: TODAY (m) 73,651; (S) 87,460; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Linda Hill, Nat. Adv. Mgr., TODAY, 308 Forrest Ave., Cocoa, FL 32922; Tel. (305) 632-8700.
National Representative: Gannett Newspaper Advertising Sales.

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA). E&P Map D-2, Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION: **Motor Freight**-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 54,176; Loc. Est. 57,590
CZ-ABC: (80) 161,051; (83) 181,400
RTZ-ABC: (80) 108,624; (83) 126,200
County/MSA 80 Cen. 258,762; Loc. Est. 292,724
City & RTZ-ABC: (80) 269,675; (83) 307,600

4 - HOUSEHOLDS:
City 80 Cen. 22,952; Loc. Est. 24,525
County/MSA 80 Cen. 105,773; Loc. Est. 125,149
CZ-ABC: (80) 64,837; (83) 75,900
RTZ-ABC: (80) 45,295; (83) 54,500
City & RTZ-ABC: (80) 110,132; (83) 130,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 167,177

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: (Number of Employees): Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chemicals & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Electrical 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia. **Neighborhood Shopping Centers**-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Daytona Mall(37)	1	Jefferson Ward, A&P, Zayre
Ellinor Vlg.(15)	5	Black's Pharmacy, Piggly Wiggly
Bellair Plaza(63)	3	Belk-Lindsey, Winn-Dixie, Walgreen's, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	6	Walgreen's, Pantry Pride
Ormond Beach(20)	8	Eckerd's, Publix, Belk-Lindsey
Holly Hill Plaza(21)	3	Pantry Pride, Eckerd's, Goodings
Halifax(17)	2	Eckerd's, Publix
Port Orange(14)	5	Eckerd's, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza(16)	4	Winn-Dixie
K mart(10)	2	K mart
Sunshine Mall(40)	5	Walgreen's, Pantry Pride
The Trails(34)	7	Publix, Eckerd's
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd's
Volusia Mall(108)	3	Sears, May-Cohens, Burdines, Belk-Lindsey, JCPenney, Ivey's

Principal Shopping Days-Thu., Fri., Sat

Stores Open Evenings-Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Sears; Jefferson Ward; May Cohen; Burdines; Wilson's Wilkor; JCPenney; Furchgott's; Belk-Lindsey.
Discount Stores-K mart; Zayre.
Variety Stores-McCrory's 3; G.C. Murphy 2; TG&Y 2; Woolworth.
Chain Drug Stores-Eckerd's 8; SupeRx 3; Walgreen 5; Pic'N Save 3; Rexall 5.
Chain Supermarkets-A&P 4; Winn-Dixie 13; Publix 8; 7-Eleven 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'N Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5.
Other Chain Stores-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Bulter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 63,678; NEWS (e-mon to fri) 31,157; NEWS JOURNAL (S) 85,949; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Kathy Coughlin, Nat'l. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32019; Tel. (904) 252-1511.
National Representatives: Sawyer-Ferguson-Walker; Publishers Representatives of Fla.

The News Tribune

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• Morning Circulation
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DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2, County Seat. Citrus growing and packing area; lumber, agriculture, cattle. Misc. mfg. area. College town, N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-9.
Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,354; Loc. Est. 16,774
CZ-ABC: (80) 36,536; (83) 41,500
RTZ-ABC: (80) 19,604; (83) 22,300
County/MSA 80 Cen. 258,762; Loc. Est. 292,724
City & RTZ-ABC: (80) 56,140; (83) 63,800

4 - HOUSEHOLDS:
City 80 Cen. 5,986; Loc. Est. 6,500
County/MSA 80 Cen. 105,773; Loc. Est. 125,149
CZ-ABC: (80) 13,945; (83) 16,400
RTZ-ABC: (80) 8,157; (83) 16,400
City & RTZ-ABC: (80) 22,102; (83) 26,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,608,080,000
Commercial	4	$180,500,000

6 - PASSENGER AUTOS: County 167,177

7 - ELECTRIC METERS: West Volusia 33,619

8 - GAS METERS: City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Citrus; Ferneries; Dairy; Poultry; Forestry; Cattle; Vegetable Farming; Hypodermic Needle Mfg.; Concrete Products.; Woodworking; Cabinet Mfg., Navy Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13. Last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-6 blocks Blvd.; (center downtown) and 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(1)	NA	Pantry Pride
Woodland Plaza(22)	NA	Belk-Lindsey, Eagle, Sears(catalog), Rose's
K mart Plaza	NA	K mart

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thu., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Center til 9 nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Belk-Lindsey; J. Byron.
Discount Stores-Eagle Family Discount; K mart; TG&Y; Super Discount.
Variety Stores-Woolworth; McCrory; Rose's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx.
Chain Supermarkets-Winn-Dixie 5; Pantry Pride; Publix 2; Jewel T.
Other Chain Stores-Firestone; Western Auto; Goodyear Service; Badcock Furn.; Little Giant; Minute Market; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,215; (weekend) 10,107; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** James J. Jordan, Jr., Adv. Dir., SUN NEWS, PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA), E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major highways include U.S. 1, I-95 and Florida Turnpike. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-15.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Eastern; Northwest Orient; Pan Am; Delta; United; Ozark; Air Florida; TWA; Bahamasair; Western; Continental; Republic; Florida Airlines; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; Loc. Est. 155,545
CZ-ABC: (80) 742,849; (83) 879,000
Bal. in PMA-ABC: (80) 110,370; (83) 129,100
Total PMA-ABC: (80) 853,219; (83) 1,008,100
County/PMSA 80 Cen. 1,014,043; Loc. Est. 1,067,044
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 67,613; Loc. Est. 72,500
County/PMSA 80 Cen. 415,339; Loc. Est. 461,500
CZ-ABC: (80) 303,611; (83) 371,400
Bal. in PMA-ABC: (80) 46,960; (83) 57,000
Total PMA-ABC: (80) 350,571; (83) 428,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$5,368,089,000
Commercial	35	$3,388,170,000

6 - PASSENGER AUTOS: County 724,500

7 - ELECTRIC METERS: County (Res.) 476,740

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 14,200; Apparel & Accessory Stores 5,300; Furniture & Home Furnishing 4,400; Printing & Publishing 4,600; Contract Construction 33,400; Transp., Comm., Util. 17,300; Retail Trade 85,900; Fin., Ins., Real Estate 28,800; Services 85,600; Govt. 47,900.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-21; over 25 additional major shopping centers plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lauderdale(14)	1	Publix
Searstown(2)	1	Sears
Gateway(104)	2	Food Fair
New Galleria(65)	2	Jordan Marsh, Burdines, Saks Fifth Ave., Brooks Bros., Nieman-Marcus, Lord & Taylor
West Sunrise	2	Kwik Chek
Zayre West Broward(9)	7	Zayre, Grand Union
Jefferson Ctr.	3	Jefferson's
Wilton Manors(16)	3	Grand Union
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(13)	3	Publix
Riverland(24)	3	Kwik Chek
17th Street	3	Kwik Chek, Publix
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(50)	4	JCPenney, Publix
Harbor Beach Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayres, Grand Union
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Grandway(22)	4	Byron's
No. Andrews Gardens	4	Pantry Pride
Plaza Center	4	Kwik Chek
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(63)	5	Zayre
Sea Ranch Vlg.(33)	6	Publix
North Ridge(21)	6	
Lakes Mall(78)	6	Jefferson's
Broward Mall(130)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	NA	Eckerd, Publix Super Mkt.
Shoppers Haven(35)	NA	Liggett's, Zales, Winn-Dixie
Pompano Fashion Square(115)	NA	JCPenney, Burdines, Jordan Marsh
Sunshine Plz.(32)	NA	Publix Super Mkt., Byron's Dept.
Town Center-Boca Raton(115)	17	Burdines, Sears, Jordan Marsh
Coral Springs	13	Burdines, JCPenney, Jordan Marsh, Sears
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(65)	10	Jefferson's, Pantry Pride
Royal Palm Plaza(80)	15	
Palm Aire Deerfield	14	Gray, Publix
Hollywood Mall(68)	8	Sears, Gray Drugs
Loehmann's Plz.(8)	8	Loehmann, Drug Mart, Winn-Dixie
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Food and Retail Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney 4; Jordan Marsh 5; Saks Fifth Avenue; Burdines 5; J. Byron 7.
Discount Stores-Eagle Family Discount; K mart 10; Zayre 6.
Variety Stores-Woolworth 5; McCrory's 7; Neisner's.
Chain Drug Stores-Cunningham 4; Eckerd 37; Gray 11; Liggett-Rexall 7; SupeRx 21; Walgreen 11.
Chain Supermarkets-Albertson's 6; Basics 4; Cumberland Farms 54; Family Mart, Farm Stores 60; Grand Union 14; Lil General 27; Majik Market 27; Pantry Pride 16; Pic-N-Pay 8; Publix 43; 7-Eleven 100; U-Tote 15; Winn-Dixie 52.
Other Chain Stores-Baer's Furniture 4; Best 2; Carl's Furniture 3; Castro Convertibles 3; Causeway Lumber 4; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Jefferson 5; Levitz; Lindsley 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 6; Sultan & Sons 5.

14 - NEWSPAPERS: NEWS (e-mon to fri) 92,200; SUN-SENTINEL (m-mon to fri) 103,265; NEWS & SUN-SENTINEL (m-sat) 200,818; (S) 246,971; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E., Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-6.
Intercity Bus Lines-Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines-Eastern; Delta; United; Northwest; Pan Am; TWA; Ozark; PBA; Slocum; North American; Air Florida.

3 - POPULATION:
Corp. City 80 Cen. 36,638; Loc. Est. 39,297
PMA-ABC: (80) 357,161; (83) 433,700
County/MSA 80 Cen. 205,266; Loc. Est. 237,805

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413; Loc. Est. 13,610
County/MSA 80 Cen. 82,509; Loc. Est. 100,074
PMA-ABC: (80) 144,881; (83) 182,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$1,339,683,000
Savings & Loan	2	$463,248,000

6 - PASSENGER AUTOS: County 144,666

7 - ELECTRIC METERS: Residence 109,310

8 - GAS METERS: Residence 12,225

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers), Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.
Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd's
Edison Mall(117)	2	Maas, Sears, JCPenney, Burdine's
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Grand Union
College Pkwy.(14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	2 1/2	Publix
Coral Pointe	10 1/2	Publix
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thu., Fri., Sat. and Mon.

13 - RETAIL OUTLETS: **Department Stores**-Burdine's; Jefferson's; J. Byron's; Sam Solomon; Sears; JCPenney; K mart 2; Lerner's; Maas Bros.; Marshalls.
Variety Stores-McCrory's; Woolworth; Eagle Army-Navy.
Chain Drug Stores-Eckerd 8; Walgreen 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less Drugs; Treasury Drugs 2.
Discount Stores-American Dept. Stores; TG&Y 3.
Chain Supermarkets-Albertson's; Grand Union 2; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; Thurstons; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney's; Tom McAn; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Florsheim Shoes; Gordons Jewelers; Buster Brown; Naturalizer.

14 - NEWSPAPERS: NEWS-PRESS (m) 79,916; (S) 90,432; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bruce, Adv. Dir., NEWS-PRESS, PO Box 10, Ft. Myers, FL 33902; Tel. (813) 335-0200.
National Representative: Gannett Newspaper Advertising Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County, (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.
Intercity Bus Lines-Florida Greyhound; Trailways Bus System.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; Loc. Est. 57,600
Fort Pierce 80 Cen. 33,802; Loc. Est. 35,605
Port St. Lucie 80 Cen. 14,690; Loc. Est. 21,995
PMA-ABC: (80) 87,182; (83) 102,000
County 80 Cen. 87,182; Loc. Est. 102,200
MSA 80 Cen. 151,196; Loc. Est. 175,283
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,610; Loc. Est. 24,990
Fort Pierce 80 Cen. 15,163; Loc. Est. 15,943
Port St. Lucie 80 Cen. 6,447; Loc. Est. 9,047
County 80 Cen. 32,506; Loc. Est. 38,900
MSA 80 Cen. 58,369; Loc. Est. 70,850
PMA-ABC: (80) 32,506; (83) 39,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	9	$506,503,000
Commercial	5	$326,124,214

6 - PASSENGER AUTOS: County 59,661

7 - ELECTRIC METERS: Residence 24,686

8 - GAS METERS: 4,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 4,000; Mfg.: Food 4,000; Transp.; Comm. 389; Land Dvlpmt. 600; Fertilizer Mfg. 500; Poly, Paper Bags; Tourism 1,750; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 90.
Principal Industrial Pay Days-Sat. and Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1.
Neighborhood Shopping Centers-Orange Ave. bet. Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D bet. Seventh and 13th Sts.; Searstown on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd, Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

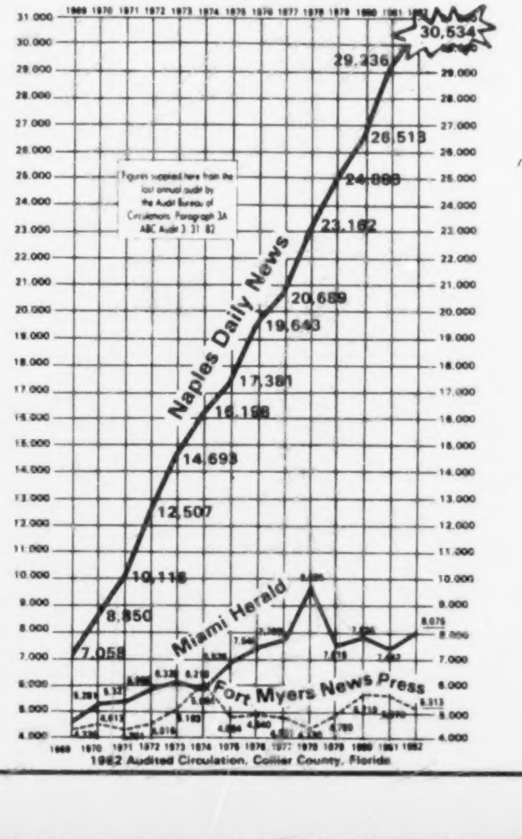
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Pierce	2	Walgreen
Sunrise Blvd.(15)	1	A&P
Searstown(43)	2	Sears, Woolworth, Publix
K mart Plz.(19)	2	K mart, L. Luria, Winn-Dixie
Jefferson Plz.(23)	3	Pantry Pride, Jefferson
Village Green(20)	10	Beall's, K mart, Winn-Dixie, Eckerd's
Rivergate Plaza(17)	12	Walgreen's, Publix

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Dept-Mon. & Fri.; Food-every night ex. Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Rubin Bros.; JCPenney; Rosslow's; Sears; Jefferson; Beall's; Belk-Lindsey; K mart.
Discount Stores-ADC; K mart.

Naples Daily News
Member Audit Bureau of Circulation
Setting the pace for the nation's fastest growing retail market.



1982 Audited Circulation, Collier County, Florida

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Sales Per Household

Total Retail Sales	Food	Furniture Appliance	Auto
Naples $16 514	Naples $3,331	Sarasota $1,219	Naples $3,129
Orlando $14,462	Ft.Myers $3181	Naples $1,105	Pensacola $2,873
Ft.Lauderdale $14,430	Orlando $3,140	Miami $971	Jacksonville $2,860
Sarasota $13,853	Tampa S.P. $3,121	Ft. Myers $824	Orlando $2,672
Ft.Myers $13,792	W.Palm Beach $2,838	Ft.Lauderdale $715	Lakeland $2,403

Sources: University of Florida
1983 Survey of Buying Power, Sales & Marketing Management

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Variety Stores-McCrory's; Woolworth 2.
Chain Drug Stores-Walgreen 2; Silver Palace Rexall; Gray Drug 2; SupeRx; Eckerd 3.
Chain Supermarkets-A&P; Winn-Dixie 4; Pantry Pride; Publix 2; Great Valu; Associated Grocers 4; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto; Mother Furn.; Haverty's (furniture); Gordon's (jewelry); Gas-Oil Products; Three Sisters; Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 2; Zales (jewelry); L. Luria & Sons (luggage & jewelry).

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 17,057; (S) 19,871; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Adv. Dir., NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.
National Representative: Story & Kelly-Smith.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 20,829; Loc. Est. 21,315
CZ-ABC: (80) 89,122; (83) 94,600
RTZ-ABC: (80) 20,798; (83) 22,500
County/MSA 80 Cen. 109,920; Loc. Est. 119,031
City & RTZ-ABC: (80) 109,920; (83) 117,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; Loc. Est. 7,035
County/MSA 80 Cen. 37,538; Loc. Est. 42,382
CZ-ABC: (80) 30,352; (83) 33,400
RTZ-ABC: (80) 7,186; (83) 8,100
City & RTZ-ABC: (80) 37,538; (83) 41,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$211,741,857
Savings & Loan	2	$129,000,000

6 - PASSENGER AUTOS: County 74,125

7 - ELECTRIC METERS: 37,658

8 - GAS METERS: 16,692

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Elgin AFB 11,800, Military ($250) & 7,000 civilian ($250); Motels 850 ($150); Military Contractors 1,822 ($250); Electronics 1,100 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 160 ($175); Sport & Commercial Fishing 650 ($225); Concrete & Brick 120 ($140); Boat Mfg. 200 (N.A.).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores)-Parkway Plaza 12; Bay Plaza 6; K mart; TG&Y Family Center; Gaylords 5.
Neighborhood Centers (No. of stores)-Moreno Plaza 7; Belair 8; Chelsea Plaza 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(12)	2	Eckerd's, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie, Famebrands
Sun Plaza(15)	NA	TG&Y, Wilbro, Lowe's Lumber
Santa Rosa Mall(56)	NA	Sears, JCPenney, Gayfer's
Town Crest Annex(5)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Howard's Discount; all chain groceries; all major shopping center stores; SupeRx Drug; Robert's Drug; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; Howard's Discount Center; Gaylord; all bars and package goods stores. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's.
Discount Stores-Howard's; Eckerd's; Gaylord; 5 PX Exchanges Elgin AFB; K mart.
Variety Stores-SupeRx; TG&Y.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 2; Piggly Wiggly 2; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 2.
Chain Drug Stores-Destin Drug 2; SupeRx; Eckerd's; Robert's; Revco.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box Stores; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; All American Furniture; Rhodes Furn.; Chan's; Danley Furn.; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Hardware. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 25,531; (S) 27,920; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GAINESVILLE

1 - LOCATION: Alachua County, E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-18 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Florida Airlines.

3 - POPULATION:
Corp. City 80 Cen. 81,371; Loc. Est. 87,971
CZ-ABC: (80) 79,143; (83) 84,500
RTZ-ABC: (80) 130,218; (83) 150,300
County/MSA 80 Cen. 171,371; Loc. Est. 191,598
City & RTZ-ABC: (80) 209,361; (83) 234,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; Loc. Est. 31,230
County/MSA 80 Cen. 60,904; Loc. Est. 76,311
CZ-ABC: (80) 27,509; (83) 30,500
RTZ-ABC: (80) 47,152; (83) 56,500
City & RTZ-ABC: (80) 74,661; (83) 87,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$265,695,759
Commercial	9	$311,268,569

6 - PASSENGER AUTOS: County 87,531

7 - ELECTRIC METERS: Residence 44,096

8 - GAS METERS: Residence 16,650

9 - PRINCIPAL INDUSTRIES: Number of Employees-Contract Constr. 3,603; Mfg. 4,814; Transpt., Comm. & Public Utilities 1,722; Trade 14,100; Finance, Ins. & Real Est. 2,858; Services, Misc. 6,200; Univ. of Fla. 10,134; VA Hosp. 1,026; Government 17,840.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-88; Summer 71-91; Fall 61-88; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Newberry Rd. Regional Center, 3 mi. from downtown.
Neighborhood Shopping Centers-N.W. 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks); Fields Plaza 2 stores; K mart Center, N. Main & 23rd Ave; Eastgate Center, 8 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Archer Sq.(18)	NA	Winn-Dixie, Eckerd's
Butler Plz.(27)	NA	Publix, Radio Shack
Central Plz.(6)	NA	G.C. Murphy, Winn-Dixie
Gainesville Mall(39)	NA	SupeRx, Zale's
Millhopper(14)	NA	Publix, Eckerd's
Northgate(7)	NA	A&P
Oaks Mall(69)	NA	Belk-Lindsay, JCPenney
Royal Park Plz.(10)	NA	Big Star Food
Sunshine(14)	NA	Radio Shack
Westgate(10)	NA	Eckerd's, Publix

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; Wilson; JCPenney; Maas Brothers.
Discount Stores-Pic N'Save 3; Albertson; K mart.
Variety Stores-Woolworth 2; Ben Franklin 2.
Chain Drug Stores-Liggett-Rexall 3; Eckerd's 6; Gresham 4; Wise's 3; Albertson; Pic'N Save 3; Treasury; Revco 2.
Chain Supermarkets-Winn-Dixie 6; Jewel T; Thriftway; Publix 5; Albertson; Pantry Pride; Pic 'N Save 4.

14 - NEWSPAPERS: SUN (m) 47,414; (S) 48,931; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Miller, Ret. Adv. Mgr., SUN, 101 S.E. 2nd Place, Gainesville, FL 32601; Tel. (904) 378-1411.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Fla.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: **Railroads**-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1981-1,853 Cruise Cargo Vessels.
Laudania Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-Air Florida; American; Bahamas Air; Continental; Delta; Eastern; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic; Texas Int'l.; Northeastern.

3 - POPULATION:
Corp. City 80 Cen. 117,188; Loc. Est. 118,888
CZ-ABC: (80) 174,496; (83) 180,000
RTZ-ABC: (80) 156,266; (83) 162,000
County/PMSA 80 Cen. 1,014,043; Loc. Est. 1,140,967
City & RTZ-ABC: (80) 330,762; (83) 342,000

4 - HOUSEHOLDS:
City 80 Cen. 48,595; Loc. Est. 49,881
County/PMSA 80 Cen. 415,339; Loc. Est. 489,467
CZ-ABC: (80) 70,758; (83) 73,500
RTZ-ABC: (80) 63,172; (83) 67,400
City & RTZ-ABC: (80) 133,930; (83) 140,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	N.A.	$6,200,000,000
Commercial	N.A.	$4,380,803,000

6 - PASSENGER AUTOS: County 697,860

7 - ELECTRIC METERS: Residence 140,311

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd's
Carriage Hills(15)	NA	Winn-Dixie, Eagle Family Discount
Davie Plaza(12)	NA	
Emerald Woods(8)	NA	Eckerd's, Winn-Dixie
Country Rds.(10)	NA	
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
R.W. Chambers(42)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd's, Publix
Dania(4)	NA	Pier I Imports
Dania(11)	NA	Pic 'N Pay
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Mayo(10)	NA	Breedings Drug
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdines, Jordan Marsh, JCPenney, Zayre
West Hollywood(15)	NA	Cloth World, Eagle Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd's
Post Haste(12)	NA	7-Eleven, Shell Liquors
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's
Pembroke Plaza(10)	NA	5&10¢, Bank of Hallandale
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	Grand Union
Griffin Rd. Plaza(10)	NA	Eagle, Eckerd's, Winn-Dixie
University(15)	NA	Publix, Eckerd's, Sam Solomon
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Grand Union, Eckerd's
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy.	NA	Basics
Lake Forest(8)	NA	

Principal Shopping Days-Fri., Sat. & Sun.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; JCPenney; Sears; J. Byron.
Discount Stores-K mart; Zayre; Eagle Family Discount; Medco; Jefferson's.
Variety Stores-Woolworth; Neisner's; Surf 5¢ & 10¢; Big K; Sun Shops.
Chain Drug Stores-Eckerd's; SupeRx; Gray, Rexall; Walgreen; U.S. Drug; Drug World; Albertson's.
Chain Supermarkets Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Grand Union; Jackson's Minit Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Basic Foods; Majik Markets 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lbr.; Marshall's; Home Depot; Bunning Florist; Naturalizer Shoes; Buster Brown Shoes; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Florsheim; Hanover Shoes; Kinney Shoes; A.S. Beck Shoes; Lansens; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Gordon Jewelers; Seiberling; Pan American; Norton; Sherwin-Williams; Mary Carter; Mayor Jewelers; State Liquor; Shell Liquors; Baker Shoes; Thayer McNeil; Thom McAn; Rose Auto; Baer Furniture; Lawton Jewelers; Foremost Liquors.

14 - NEWSPAPERS: SUN-TATTLER (e) 36,697; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: M. Hughes, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8100.
National Representative: Story & Kelly-Smith.

HOMESTEAD

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; Loc. Est. 24,101
CZ-ABC: (80) 73,993; (83) 80,300
Bal. in PMA-ABC: (80) 106,214; (83) 113,400
Total PMA-ABC: (80) 180,147; (83) 193,700
County/PMSA 80 Cen. 1,625,979; Loc. Est. 1,823,038

4 - HOUSEHOLDS:
City 80 Cen. 7,635; Loc. Est. 9,895
County/PMSA 80 Cen. 609,883; Loc. Est. 715,596
CZ-ABC: (80) 24,558; (83) 27,800
Bal. in PMA-ABC: (80) 33,321; (83) 36,800
Total PMA-ABC: (80) 57,879; (83) 64,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,001,638

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agriculture; Aircraft Maintenance & Supply; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Homestead Plaza, NE 8th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fountain Plaza(10)	NA	Fayva, Radio Shack
Homestead Plaza(34)	NA	Winn-Dixie, J. Byron, SupeRx

Palm Drive(3)	NA	
Zayre's(11)	NA	Zayre, Eckerd's, Publix

13 - RETAIL OUTLETS: Department Stores Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's/Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 12,693; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Richard Shapiro, Mktg. Dir., SOUTH DADE NEWS LEADER, 15 N.E. 1st St., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). **E&P Map D-1**. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution center, important medical, insurance, financial, manufacturing and naval community.

2 - TRANSPORTATION: Railroads-Seaboard System; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-16.
Motor Freight Carriers-50.
Intercity Bus Lines-Southeastern Greyhound; Service Coach Trailways.
Airlines-Delta; Eastern; Republic; Air Florida; Piedmont; People Express; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 530,875; Loc. Est. 538,800
CZ-ABC: (80) 620,288; (83) 633,500
RTZ-ABC: (80) 157,990; (83) 181,600
County 80 Cen. 571,003; Loc. Est. 579,500
MSA 80 Cen. 722,230; Loc. Est. 774,520
City & RTZ-ABC: (80) 778,278; (83) 815,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
City 80 Cen. 194,252; Loc. Est. 204,300
County 80 Cen. 208,351; Loc. Est. 219,100
MSA 80 Cen. 259,596; Loc. Est. 279,583
CZ-ABC: (80) 223,911; (83) 236,800
RTZ-ABC: (80) 52,839; (83) 63,100
City & RTZ-ABC: (80) 276,750; (83) 299,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$2,534,953,000
Savings & Loan	7	$1,672,626,000

6 - PASSENGER AUTOS: County 355,906

7 - ELECTRIC METERS: Residence County 205,644

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 306,800 Labor Force in each) Manufacturing (10.8); Contract Construction (6.0); Transportation, Communication, Utilities (8.1); Wholesale Trade (7.8); Retail Trade (18.4); Finance, Insurance, Real Estate (9.2); Service (22.7); Government (17.7); 1982 Unemployment rate (7.0).

10 - CLIMATE: Short, mild winters; warm summers; average 67.8 degrees; average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Stores-Furchgotts, Iveys, May Cohens, JCPenney, Sears, Jefferson Ward, Pic'N'Save, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza(17)	9	Wilson, Eckerd's
Arlington Plaza(23)	5	Fasking Furniture,
Beach Blvd. Center(7)	5	Handy City, Pantry Pride
Beach Plaza(13)	16	Pantry Pride, Woolworth
Brierwood Village(11)	9	Pic N' Save, Winn-Dixie
Cedar Hills(27)	7	JCPenney, Winn-Dixie
Deerwood Village(34)	9	Eckerd Drugs, Publix
Expwy. Mall(20)	7	Publix, Cloth World
Gateway Mall(76)	4	JCPenney, May Cohens
The Gazebo(20)	6	Revco Drugs, Publix
Highland Square(37)	10	Moore Handley Homecrafters, Publix
K mart Plaza-Neptune Beach	15	K mart, A&P
K mart Plaza-Northside(2)	7	K mart
K mart Plaza-Southside(10)	4	K mart, Radio Shack
Kingsley Sq.(20)	14	Eckerd Drugs, Publix
Lakewood(51)	6	Cloth World, Winn-Dixie
Mandarin Landing(29)	12	Eckerd Drugs, Publix
Normandy Mall(53)	5	Jefferson Ward, Pantry Pride
Norwood Plaza(14)	4	Eckerd
Orange Pk.(88)	12	Sears, May Cohens
Outlets Ltd. Mall(18)	6	Handy City
Paxon(23)	6	Western Auto, Pantry Pride, A&P
Philips Mall(19)	4	Pantry Pride
Promenade(18)	5	National Health Spa, Albertsons
Regency Sq.(160)	17	JCPenney, Sears, May Cohens
Regency Court(21)	17	Pantry Pride, Marshall's
Roosevelt Mall(32)	7	May Cohens, Furchgotts
Southgate Plz.(18)	3	Morrison's, Winn-Dixie
Standard Plz.(11)	5	Wilson, Aaron Furn.
Town 'N' Country(28)	4	Pic N' Save, Pantry Pride
University Blvd. & Santa Monica(18)	5	Pic N' Save, Winn-Dixie
University Mall(8)	5	Eckerd Drugs, Publix
Woolco Regency(14)	7	Winn-Dixie, Jefferson Ward

Principal Shopping Days-Thu., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-May Cohens 5; Furchgotts 4; Sears 6; JCPenney 5; Ivey's 4; Jefferson Ward 3; Marshalls.
Discount Stores-K mart 10; Zayre 2; Eagle Family Discount 8; Wilson 3; Jewelcor 2; Finkelstein; Pic N' Save 18.
Variety Stores-Woolworth; G. C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-A&P; Banner; Publix; Pantry Pride; Winn-Dixie; Zippy Mart; 7-Eleven; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-N-Nite; Convenient Food Mart; Jiffy Food.
Chain Drug Stores-Walgreen; Pic N' Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson, K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furniture; Rhodes Furniture; Matador; Diana Shops; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Tower's Hardware; Wickes; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Handy City; Baker Shoes; Ace Hardware; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zales Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 160,280; (sat) 177,900; (S) 213,389; JOURNAL (e) 43,940; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.

National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, Fla.; 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Air Florida; PBA.

3 - POPULATION:
Corp. City 80 Cen. 24,292; Loc. Est. 23,021
CZ-ABC: (80) 24,382; (83) 22,200
RTZ-ABC: (80) 38,806; (83) 44,200
County 80 Cen. 63,098; Loc. Est. 68,212
City & RTZ-ABC: (80) 63,188; (83) 66,400

4 - HOUSEHOLDS:
City 80 Cen. 9,833; Loc. Est. 7,771
CZ-ABC: (80) 9,833; (83) 9,300
RTZ-ABC: (80) 16,507; (83) 19,400
County 80 Cen. 26,340; Loc. Est. 29,753
City & RTZ-ABC: (80) 26,340; (83) 28,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 33,305

7 - ELECTRIC METERS: Residence Est. 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade & Navy.

10 - CLIMATE: Min.& Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12 - RETAILING: Downtown Shopping Center-4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Village (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shopping Center and Key Plaza, every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Rubin Appel; Herman's; Discount PX Millitary Store; Jackson/Bryon's.
Discount Stores-Eagle Army-Navy; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd's; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McAn, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, National Shirt; Singer Co., Eagle ArmyNavy; Zales Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,506; (S) 8,748; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Bobby Adrian, Ret. Adv. Mgr., CITIZEN, 515 Greene St., Key West, FL. 33040; Tel. (305) 294-6641
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County, E&P Map C-1, County Seat. 60 mi. W of Jacksonville on U.S. 90, 41 & 441; State 47 & 100; I-10 & I-75.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 8,510
CZ-ABC: (80) 9,257; (83) 8,400
RTZ-ABC: (80) 26,142; (83) 30,800
County 80 Cen. 35,399; Loc. Est. 37,849
City & RTZ-ABC: (80) 35,399; (83) 39,200

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,244
County 80 Cen. 12,183; Loc. Est. 13,605
CZ-ABC: (80) 3,401; (83) 3,200
RTZ-ABC: (80) 8,782; (83) 10,800
City & RTZ-ABC: (80) 12,183; (83) 14,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$593,386,439
Commercial	3	$101,691,333

6 - PASSENGER AUTOS: County 16,700

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Aircraft Modification 785; Mobile Home Mfg. 363; Mining 2,100; Wood Prod. 117; Metal Fabr. 120; Sportswear 115; Chicken Farming; Forestry.

10 - CLIMATE: Av. Ann. Temp.-69; Av. Jan. (coolest) 51; Av. Aug. (warmest) 88; Av. Ann. Rainfall 52 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-5 blocks on No. Marion St.; Lake City Plaza, 13 stores; K mart Plaza 8; Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gleason's Corner(35)	NA	Publix, SupeRx, Belk-Hudson, JCPenney
K mart Plaza(8)	2	K mart, Eckerd's
Lake City Plz.(13)	1	Foodway, Radio Shack
Southtown Sq.(8)	2	Winn-Dixie, TG&Y

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y: Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson; Sears (catalog).
Discount Stores-TG&Y; Eagle Army-Navy; K mart.
Variety Stores-McCrory's; Van H. Priest.
Chain Drug Stores: Eckerd's; Gateway Rexall; Revco; SupeRx.
Chain Supermarkets-Winn-Dixie; Pantry Pride; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; Wickes; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,354; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Stanley Stewart, Adv. Dir., REPORTER, PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publisher Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; Loc. Est. 8,637
County/MSA 80 Cen. 321,652; Loc. Est. 360,458

4 - HOUSEHOLDS:
City 80 Cen. 3,237; Loc. Est. 3,392
County/MSA 80 Cen. 114,394; Loc. Est. 134,282

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$95,000,000
Commercial	4	$155,000,000

6 - PASSENGER AUTOS: County 190,524

7 - ELECTRIC METERS: Residence 14,306

8 - GAS METERS: Residence 475

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Machy.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri. & Sat., 1st & 15th.

10 - CLIMATE: Av. temp.-72.5 degrees.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Two blocks on Park and Stuart; two shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	TG&Y, Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Friedlanders; Belk-Lindsey; TG&Y.
Variety Stores-Edwin's; Eagle Family Discount Store; McCrory's; K mart.
Drug Stores-Murray's Rexall; Eckerd's; Drug Mart; Apothecary Shop (Liggett's).
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Thriftway; Bert's Market.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 6,250; (S) 7,200; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising **Data**: Johnny Comparato, Adv. Dir., HIGHLANDER, 33-37 W. Orange Ave., Lake Wales, FL 33853; Tel. (813) 676-2571
National Representative: None.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U. S. Hwys. 92, 98, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 47,406; Loc. Est. 50,099
CZ-ABC: (80) 116,834; (83) 125,300
RTZ-ABC: (80) 204,818; (83) 231,500
County/MSA 80 Cen. 321,652; Loc. Est. 360,458
City & RTZ-ABC: (80) 321,652; (83) 356,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240; Loc. Est. 20,520
County/MSA 80 Cen. 114,394; Loc. Est. 134,282
CZ-ABC: (80) 43,058; (83) 47,400
RTZ-ABC: (80) 71,336; (83) 84,300
City & RTZ-ABC: (80) 114,394; (83) 131,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,853,657,000
Commercial	7	(incl. above)

6 - PASSENGER AUTOS: County 190,524

7 - ELECTRIC METERS: Residence 18,970

8 - GAS METERS: Residence 6,795

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($255); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-90; Fall 65-82; Winter 52-72. First killing frost, Nov. 16. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown(26)	NA	Publix, JCPenney
Southgate	2	Maas Bros., Walgreen, Belk-Lindsey
Grove Park(27)	3	Luria's, Publix, Eckerd
Searstown(34)	3	Sears, Belk-Lindsey, Publix, Woolworth
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Montgomery Ward
Edgewood(20)	20	Jewel T, Eckerd
Imperial Mall(14)	3	Zayre, SupeRx, Eagle Army & Navy, Food Fair
Lake Miriam Square(32)	14	Food World, Wilkor, Eckerd
Lakeland South(37)	30	Independent Shoppes
Ingraham(22)	NA	Sawmill, Cannon Music
Market Square(10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack 4; Babcock 3.
Discount Stores-K mart; Zayre; TG&Y Family Center; Albertson's.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreen; Eckerd 3; Donatelli's 4; SupeRx 2.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Foodtown; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's; Food World.
Other Chain Stores-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Sears; Josies; Hanover Shoes; Zales; George Stuart; Color Tile; Western Auto.

14 - NEWSPAPERS: LEDGER (e) 67,113; (S) 77,270; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Don Whitworth, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives: Branham/Newspaper Sales, Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 13,191; Loc. Est. 13,394
CZ-ABC: (80) 13,191; (83) 13,300
RTZ-ABC: (80) 115,951; (83) 133,600
County 80 Cen. 104,870; Loc. Est. 115,680
City & RTZ-ABC: (80) 129,142; (83) 146,900

4 - HOUSEHOLDS:
City 80 Cen. 5,349; Loc. Est. 5,307
County 80 Cen. 41,650 Loc. Est. 48,059
CZ-ABC: (80) 5,349; (83) 5,600
RTZ-ABC: (80) 44,883; (83) 53,700
City & RTZ-ABC: (80) 50,232; (83) 59,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 68,846

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Manufacturing ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Centers-Palm Plaza, Zayre Plaza, K mart Plaza; Lake Square Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Zayre Plz.(13)	NA	Pantry Pride, Zayre
Lake Sq. Mall(50)	NA	Belk's, Sears, JCPenney
Southside(17)	NA	Winn-Dixie, SupeRx
Palm Plaza	NA	Publix, Belk's, Walgreens
K mart	NA	K mart, Food World

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Lindsey; Masters Mart; Zayre; K mart.
Chain Drug Stores-B&W (Rexall); Eckerd's 4; SupeRx 3; Walgreens; Revco.
Chain Supermarkets-Pantry Pride; Publix; Food World; Winn-Dixie 6.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Mary Carter Paints; S&H Green Stamps; ABC Liquors; Scotty's; 84 Lumber; Country Furniture USA; Noll's Furniture; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Center; Radio Shack; Kinney Shoes; Playland Toys; Lerner; Stuarts; McCrory's; Sterchis; Ben Franklin.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 15,939; (S) 17,371; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** J.R. Carlton, Adv. Dir., COMMERCIAL, 212 East Main St., Leesburg, FL 32748; Tel. (904) 787-4515.
National Representative: Branham/Newspaper Sales.

MARIANNA

1 - LOCATION: Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; L&N.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 7,621
CZ-ABC: (80) 7,006; (83) 6,800
RTZ-ABC (80) 32,148; (83) 33,500
County 80 Cen. 39,154; Loc. Est. 41,287
City & RTZ-ABC: (80) 39,154; (83) 40,300

4 - HOUSEHOLDS:
City 80 Cen. 2,605; Loc. Est. 2,740
CZ-ABC: (80) 2,579; (83) 2,600
RTZ-ABC: (80) 10,753; (83) 11,600
County 80 Cen. 13,332; Loc. Est. 14,740
City & RTZ-ABC: (80) 13,332; (83) 14,200

The New York Times Regional Newspaper Group

Alabama
Times Daily
Florence

Florida
The Islander
Anna Maria
Avon Park Sun
Avon Park
News-Leader
Fernandina Beach
Gainesville Sun
Gainesville
Lake City Reporter
Lake City
The Ledger
Lakeland
Leesburg/Commercial
Leesburg
Marco Island Eagle
Marco Island
Golden Gate Eagle
Naples
Ocala Star-Banner
Ocala
Palatka Daily News
Palatka
Sarasota Herald-Tribune
Sarasota
The Sebring News
Sebring
Zephyrhills News
Zephyrhills

Kentucky
The Harlan Daily Enterprise
Harlan
Messenger
Madisonville
Middlesboro Daily News
Middlesboro

Louisiana
Houma Daily Courier
Houma
The Daily World
Opelousas
The Daily Comet
Thibodaux

Maine
York County Coast Star
Kennebunk

Mississippi
The Daily Corinthian
Corinth
Banner Independent
Booneville

North Carolina
The Times-News
Hendersonville
Lenoir News-Topic
Lenoir
The Dispatch
Lexington
Wilmington Morning Star
Wilmington

Tennessee
State Gazette
Dyersburg
Claiborne Progress
New Tazewell

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$58,000,000
Commercial	5	$147,100,000

6 - PASSENGER AUTOS: County 17,543

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,700

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carol Plaza(19)	NA	Rudd Furniture, Waco Drugs
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Rivergate Plaza	NA	Woolworth, Radio Shack, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Sears; Thrift; Daffin's; Montgomery Ward; Sherwin-Williams; Firestone; Goodyear.
Variety Stores-Family Dollar; Bill's Dollar; TG&Y; Woolworth.
Chain Drug Stores-Watson-Rexall; Parramore's; Waco; Kelson Drugs; Eckerd's.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Clothing: The Parisian, Cato's, The Kenwin Shop, Schreiber's (men), Johnston's Fashions.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,498; (S) 5,002; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Bruce Gavin, Adv. Mgr., JACKSON COUNTY FLORIDAN, PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative: Thomson Newspapers.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Waterways-Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-57.
Steamship-29 passenger; 65 freight.
Airlines-78 scheduled airlines; 27 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931; Loc. Est. 396,400
CZ-ABC: (80) 1,625,781; (83) 1,749,300
RTZ-ABC: (80) 1,081,388; (83) 1,245,500
County/PMSA 80 Cen. 1,625,979; Loc. Est. 1,824,900
City & RTZ-ABC: (80) 2,707,169; (83) 2,994,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; Loc. Est. 149,500
County/PMSA 80 Cen. 609,883; Loc. Est. 676,600
CZ-ABC: (80) 609,830; (83) 680,900
RTZ-ABC: (80) 443,857; (83) 530,500
City & RTZ-ABC: (80) 1,053,687; (83) 1,211,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	19	$14,486,756,000
Commercial	64	$11,267,737,000

6 - PASSENGER AUTOS: County 1,001,638

7 - ELECTRIC METERS: Residence 598,925

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Mfg. 96,800; Construction 34,600; Transp. 71,000; Fin., Ins. & Real Est. 56,300; Ret. Trade 131,100; Service 179,400; Gov. 95,400. (Av. Wkly. Wage): Food ($268); Apparel ($168); Furn. & Fixt. ($211); Machy. ($226); Transp. Equip. ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Areas (With Principal Store and/or Supermarket):
Central Business Districts
Downtown Miami-Burdines, J. Byron, Jefferson's
Lincoln Rd. Mall-Florsheim Shoes, I Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
163rd St.(130)	8	Burdines, JCPenney, Pantry Pride, Jordan Marsh
Lincoln Road(180)	4	Burdines, Pantry Pride
Miracle Mile(160)	8	Pantry Pride, Sears, J. Byron
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride
Dadeland(135)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh
Carol City(27)	10	JCPenney, Grand Union
Palm Springs Mile(139)	8	Zayre, Grand Union, Publix, Jefferson, Winn-Dixie, J. Byron
Northside(75)	8	Sears, Grand Union, J. Byron
Biscayne(35)	6	JCPenney, Walgreen, Pantry Pride
Central(27)	5	JCPenney, Zayre, Grand Union
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byron
Red Bird(14)	8	Belk, Walgreen, Grand Union
Cutler Ridge(250)	17	Pantry Pride, Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	2	Publix
127th Street	2	Woolworth, Publix
Concord(47)	3	Grand Union
University(12)	2	Woolworth, Pantry Pride
Suniland(53)	3	Publix, Grand Union, J. Byron
Perrine(39)	3	Woolworth, Winn-Dixie
Bal Harbour(42)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Jeffersons
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byron
Aventura Mall(200)	10	Lord & Taylor, JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears, Lord & Taylor

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plaza; The Falls; Loehmann's Plaza; Mayfair; Kendale Lakes Mall, California Club Mall.
Stores Open Evenings-Downtown-Mon., Thu. & Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 7; Sears 5; J. Byron 12; JCPenney 6; Jordan Marsh 5; Jefferson's 6; Saks 5th Ave.; Neiman-Marcus; Lord & Taylor 3; Bonwit Teller.
Discount Stores-Zayre 10; K mart 9; Eagle Army/Navy 32.
Variety Stores-Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores-Eckerd's 31; Florida 2; Lee's 5; Sheldon's 2; Kasden 2; Walgreen 13; SupeRx 11; Liggett-Rexall 3; Gray 12.
Chain Supermarkets-Grand Union/Basics Way 25; Publix 30; Pantry Pride 67; Winn-Dixie/Kwik Chek 63; 7-Eleven 86; Convenient 3; U-Tote-M 66; Food Spot 23; Lil General Stores 18; Associated 169; Great Valu 2; Thrifty.
Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 443,223; NEWS (e) 62,229; Comb. (m&e) 505,452; HERALD (S) 533,539; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Kosanke, Vice Pres. Mktg., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33101; Tel. (305) 350-2576.
National Representative: Knight-Ridder Newspaper Sales.
DIARIO LAS AMERICAS (m-tues to sat) 62,114; (S) 63,817; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representative: Contact Direct.

NAPLES

1 - LOCATION: Collier County, E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: Airlines-Provincetown-Boston Airlines; Marco Island Airways; Dolphin Airways; Southeast Airways.
Intercity Bus Lines-Tamiami Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 17,581; Loc. Est. 18,865
CZ-ABC: (80) 47,633; (83) 56,900
RTZ-ABC: (80) 43,773; (83) 56,000
County 80 Cen. 85,791; Loc. Est. 100,600
City & RTZ-ABC: (80) 91,406; (83) 112,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,987; Loc. Est. 24,700
County 80 Cen. 36,231; Loc. Est. 46,400
CZ-ABC: (80) 19,987; (83) 24,800
RTZ-ABC: (80) 16,244; (83) 21,700
City & RTZ-ABC: (80) 36,231; (83) 46,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	11	$949,605,000
Commercial	13	(incl. above)

6 - PASSENGER AUTOS: County 101,210

7 - ELECTRIC METERS: 63,063

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 980 ($200); Constr. 3,400 ($450 skilled); ($200 unskilled); Wholesale/Retail 8,700; Transp. & Public Utilities 1,170; Fin., Ins. & Real Estate 2,620 Govt.; 3,840; Agriculture 2,029; Service, Mining & misc. 6,700; Ptg. and Pub. 269; Year round Tourism; Marine Research & Testing; Concrete & Ornamental Iron Products.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on 5th Avenue, 6 on Tamiami Trail; 3 on 3rd Street South (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Central Shpg. Mall; Gulf Shore Square Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Mall(14)	1	Winn-Dixie, Eckerd's, Beall's
Park Shore(25)	4	K mart, Eckerd's, J. Byron
Naples(35)	2	Publix Mkt., Zayre, Marshalls
Gulf Gate(18)	2	Gray Drug, Publix, TG&Y
Coastland(86)	1	Maas Bros., Sears, Treasury Drug
Grand Central Station(40)	1	Winn-Dixie, Eckerd's
Lely South Plaza(9)	1	Eckerd's, Winn-Dixie, Tempo Fash., Treasury Drug
Springs Plz(45)	13	Grand Union, Ace Hardware
Marco Island(12)	14	Winn-Dixie, Eckerd's

Principal Shopping Days-Wed. thru Sat.
Stores Open Evenings-Publix; Winn-Dixie; Grand Union; K mart; TG&Y; Beall's; Maas; Sears; Eckerd Drug; J. Byrons; SupeRx; Luria's-6 nights.

13 - RETAIL OUTLETS: Department Stores-J. Byron; Beall's; Sears; Maas Brothers; Masters
Discount Stores-K mart; Zayre; Marshalls.
Variety Stores-TG&Y; Eagle Army/Navy.
Chain Drug Stores-Eckerd's; Treasury Drug; Gray Discount Drugs; Walgreen; SupeRx
Chain Supermarkets-Grand Union; Sunshine Foodway; Sunshine SupeRx; Winn-Dixie; Publix.
Other Chain Stores-Western Auto; Robo-Stuckey; Naples Furniture; Mark Fore & Strike; Gatties; Baxter Shoes; Babcock Furniture; Standard Brands Appliance; Lerners; Bakers; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toy Stores; General Nutrition; Hanover Shoes; Thom McCan; Colony Shops; Zales Jewelers; Casual Corner; The Gap Wrangler Ranch; Helyn Brown, David Fredericks; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 27,766; (S) 35,125; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: Eric Larson (813) 263-4746, Nat'l. Adv. Mgr.; Publishers' Representatives of Florida; Landon Associates.

OCALA

1 - LOCATION: Marion County (MSA), E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; Loc. Est. 42,797
CZ-ABC: (80) 37,909; (83) 39,400
RTZ-ABC: (80) 85,318; (83) 105,100
County/MSA 80 Cen. 122,488; Loc. Est. 143,070
City & RTZ-ABC: (80) 122,488; (83) 144,500

4 - HOUSEHOLDS:
City 80 Cen. 13,492; Loc. Est. 14,500
County/MSA 80 Cen. 45,458; Loc. Est. 55,551
CZ-ABC: (80) 13,492; (83) 14,800
RTZ-ABC: (80) 31,966; (83) 40,900
City & RTZ-ABC: (80) 45,458; (83) 55,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$331,432,000
Commercial	7	$402,567,000

6 - PASSENGER AUTOS: County 77,060

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 2,390 (NA); Mining 113 ($227); Food 495 ($234); Apparel 523 ($157); Ptg. & Publ. 245 ($175); Stone & Clay 226 ($249); Mobile Homes 1,427 ($250).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Downtown Square; Pine Street Shopping Center & West on Pine St., Ocala Shopping Center; Searstown Shopping Center; 40 East Shopping Center; The Cascades Mall; Cooks Plaza; K mart Plaza; and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road; Shady Oaks Mall, SR 200.
Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Brothers.
Variety Stores-Woolworth's; Eagle; Neisner Brothers; TG&Y.
Discount Stores-Cooks; K mart; Zayre; Pic'N Sav; TG&Y Family Center.
Chain Drug Stores-Walgreen 3; Bitting's (Rexall) 2; SupeRx; West Brothers Phcy.; Eckerd's; Family Mart.
Chain Supermarkets-Winn-Dixie 4; Publix 2; A&P; Pantry Pride; Kash 'N Karry; Family Mart; Hudson's.
Other Chain Stores-Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; TV Stamps; Cloth World; Fabric King; Masters Merchandise; Pinch-a-Penney; Bell Shoes.

14 - NEWSPAPERS: STAR-BANNER (e) 37,909; (S) 41,484; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bairstow, Gen. Mgr., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County, E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Air Florida (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; Loc. Est. 8,850
County 80 Cen. 67,052; Loc. Est. 77,144
MSA 80 Cen. 722,230; Loc. Est. 774,520
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,917; Loc. Est. 2,938
County 80 Cen. 21,646; Loc. Est. 26,028
MSA 80 Cen. 259,596; Loc. Est. 279,583

5 - BANKS	**NUMBER**	**DEPOSITS**
All banks	4	$63,976,408

6 - PASSENGER AUTOS: County 42,136

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15. Last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y
Kingsley Sq.(32)	1	Publix, Eckerd's
Orange Pk. So.(88)	2	Ivey's, Sears, May Cohen
Pinetree Plaza(14)	1	Winn-Dixie, State Farm Ins.
Live Oak Plaza(8)	1	Winn-Dixie, Eckerd's

13 - RETAIL OUTLETS: Department Stores-May-Cohen; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd's.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 5,215; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising **Data:** Mike McMichael, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave., Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA), E&P Map D-2, County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 92, 27, 192 & 441. I-4, Florida Turnpike, Beeline Expressway, East-West Expressway. Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Seaboard System Railroad; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines-Air Florida; American; American International; Continental; Delta; Eastern; New York Air; Northeastern; Northwest Orient; Ozark; Pan Am; Piedmont; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 128,394; Loc. Est. 131,600
CZ-ABC: (80) 557,157; (83) 629,200
Bal. in PMA-ABC: (80) 298,974; (83) 345,600
County 80 Cen. 471,016; Loc. Est. 505,900
MSA 80 Cen. 700,055; Loc. Est. 767,500
Total PMA-ABC: (80) 856,131; (83) 974,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; Loc. Est. 50,600
County 80 Cen. 170,754; Loc. Est. 188,800
MSA 80 Cen. 252,516; Loc. Est. 285,200
CZ-ABC: (80) 201,337; (83) 235,800
Bal. in PMA-ABC: (80) 113,319; (83) 135,800
Total PMA-ABC: (80) 314,656; (83) 371,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	18	$2,302,437,000
Commercial	24	$3,131,687,000

6 - PASSENGER AUTOS: County 349,850; MSA 517,135

7 - ELECTRIC METERS: City Res. 51,923; Co. 188,684; MSA 288,697

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 40,100 (Av. Wk. Wage $309); Construction 23,800; Trans., Com. Util. 18,400; Trade 81,200; Finance 21,700; Services 104,600; Government 15,200; Other 10,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75

11 - TAP WATER: Alkaline, hard; fluoridated. 3 per M

12 - RETAILING: Major Retail Areas-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-24 blocks on East Colonial; Colonial Plaza; Orlando Fashion Square.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall.
West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plaza; Pine Hills Center; Tri-City Center.
South Orlando-South Orange Blossom Trail; South Orange Ave.; Southside Center; Conway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Aloma(30)	6	Food World
Century Plaza(20)	5	Pantry Pride, Handy City
Colonial Plaza(111)	2	Jordan Marsh, Ivey's, Belk-Lindsey, O.G. Wilson
Eastland(15)	4	Food World
Edgewater Plaza(17)	5	Food World
Factory Outlet Mall(65)	7	
Herndon Plaza(15)	3	K mart, Pantry Pride, Eckerd's
K mart Plaza-Winter Pk.(11)	5	K mart, Pantry Pride
K mart Plaza-Sky Lake	7	K mart, Publix
Lancaster Square(25)	6	Winn-Dixie, Eckerd's
Lee Center(16)	5	A&P, Eckerd's
Marketplace(50)	9	Goodings, Loomis's
Orange Blossom Ctr.(35)	4	Pantry Pride, Walgreen, McCrory's
Orlando Fashion Sq.(95)	3	Burdines, Sears, Robinson's
Parkwood Plaza(30)	3	Pantry Pride
Pine Hills(43)	5	Belk-Lindsey, Walgreen, Publix
Silver Hills Ctr.(10)	6	TG&Y, SupeRx, Winn-Dixie
Silver Pines Vlg. Sq.(24)	5	Fairway, Lurias
Union Park Center(7)	9	Winn-Dixie, TG&Y, Eckerd's
Walt Disney World Vlg.(33)	12	
Westgate Square(32)	8	Winn-Dixie, Sears, SupeRx
Winter Park Mall(69)	5	Ivey's, JCPenney
Zayre Plaza-Semoran(11)	4	Zayre, Winn-Dixie
Zayre Plaza-W. Colonial(9)	6	Zayre, Winn-Dixie
Zayre Plaza-S. Orange(4)	2	Zayre, Pantry Pride, SupeRx
Seminole County		
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdines
Brantley Square(17)	9	Lurias, Winn-Dixie
Butler Plaza(34)	9	Publix, Eckerd's
Goodings Plz-Casslbry(22)	10	Goodings
Hunt Club Corners(22)	10	Publix, Walgreen
Interstate Mall(35)	9	Jefferson Ward
K mart Plaza-Fern Pk.(8)	9	K mart
Loehmanns Plaza(65)	10	Loehmanns
Longwood Lake(48)	12	Albertson's, Handy City
Longwood Village(24)	11	Publix, Jacobson's
Market Square(20)	9	Lurias, Pantry Pride, Walgreen
Palm Springs Ctr.(20)	9	Albertson's
Sanford Plaza(27)	18	JCPenney, Publix, Sears
Seminole Plaza(35)	9	Food World, Wilsons, Eckerd's
Springs Plaza(48)	12	Albertson's
TG&Y Plaza(8)	12	TG&Y, Eckerd's, Winn-Dixie
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	18	Zayre, Walgreen, Pantry Pride
Zayre Plaza-Fern Pk.(23)	9	Zayre, Pantry Pride
Osceola County		
Hill Creek Mall(35)	18	Publix, Eckerd's, Beall's
Town Corral(20)	18	Zayre, Eckerd's, TG&Y

Principal Shopping Days-All week.
Stores Open Evenings-Shopping Ctrs., Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Belk-Lindsey 2; Sears 5; JCPenney 3; Jefferson Ward 2; Jordan Marsh 2; Burdines 2; Robinson's 2; Jacobson's 2; Catalog Sales; Wilson's 4; O.G. Wilson; Lurias 3.
Discount Stores-Zayre 6; K mart 10.
Variety Stores-Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.
Chain Drug Stores-Walgreen 7; Liggett Rexall 10; Eckerd 28; SupeRx 8.
Chain Supermarkets-Winn-Dixie 35; Publix 16; Food World 8; Pantry Pride 10; Fairway 3; Albertson's 7; Best Way 3; Gooding 4; Jewel T 6.
Convenience Chain Stores-Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.
Other Chain Stores-Automotive Supply: Allied Discount Tire, Western Auto, B.F. Goodrich, Goodyear, Pan American, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Home Depot, Scotty's, Evans, Thomas, Lowes, 84 Lumber, Handy City; Apparel-Men: Barons, Britches South, Clothes Horse, His Stores, Pants Place, Pressley's, Surrey's, The Ranch, Rutland's, Schwobilt, Richman Brothers, The Gap, Levitation, Carnaby Shop, Chess King; Apparel-Women: Colony Shops, Edward-Macy-Brenners, Harper's, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, Accent, Inc., The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals, Young Sophisticates; Home Appliances: Radio, TV: Associated, Ernie Kelly Britts, Bill Bear, Bellows TV Town, Claude H. Wolfe, Whiteside, Radio Shack, LaFayette; Jewelers: Gordon's, Lawtons, Mayors, Zale's, Jacobs; Furniture: Badcock, Castro Convertibles, Ethan Allen, Furniture Plaza, Hallmark, Kane, Levitz, Noll's, Sterchi; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Baker's, Behr's, Flagg Brothers, Hanover Shoes, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 223,786; (m-sat) 214,585; (S) 270,059; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George McDaniel, Gen. Adv. Mgr., THE ORLANDO SENTINEL, PO Box 2833, Orlando, FL 32802; Tel. (305) 420-5272.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S. of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,175; Loc. Est. 10,400
CZ-ABC: (80) 10,175; (83) 10,300
RTZ-ABC: (80) 40,374; (83) 45,500
County 80 Cen. 50,549; Loc. Est. 55,000
City & RTZ-ABC: (80) 50,549; (83) 55,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,659; Loc. Est. 3,800
County 80 Cen. 18,397; Loc. Est. 20,800
CZ-ABC: (80) 3,659; (83) 3,800
RTZ-ABC: (80) 14,738; (83) 17,300
City & RTZ-ABC: (80) 18,397; (83) 21,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$110,874,470
Commercial	3	$126,445,000

6 - PASSENGER AUTOS: County 25,100

7 - ELECTRIC METERS: 27,093

8 - GAS METERS: Residence 4,306

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($350); Boxes and Crates 150 ($200); Kaolin Glass Sand 100 ($200); Elec. Plants 200 ($350); Furn. Ind. 225 ($180); Specialty Bag Plant 330 ($250); Steel Fabrication 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Pantry Pride, Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Belk-Hudson; Alterman's.
Variety Stores-McCrory's; Eagle; K mart.
Chain Drug Stores-Walgreen; Rexall 2; Eckerd 2; Pic 'N Save; Revco.
Chain Supermarkets-Winn-Dixie; Stop & Shop; Pantry Pride; Publix.
Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Badcock; Scotty's; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,653; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data:** Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Air Florida; Republic; USAir; People Express; Dolphin.

3 - POPULATION:
Corp. City 80 Cen. 9,729; Loc. Est. 10,076
County/MSA 80 Cen. 573,125; Loc. Est. 664,260
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,141; Loc. Est. 7,393
County/MSA 80 Cen. 232,937; Loc. Est. 282,527

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 423,646

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Avg. An. Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton

Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara Fredericks

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.
Chain Supermarkets-Publix; Winn-Dixie.
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwartz.

14 - NEWSPAPERS: NEWS (mS) 5,678; sworn July 28, 1983.
Local Contact for Advertising and Merchandising Data: Lou Calderoni, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 665-5755.
National Representative: Sawyer-Ferguson-Walker.

PANAMA CITY

1 - LOCATION: Bay County (MSA), E&P Map B-1, County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, including 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Dolphin; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 33,346; Loc. Est. 34,134
CZ-ABC: (80) 74,154; (83) 79,200
RTZ-ABC: (80) 76,792; (83) 82,400
County/MSA 80 Cen. 97,740; Loc. Est. 107,156
City & RTZ-ABC: (80) 150,946; (83) 161,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,877; Loc. Est. 12,252
County/MSA 80 Cen. 34,754; Loc. Est. 39,835
CZ-ABC: (80) 26,441; (83) 29,300
RTZ-ABC: (80) 27,376; (83) 30,600
City & RTZ-ABC: (80) 53,817; (83) 59,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$224,000,000
Commercial	6	$303,000,000

6 - PASSENGER AUTOS: County 61,300

7 - ELECTRIC METERS: Residence 41,179

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Products; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prod.; Tourism; Plastics; Ladies Wear; Airplane Engines; Chemicals; Tyndall Air Force Base; Nuclear Power Products; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Bridge Cranes; Line Pipe.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30. Last killing frost, Mar. 3. Average rainfall 58 in. per year. Avg. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Harrison Ave. and cross sts.
Neighborhood Shopping Centers- (No. of Stores) Panama City Mall (120) 5 blocks on Beck Ave.; on East Hwy. 98, Springfield Plaza (5); Cove Center (13); Holiday Plaza (7); Parkway Plaza (2); Parker Shopping Center (7); Callaway Plaza (8); Gaylord's Center (9); Panama Plaza (9); 11th Street Shopping Center (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Panama City(120)	5	Sears, Gayfers, JCPenney
Springfield(5)	5	Jr. Food Store
Holiday Plaza(7)	7	Piggly Wiggly
Callaway Plaza(32)	5	K mart
Gaylord's	2	Gaylord's, Eckerd, Delchamps
Parkers(7)	5	TG&Y, Winn-Dixie
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Sunshine Foods
K mart	3	K mart, Pantry Pride
Panama City Beach(7)	22	TG&Y, Revco, Winn-Dixie
Panama Plz.(9)	3	Winn-Dixie, Zayre, SupeRx
Southwood(8)	7	West Bldg. Mkt.
Wayside(10)	25	Christo's Wayside Mkt.
Baldwin Plz.(20)	7	Revco, Winn-Dixie

Principal Shopping Days-Mon., Wed., Thurs., Sat.
Stores Open Evenings-Downtown Fri., Shopping Ctrs. Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gaylord's; Sears; Belk-Hudson.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Gaylord's Surplus Sales; Howard's; K mart; Zayre.
Chain Drug Stores-SupeRx; Eckerd's; City Drug 3; Cooper's 3; Revco 4.
Chain Supermarkets-Sunshine 8; Piggly Wiggly 5; IGA 1; Six-Ten Jiffy Stores 4; Quickway Stores 4; Delchamps; Majik Mkt.6; Eagle Stores 2; Pantry Pride; Winn-Dixie 4.
Other Chain Stores-Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Morre-Handley; Dollar General; Top Dollar; Leons; Smith's Ladies Shop; Radio Shack; Grice Electronics; West Building Materials; Munford Home Center; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Jewel Box; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Athletic Attic; Betty Gay; Camelot Music; County Seat; Depot; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces; Ranch; United Jewelers; Vogue; World Bazaar; Zales.

14 - NEWSPAPERS: NEWS-HERALD (m) 30,441; (S) 34,857; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bernie Barth, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401 Tel. (904) 763-7621.
National Representative: Cresmer, Woodward, O'mara & Ormsbee.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northan; Seaboard Coast Line.
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-Eastern; Air Florida; Dolphin; Continental; Provincetown Boston.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; Loc. Est. 58,328
CZ-ABC: (80) 199,087; (83) 204,200
RTZ-ABC: (80) 301,964; (83) 322,800
County 80 Cen. 223,794; Loc. Est. 250,492
MSA 80 Cen. 289,782; Loc. Est. 311,998
City & RTZ-ABC: (80) 501,051; (83) 527,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,641; Loc. Est. 22,200
County 80 Cen. 81,067; Loc. Est. 90,934
MSA 80 Census 99,662; Loc. Est. 112,273
CZ-ABC: (80) 69,918; (83) 74,400
RTZ-ABC: (80) 102,720; (83) 113,900
City & RTZ-ABC: (80) 172,638; (83) 188,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	19	$1,200,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 210,057

7 - ELECTRIC METERS: Residence 101,283

8 - GAS METERS: Residence 43,668

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Chemicals 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Centers-8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers and Regional Malls-W. Cervantes at Brownsville, Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at I-10; Palafox at 9 Mile Road; Olive Rd. at Davis Hwy.; East 9 Mile Road; Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Westwood Mall(36)	4	Rhodes, Pantry Pride
Warrington Vlg.(16)	5	Zayre, Pantry Pride
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	TG&Y, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz.(20)	4	A&P, SupeRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, Kwik-Chek, K mart
Cordova(75)	5	Gayfers, Mont. Ward
Southgate Plaza	5	Winn-Dixie, TG&Y

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae.
Discount Stores-K mart 3; Zayre 2.
Variety Stores-Newberry; TG&Y; Great Day; Family Dollar.
Chain Drug Stores-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 7.
Chain Supermarkets-Delchamps 6; A&P 3; Piggly Wiggly 4; IGA 2; Pantry Pride 3; Barnes 10; Albertson's 2; Red & White 2; Sak-N-Sav; Winn-Dixie 6.
Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor.

14 - NEWSPAPERS: JOURNAL (m) 54,226; NEWS (e-mon to fri) 10,705; NEWS-JOURNAL (S) 68,794; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Miller, Gen. Adv. Mgr., NEWS and JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative: Gannett Newspaper Advertising Sales.

PORT ST. LUCIE
See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County, E&P Map C-3, County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-PBA Airlines.

3 - POPULATION:
Corp. City 80 Cen. 6,797; Loc. Est. 7,896
CZ-ABC: (80) 37,694; (82) 46,000
RTZ-ABC: (80) 34,032; (83) 41,900
County 80 Cen. 59,115; Loc. Est. 68,953
City & RTZ-ABC: (80) 71,726; (83) 87,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; Loc. Est. 3,948
County 80 Cen. 26,207; Loc. Est. 35,813
CZ-ABC: (80) 16,669; (83) 21,100
RTZ-ABC: (80) 15,222; (83) 19,400
City & RTZ-ABC: (80) 31,891; (83) 40,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	9	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 45,875

7 - ELECTRIC METERS: Residence County 40,624

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Construction, Real Estate, Services, Commercial Fishing, Tourism, Farming, Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rt. 41; South Trail, Rte. 41 South; Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreen, Food World
Harbour Square(12)	4	Grand Union, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd Drug
Charlotte(11)	NA	U-Save
Punta Gorda Mall(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drug

13 - RETAIL OUTLETS: Department Stores-Beall's; J. Byron.
Discount Stores-Eagle Family Discount.
Variety Stores-K mart; McCrory's.
Chain Drug Stores-Eckerd; Walgreen; Treasury; Gray; SupeRx.
Chain Supermarkets-Winn-Dixie 2; U-Save; Publix; Grand Union; Food World.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Howard Johnson; Babcock Furniture; Bill Smith Appliances; Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 8,653; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert N. Bracey, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave., Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Thomson Newspapers.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Bus; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,985; Loc. Est. 11,660
PMA-ABC: (80) 51,303; (83) 59,500
MSA 80 Cen. 722,230; Loc. Est. 774,520
County 80 Cen. 51,303; Loc. Est. 58,084

4 - HOUSEHOLDS:
City 80 Cen. 4,547; Loc. Est. 4,202
County 80 Cen. 18,623; Loc. Est. 22,108
MSA 80 Cen. 259,596; Loc. Est. 279,583
PMA-ABC: (80) 18,623; (83) 22,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$39,769,030
Commercial	4	$78,504,573

6 - PASSENGER AUTOS: County 26,611

7 - ELECTRIC METERS: Residence 14,700

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroads 250; Diesel Engine Sales; Boatbuilding 250; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Area; St. George, Cathedral & King Sts.; K mart Shopping Center, U.S. 1 South; Ponce DeLeon Mall; Anastasia Square; St. John's Plaza.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept-Sat. Food-Fri.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreen; Rexall; Eckerd's; Revco.
Chain Supermarkets)-A&P; Winn-Dixie; Pantry Pride; Publix.
Discount Stores-White's; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount; K mart.
Other Chain Stores-Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Great Day Stores; McDuff Appliances; Jiffy Foods.

14 - NEWSPAPERS: RECORD (e) 11,021; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: R.E. James, Adv. Mgr., RECORD, 158 Cordova St., Box 1630, St. Augustine, FL 32084; Tel. (904) 829-6562.

National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's West Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.

Motor Freight Carriers-City 15; County 49.

Intercity Bus Lines-Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines; Lindo Tours.

Airlines-Air Canada; American; Ozark; Piedmont; Republic; Delta; Eastern; Northeastern; Northwest; Trans-World; United; Air Florida; Dolphin; Continental; US Air; Pan American; Wardair; Arrow Air; Condor; LTU; Air New Orleans; Bahamasair; People Express; National Florida; PBA.

Cruise Lines-Holland America; Bahama; Klines-Hellenic.

3 - POPULATION:

Corp. City 80 Cen. 238,647; Loc. Est. 240,692
CZ-ABC: (80) 437,346; (83) 468,300
RTZ-ABC: (80) 425,204; (83) 506,700
MSA 80 Cen. 1,613,961; Loc. Est. 1,810,677
County 80 Cen. 728,531; Loc. Est. 755,937
City & RTZ-ABC: (80) 862,550; (83) 975,000

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 104,094; Loc. Est. 107,452
County 80 Cen. 319,527; Loc. Est. 334,758
MSA 80 Cen. 656,551; Loc. Est. 771,516
CZ-ABC: (80) 192,157; (83) 213,500
RTZ-ABC: (80) 186,573; (83) 230,800
City & RTZ-ABC: (80) 378,730; (83) 444,300

5 - BANKS	NUMBER	EST. DEP.
County:		
Comm. & Savings	36	$4,157,487,000
Savings & Loan	20	$5,361,521,000

6 - PASSENGER AUTOS: County 499,648

7 - ELECTRIC METERS: City 142,613; County 407,132

8 - GAS METERS: City 20,186; County 32,939

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Construction; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter [illegible]0-80. Frost rare in the area. Average temp. 73.9 degrees.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center is entire Pinellas County.

Shopping Centers-Central Plaza (Central Ave. & 34th St.); Coffee Pot Plaza (3131-4th St. N.); Tyrone (Tyrone Blvd. & 9th Ave., N.); Crossroads (Tyrone Blvd. & 66th St. N.); Tyrone Square (66th St. and Tyrone Blvd.); Florida Federal (49th St. & 9th Ave. N.); Woodlawn (16th St. & 18th Ave. N.); Allendale (9th St. & 34th Ave. N.); Southside (6th St. & 45th Ave. S.); Disston (49th St. & 38th Ave. N.); Madeira Beach (150th Ave.); Pasadena (Gulfport Blvd.); Energy Square (31st St. & Lakeview Ave. S.); Midway (Missouri Ave. & Largo); Grand Union (2900-34th St. N.); Isla del Sol (5901 Sun Blvd.); Lakeview (34th St. & 22d Ave. S.); Bay Village (62nd Ave. & 22nd St. S.); Harbor Bluffs (Indian Rocks Rd. & W. Bay Dr.); Snell Isle (Snell Isle Blvd.); Northeast (2nd St. & 37th Ave. N.); West Central (Central Ave. & 66th St. N.); Mainlands Village (US 19 & Mainlands Blvd.); Skyway (9th St. & 62nd Ave. S.); Maximo Plaza (4200-34th St. S.); Gateway Mall (77th Ave. & 9th St. N.); Town Plaza (18th St. & 62nd Ave. N.); Dolphin Village (Gulf Blvd., St. Petersburg Beach); Seminole Mall (11200-78 Ave. N.); Park Plaza (49th St. & 74th Ave. N.); Gulfport Plaza (2190-49 St. S.); Colony (58th St. & 38th Ave. N.); Crosswinds (66th St. & 19th Ave. N.); Zayre (61st & 9th Ave. N.); Pinellas-Lindsley (34th St. & 22 Ave. N.); Harbor Crest (11963-12125 Indian Rocks Rd.); Indian Rocks (12022 Indian Rocks Rd.); Plaza Beach Drive (111 2nd Ave. N.E.); Belleair Bazaar (2989-2901 West Bay Drive); Winn-Dixie (201-38th Ave. N.); Zayre (4100 Park Blvd.); Bardmoor Village (10801 Starkey Rd.); Bay Mariner (19711 Gulf Blvd.); Pinellas (857 West Bay Drive); Tri-City Plaza (U.S. 19 & East Bay Drive); Belleair Bluffs (100 Indian Rocks Rd.); Zayre (1111 N. Missouri Ave.); Central Park (1300 Missouri Ave.); Missouri Mart (1600 N. Missouri Ave.); Carter Plaza (Municipal Drive); Imperial Square (1490 Belcher Rd.); K mart (7191 Seminole Blvd.); Searstown (1201 S. Missouri Ave.); Sunshine Mall (Missouri Ave. & Druid Rd.); Gulf-to-Bay Plaza (East Bay Dr. & Belcher Rd.); Cleveland Plaza (1200 Cleveland St.); Clearwater Mall (U.S. 19 & Gulf-to-Bay Blvd.); La Concha Plaza (20001 Gulf Blvd.); Harbor Square (S.R.588 & U.S. 19 N.); Dunedin (975 Broadway); Douglas (211 Douglas Ave.); Dunedin Plaza (Patricia Ave. & Main St.); Largo Village (US Alt. 19 & Walsingham Rd.); Scottish Village (2600 Bayshore Blvd.); Palm Garden (11700 Oakhurst Rd.); Park-Starkey Plaza (7600 Starkey Rd.); Tarpon Mall (U.S. 19 & Tarpon Ave.); Lake Tarpon (U.S. 19 & Colonial Blvd.); Keene Plaza (East Bay Dr. & Keene Rd.); Starlight Park (Park Blvd. & Starkey Rd.); Winnco (2250 East Bay Dr.); Park 66 (66th St. & Park Blvd.); Oakhurst Plaza (94th Ave. & Oakhurst Rd.); Caladesi (902 Curlew Rd.); Countryside Mall (2601 US 19 N.); Pinellas Square (U.S. 19 & Park Blvd.); Clearwater East (2779 Gulf-to-Bay Blvd.); Coastal Plaza (2200 Main St.); Countryside Plaza (US 19 & S.R. 580); County Villa (3118 US 19 N.); Drew 19 (185 US 19 N.); East Lake Woodlands (Cty. Rd. 77 & 584); Feather Sound (2325 Ulmerton Rd.); Highland Lakes (1140 US 19 N.); Gardens of Forest Lakes (S.R. 584 & Forest Lakes Blvd.); Highland Square (1825 N. Highland Ave.); Independence Square (1298 Cty. Rd. 1); Levitz (1541 US 19 S.); Island Estates (100 Island Way); K mart (2130 Gulf-to-Bay Blvd.); Master Key Center (1351 Main St.); McMullen Booth (2809 S.R. 580); Northwood (2500 McMullenBooth Rd.); Orange Grove (2498 E. Bay Dr.); Palm Lakes (415 US 19); Pix Plaza (2440 S.R. 580); Sunset Point 19 (1856 US 19 N.); Sunset Square (1891 N. Highland Ave.); The Boatyard (16100 Fairchild Dr.); Village at Countryside (2466 US 19 N.); K mart (851 E. Tarpon Ave.); Sunrise Cove (1000 US 19 S.); Tarpon Plaza (900 S. Pinellas).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Square(128)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(54)	5	Publix, J. Byron
Tyrone(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	Fields, Pantry Pride
Crossroads(11)	5	Burdines, Radio Shack
Pasadena(42)	6	Publix, K mart
Westshore (Tampa) Plaza(76)	18	Maas, JCPenney, Robinson's, Publix
Northeast(33)	2	Publix, Eckerd
Southside(23)	3	Publix, Kresge
Skyway(18)	4	True Value
Lakeview(17)	3	Publix, Eckerd, Eagle
Central Pl.(25)	3	Walgreen, McCrory, Mr. C's, Belk
Florida Federal(9)	4	Publix, Florida Federal
Seminole(70)	12	J. Byron
Sunshine(86)	20	JCPenney, J. Byron
Clearwater Mall(126)	18	Burdines, Gayfers, Ivey's, Montgomery Ward
De Soto Mall(105)	24	JCPenney, Maas Bros., Sears
Countryside(150)	23	Maas Bros., Sears, Robinson's, J. Byron, JCPenney
Pinellas Sq.(93)	6	Ivey's, JCPenney, Montgomery Ward

Principal Shopping Days-Thurs., Fri., Sat., Sun.

Stores Open Evenings-Dept. Mon. thru Sat.; Food & drug Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk 4; JCPenney 4; J. Byron 4; Robinson's 2; Ivey's 2; Gayfers; Beall's 2; Burdines 2.

Discount Stores-Eagle Family Discount 11; Zayre 3; K mart 10.

Variety Stores-McCrory 11; Woolworth 3; Ben Franklin 2; Kresge 2; G.C. Murphy; TG&Y 5.

Chain Drug Stores-Walgreen 8; Eckerd 35; SuperRx 11; Kash 'N Karry; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3; Cost Plus 5.

Chain Supermarkets-Publix 28; Winn-Dixie 28; Kash 'n' Karry 15; Albertson's Southco 9; Family Mart 4; Grand Union 3; Jewel Tea 9; Mr. C's; Lueken's 3.

Other Chain Stores-S&H Green Stamps; Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's & Leed's Jewelers-Distributors; National Shirt; Wolf Bros., Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Masters Catalog Showroom; Luria's.

14 - NEWSPAPERS: TIMES (m) 274,008; INDEPENDENT (e) 40,698; Comb. (m&e) 314,706; TIMES (S) 344,649; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8111.

National Representative: Story & Kelly-Smith; Towmar.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck center. 19 mi. N of Orlando on 17 & 92 and I-4; U.S. Hwys. 17 & 92, State Hwys. 415 & 46, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.

Motor Freight Carriers-8.

Barges-From Jacksonville to Port of Sanford on inland waterway.

Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:

Corp. City 80 Cen. 23,176; Loc. Est. 23,274
MSA 80 Cen. 700,699; Loc. Est. 788,775
County 80 Cen. 179,752; Loc. Est. 206,657

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 8,355; Loc. Est. 9,183
County 80 Cen. 63,247; Loc. Est. 76,093
MSA 80 Cen. 252,847; Loc. Est. 297,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 128,135

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Products; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23. Last killing frost, Jan 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-6 blocks 1st street, including 4 unit Winn-Dixie shopping center. Sanford Plaza 3 mi. S. 26 units, including JCPenney, Publix, McCrory, Eckerd, Bank, Winn-Dixie & SupeRx, 2 mi. S; Pinecrest Center, 3 units, 2 1/2 mi. S; Fairway Center, 4 units, 2 1/2 mi. S; Zayre Plaza, 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Nat'l Fab.
Zayre(12)	11	Zayre, Pantry Pride
K mart(10)	11	K mart
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Montgomery Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Pantry Pride, Walgreen

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.

Stores open evenings and Sunday-JCPenney, Zayre, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Garett's; Jacobson's.

Discount Stores-Zayre; Eagle Family Discount; K mart.

Variety Stores-McCrory's 2; Family Dollar; Super Dollar.

Chain Drug Stores-Eckerd; SupeRx; Medco; Revco; Rexall; Walgreen.

Chain Supermarkets-Winn-Dixie 3; Food Barn 2; Fairway; Pantry Pride; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,052; (S) 8,220; sworn Mar. 31, 1983.

Local Contact for Advertising and Merchandising Data: Robert Lovenbury, Adv. & Circ. Dir., HERALD, 300 N. French Ave., Sanford, FL 32771; Tel. (305) 322-2611.

National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.

Motor Freight Carriers-4.

Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.

Airlines-National; Eastern; Florida; United; Pan Am; Delta; Republic.

3 - POPULATION:

Corp. City 80 Cen. 48,868; Loc. Est. 49,400
PMA-ABC: (80) 355,774; (83) 409,800
County/MSA 80 Cen. 202,251; Loc. Est. 224,600

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 21,548; Loc. Est. 22,058
PMA-ABC (80) 153,000; (82) 183,000
County/MSA 80 Cen. 88,739; Loc. Est. 101,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	25	$2,316,840,000
Commercial	40	$1,857,881,000

6 - PASSENGER AUTOS: County 165,000

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 78-98; Fall 66-82; Winter 42-70.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main St.; DeSoto Square Mall (84); Sarasota Square Mall (75).

Neighborhood Shopping Centers (Number of Stores)Kwik Chek 3; Colonial Village 9; Sears 6; Unus Plaza 8; Bee Ridge Plaza 9; Siesta Key Village 9; Pantry Pride Plaza 6; Oakes Plaza 10; Crescent Beach 6; Cortez Plaza 36; Bayshore Gardens 21; Midway Shopping Center 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(38)	NA	Great Scot, Eckerd's
Gulf Gate Mall(50)	NA	Belk-Lindsey, Publix
K mart(4)	NA	K mart, Grand Union
Merchants Pointe	NA	Eckerd's, Winn-Dixie
Northeast Plz.(19)	NA	Eckerd's, Winn-Dixie
Palm Plz.(6)	NA	Eagle, Food Fair
Ringling(13)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(73)	NA	JCPenney, Maas Bros., Sears
South Gate Plz.(45)	NA	Burdines, Publix, Robinson's
Southbay Fashion(24)	NA	Eckerd's, Jacobsen's, Winn-Dixie
Southeast(23)	NA	Eckerd's, Winn-Dixie
Town & Country Plaza(8)	NA	K mart
Trail Plz.(12)	NA	Eckerd's, Publix
Village Plz.(12)	NA	Walgreen
Zayre(12)	NA	SupeRx, Zayre

Principal Shopping Days-Mon., Thurs., Fri. & Sat.

Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Holiday; Burdines (Federated Stores); Robinson's; J. Byron 3.

Variety Stores-Kress; McCrory; Holiday; Woolworth; Zayre.

Discount Stores-K mart 8; Zayre 2; Eagle Family Discount 9.

Chain Drug Stores-Eckerd's 15; Walgreen 10; SupeRx 5.

Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Grand Union 10; Albertson's 2; SupeRx Food 2.

Other Chain Stores-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 110,671; (S) 123,838; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Andy Mick, Adv. Dir., Sandy Blowers, Ret. Adv. Mgr., or Dick West, Class. Adv. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail, Sarasota, FL 33578; Tel. (813) 953-7755.

National Representatives: Story & Kelly-Smith; Publishers' Representatives of Florida.

STUART

1 - LOCATION: Martin County, (In Fort Pierce MSA), E&P Map D-3, County Seat. Manufacturing, agriculture, commerical fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; Loc. Est. 10,706
PMA-ABC: (80) 64,014; (83) 79,400
County 80 Cen. 64,014; Loc. Est. 74,036
MSA 80 Cen. 151,196; Loc. Est. 175,283

4 - HOUSEHOLDS:
City 80 Cen. 4,193; Loc. Est. 4,789
County 80 Cen. 25,863; Loc. Est. 31,308
PMA-ABC: (80) 25,863; (83) 33,300
MSA 80 Cen. 58,369; Loc. Est. 70,850

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$312,371,159

6 - PASSENGER AUTOS: County 52,600

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	NA	Publix, K mart, Walgreen
East Ocean(34)	NA	Grand Union, TG&Y Walgreen
Martin Sq.(50)	NA	J. Bryon, Beall's
K mart(13)	NA	Pantry Pride, K mart, Eckerd's
Mayfair Plaza(7)	NA	
Monterey(40)	NA	
Stuart(20)	NA	Publix, Zayre, Albertson's
Harbour Plaza(34)	NA	
Smithfield(45)	NA	Winn-Dixie
Stuart Ctr.	NA	Zayre, Luria

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Variety Stores-TG&Y; K mart; Zayre; Beall's.
Chain Supermarkets-Grand Union; Publix; Winn-Dixie; Albertson's; Pantry Pride.

14 - NEWSPAPERS: NEWS (e-mon to fri) 20,057; (S) 23,016; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd., Stuart, FL 33495; Tel. (305) 287-1550.
National Representative: Story & Kelly-Smith.

TALLAHASSEE

1 - LOCATION: Leon and Wakulla Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-10 (Truck rental-2).
Intercity Bus Lines-Greyhound; Trailways; Tal-tran.
Airlines-Republic; Air Florida; Eastern; Florida Commuter.

3 - POPULATION:
Corp. City 80 Cen. 81,548; Loc. Est. 84,270
PMA-ABC: (80) 148,655; (83) 162,700
Bal. in RTZ-ABC: (80) 98,073; (83) 101,800
Counties 80 Cen. 159,542; Loc. Est. 173,787
  Leon 80 Cen. 148,655; Loc. Est. 162,700
  Wakulla 80 Cen. 10,887; Loc. Est. 11,087
Total PMA & RTZ-ABC: (80) 246,728; (83) 264,500
MSA 80 Cen. 190,220; Loc. Est. 208,046
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822; Loc. Est. 33,255
Counties 80 Cen. 57,833; Loc. Est. 64,300
  Leon 80 Cen. 54,103; Loc. Est. 60,000
  Wakulla 80 Cen. 3,730; Loc. Est. 4,300
PMA-ABC: (80) 54,103; (83) 60,000
Bal. in RTZ-ABC: (80) 31,357; (83) 33,700
Total PMA & RTZ-ABC: (80) 85,460; (83) 93,700
MSA 80 Cen. 66,195; Loc. Est. 75,984

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$4,213,075,278
Commercial	13	$574,365,000

6 - PASSENGER AUTOS: Counties: Leon 85,889, Wakulla 4,017

7 - ELECTRIC METERS: Residence 55,043

8 - GAS METERS: Residence 12,132

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 2,500; Construction 3,400; Transp., Communications & Utilities 2,400; Wholesale & Retail 14,800; Finance, Insurance & Real Estate 3,100; Services 12,300; Agriculture 600; Government 35,400.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9. Last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(10)	NA	National Sewing, Suwanee
Capital Plz.(15)	NA	Best Buy Grocery, Sherwin-Williams, Winn-Dixie
Carriage Gate(23)	NA	Kress Jewelers, Eckerd, Winn-Dixie
College Sq.(14)	NA	Fayva, Radio Shack, Revco
Governors Square(114)	NA	Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zales
Gulf Wind(6)	NA	Handy City, Jewel T, Shoe City
Jackson Bluff(6)	NA	Revco, Winn-Dixie
K mart Plz. No.(6)	NA	Fayva, K mart, Pantry Pride
K mart Plz. So.(11)	NA	Eckerd, K mart, Radio Shack
Killearn(23)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg.(13)	NA	Brown's Drug
Miracle Plz.(5)	NA	Burdine Drugs, TG&Y
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	Eckerd, Publix
Plaza Ten(8)	NA	Yarborough, Glidden
Southside(17)	NA	Eckerds, Radio Shack
Tallahassee Mall(90)	NA	Gayfers, Mont. Ward, McCrory's, A&P, Zales
Timberlane Shops On The Square(60)	NA	Sullivan Drugs
Towne So.(18)	NA	Radio Shack, Revco Drugs, TG&Y
University Plaza(12)	NA	University Rexall, Winn-Dixie
Varsity(5)	NA	Warehouse Furn.
Victory Garden(8)	NA	Old Tyme Fans, Schrader Stores
Westwood(16)	NA	Eckerds, Publix

Neighborhood Shopping Centers-2 on North Monroe; 1 on South Monroe; 1 on West Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on East Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days-Fri., Sat., Mon., Thu. Some open Mon., Thu., Fri. Eve. & Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Lerner's; JCPenney; J. Byron; Gayfer's; Montgomery Ward; Maas Bros.
Discount Stores-Army-Navy Surplus; K mart.
Variety Stores-McCrory's; TG&Y.
Chain Drug Stores-Walgreen; Eckerd; Revco; Shopper's Drug Mart.
Chain Supermarkets-Winn-Dixie 7; IGA QD (Pantry Pride) 3; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.
Other Chain Stores-Danley Furniture; Singer Co.; Firestone; National Shirts; Keenan Auto Parts; Tallahassee Furniture; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber.

14 - NEWSPAPERS: DEMOCRAT (m) 51,756; (S) 61,830; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Rick Beckman, Adv. Dir., DEMOCRAT, PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2296.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-Commercial-140; Passenger-2.
Airlines-Eastern; Air Florida; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; USAir; Wardair; Northeast; Olympic; PBA; Arrow; Continental.

3 - POPULATION:
Corp. City 80 Cen. 271,523; Loc. Est. 277,723
CZ-ABC: (80) 428,124 (83) 446,900
RTZ-ABC: (80) 1,756,070; (83) 2,042,600
County 80 Cen. 646,960; Loc. Est. 675,000
MSA 80 Cen. 1,613,961; Loc. Est. 1,810,677
City & RTZ-ABC: (80) 2,184,194; (83) 2,489,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; Loc. Est. 114,189
County 80 Cen. 237,943; Loc. Est. 253,500
MSA 80 Cen. 656,551; Loc. Est. 771,516
CZ-ABC: (80) 162,451; (83) 175,900
RTZ-ABC: (80) 707,961; (83) 856,100
City & RTZ-ABC: (80) 870,412; (83) 1,032,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	11	$1,578,752,817
Commercial	28	$2,739,444,000

6 - PASSENGER AUTOS: County 436,092

7 - ELECTRIC METERS: Residence 267,058

8 - GAS METERS: Residence 15,888

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Pdts. 9,700 ($180); Tobacco 1,500 ($180); Printing & Publishing 3,600 ($280); Chemicals 3,600 ($415); Stone, Clay & Glass Pdts. 3,800 (N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 19,900 (N.A.); Wholesale Trade 24,900; Retail Trade 50,600.
Principal Industrial Pay Days-Thu. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-80; Summer 76-90; Fall 65-83; Winter 45-68.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace(21)	12	Winn-Dixie
East Lake Square Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey
Northgate(40)	7	Food World, Maas Bros.
Hillsboro Plz.(20)	5	Publix, Woolworth's
East Gate(21)	6	Publix, Woolworth's, Walgreen
Britton Plz.(50)	7	Food World, Belk-Lindsey, Walgreen
Dale Mabry(23)	5	Publix
Armenia(12)	5	U-Save, Eckerd's
Buccaneer Sq.(26)	10	Belk-Lindsey
Henderson Blvd.(6)	5	U-Save, Eckerd's
West Gate(19)	10	U-Save, Shoppers Drug Mart
Bearss(15)	15	U-Save, Eagle's
West Shore Plz.(93)	5	Maas Bros., JCPenney, Robinson's, Walgreen
Brandon Mall(12)	11	Zayre, Kash'n Karry, SupeRx
Tampa Bay(152)	5	Sears, Burdines, Montgomery Ward
Maas-Gandy	8	Maas Bros., Mont. Ward
Floriland Mall(45)	7	Mont. Ward, Walgreen, Zayre
Town'n Country(18)	10	Winn-Dixie, Zayre, Eckerd's
Fiesta Plaza(11)	4	Kash'n Karry
Terrace Plaza(19)	14	Publix, Eckerd's
University Plz.(9)	14	U-Save, Eckerd's
University Square(125)	10	Maas Bros., JCPenney, Robinson's, Sears, Burdines
Fletcher Plaza(14)	9	Winn-Dixie, Walgreen
Columbus(8)	6	Kash'n Karry, Cooks, Eckerd's
Horizon Park(23)	7	Winn-Dixie
Twin Bays(12)	5	Winn-Dixie
Zayre-Gandy	8	Zayre, Kash'n Karry
Busch Plaza(22)	11	SupeRx
Clayton Plz.(18)	11	Publix, Eckerd's, J. Byron
Hillsborough Sq.(31)	10	K mart, Kash'n Karry, SupeRx
Mission Bell(35)	10	K mart, United Artists
Village Ctr.(42)	10	Publix, Walgreen
West Hills Plaza(22)	10	Publix, Walgreen

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdines 2; J. Byron 2.
Discount Stores-Zayre 6; K mart 8; Cook's; Wilson's 3; Leeds.
Chain Drug Stores-Walgreen 10; Eckerd's 21; SupeRx 8; Shopper's Drug Mart 5; Kare 5; Cost Plus 2; Family Mart 3; Eagle Drugs 2.
Chain Supermarkets-Supermarkets-Affiliated of Florida 43; Publix 9; Winn-Dixie 17; Kash'n Karry 19; U-Save 9; Food World 4; Albertson's 4; Family Mart 3; Jewel T 5.
Convenience Chain Grocers-7-Eleven 51; Lil General 40; Majik Markets 36; Shop & Go 58.
Other Chain Stores-Men's Clothing: H.I.S. 2, National Shirt 4, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil Fairchild 2, Baron's, George Ltd. 2; Women's Clothing: Lerners 4, Mangel's 2, John Baldwin, Size 5-7-9 2, Casual Corner 3, Colony Shops 7, Wolf Bros. 4, Habers 2, David's New York Dress Shop, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 7, Foxmoor 4, Excess Baggage 2, Fredricks 2, Fashion Shoppe 2, Josie 4, Sherry's; Shoes: Shoe Ville 2, A.S. Beck, Shoes-Butlers 4, Self Service 7, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp, Naturalizer 3, Florsheim 3, Shoe House 5, Hanover 3, Kinney's 5; Furniture: Lester's, Levitz, Kane 2, Robb & Stucky Seminole, Haverty 2; Others: Western Auto 7, Singer 2.

14 - NEWSPAPERS: TRIBUNE (all day) 216,963; (S) 276,196; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Byron Taggart, Nat. Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7445.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Fed. Hwy. 1.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; Loc. Est. 17,887
PMA-ABC: (80) 59,896; (83) 69,600
County 80 Cen. 59,896; Loc. Est. 69,285

4 - HOUSEHOLDS:
City 80 Cen. 7,281; Loc. Est. 8,272
PMA-ABC: (80) 23,331; (83) 28,100
County 80 Cen. 23,331; Loc. Est. 28,276

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$2,149,151,800
Commercial	8	$244,537,218

6 - PASSENGER AUTOS: County 44,100

7 - ELECTRIC METERS: Residence 20,249

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Piper Aircraft 1,000; Citrus N.A.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluroidated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. No. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth, SupeRx, Pantry Pride
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears
Oslo Square(40)	NA	Winn-Dixie, Eckerd's

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.

Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Wodtkes; JCPenney; J. Byron.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd's; Gray's; SupeRx.
Chain Supermarkets-Piggly Wiggly; Publix; Pantry Pride; Winn-Dixie; SupeRx Foods.
Other Chain Stores-Carvel; Baskin Robbins; Food Fair; Kinney Shoes.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 19,872; (S) 21,099; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandisng Data: Mark Schumann, Asst. Pub., PRESS-JOURNAL, PO Box 1268, Vero Beach, FL 32960; Tel. (305) 562-2315.
National Representative: Story & Kelly-Smith.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Mackeys; Air Florida; United; Republic; TWA; Dolphin; Pan Am; People Express; USAir; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 62,530; Loc. Est. 65,151
CZ-ABC: (80) 360,957; (83) 409,300
RTZ-ABC: (80) 279,920; (83) 339,300
County/MSA 80 Cen. 573,125; Loc Est. 664,260
City & RTZ-ABC: (80) 640,877; (83) 748,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; Loc. Est. 25,299
CZ-ABC: (80) 151,542; (83) 178,300
RTZ-ABC: (80) 108,660; (83) 137,100
County/MSA 80 Cen. 232,937; Loc. Est. 282,527
City & RTZ-ABC: (80) 260,202; (83) 315,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	34	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: County 423,646

7 - ELECTRIC METERS: County 330,000

8 - GAS METERS: County 33,112

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Transistors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Miniature Submarines; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes. Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Concrete Products; Publishing & Printing; Dairies, Fishing Tackle.

10 - CLIMATE: Avg. annual temp. 72; Summer 80; Winter 68; Rainfall 77 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre's; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delray	20	J. Byron
Boca(60)	25	Jefferson Ward
Oakbrook Sq.(49)	6	Jacobson's, Publix
Cross County(60)	4	Jefferson Ward, Winn-Dixie
Glades Plaza	28	(specialty)
Palm Coast(52)	7	Publix, J. Byron
Westward	6	K mart, Pantry Pride
Palm Beach(97)	3	Jordan Marsh, Burdines Lord & Taylor, Sears, JCPenney
Farmer's Mkt.	3	(variety)
Royal Poinciana Plaza(28)	6	Schrafts, R.P. Playhouse
Garden Square	14	Shoppers Drug Mart, Publix
Town Center	25	Jordan Marsh, Sears, Burdines
Twin City	8	Sears, Pantry Pride, Jefferson Ward
K mart	6	K mart
Polo Grounds(12)	11	Publix, Eckerd's
Lantana Village Square(22)	14	K mart, SupeRx
K mart (North)	6	K mart, J. Byron
Zayre's Plaza	4	Zayre's
Worth Avenue	3	Marthas, Sak's, Gucci
5th Ave. Plz.(47)	25	Publix
Royal Palm(80)	25	Lynx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-In West Palm Beach-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Fountain's; Pioneer; Lord & Taylor; Lillie Rubin. **In Palm Beach**-Sak's Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory's; Woolworth 4; Eagle.
Discount Stores-Jefferson Ward; Zayre; Farmers Market; K mart; Ben Franklin; Richway.
Chain Drug Stores-Walgreen; SupeRx; Gray; Best Buy; Discount Drugs; Eckerd's; Shoppers Drug Mart; Tru-Valu; Rexall.
Chain Supermarkets-Pantry Pride 7; Winn-Dixie 35; Grand Union 10; Miller's 2; Publix 24; Albertson's 2.
Other Chain Stores-A.S. Beck; Butler's; Sherwin-Williams; Lerners; Singer Co.; Goodyear; Baker's; Western Auto; Zales; Badcock Furn.; Firestone; Best; Gordon's Jewelers; Jacob Jewelers; Caters Furn.; Marshalls; Castro; Stagg, Ltd.; Cartiers; Peck & Peck; The Gap; County Seat; Casual Corner; Wicks & Sticks; Foxmoor; B.Dalton Bookseller; Joan Bari; Florsheim; **In Palm Beach**: Brooks Brothers; Polo; FAO Schwarz.

14 - NEWSPAPERS: POST (m-mon to fri) 104,529; TIMES (e-mon to fri) 27,987; POST-TIMES (m-sat) 123,455; (S) 166,722; Mar. 26, 1983 ABC.
Local Contact for Advertising & Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., West Palm Beach, FL 33405; Tel. (305) 837-4277.
National Representative-Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. Citrus, tourist center. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 21,119; Loc. Est. 23,218
PMA-ABC: (80) 71,471; (83) 78,500
County/MSA 80 Cen. 321,652; Loc. Est. 360,458

4 - HOUSEHOLDS:
City 80 Cen. 8,812; Loc. Est. 10,021
County/MSA 80 Cen. 114,394; Loc. Est. 134,282
PMA-ABC: (80) 26,133; (83) 29,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 190,524

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit and Food Packing and Processing; Light Manufacturing; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20. Last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW.; Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Imperial Plaza	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd's
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd's, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Kash'N Karry, Zayre

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd's 4; Walgreen 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; S&H Green Stamps; Badcock Furn. 3; True Value Hdwe; Zales; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appl.

14 - NEWSPAPERS: NEWS-CHIEF (e-mon to fri) 15,125; (S) 15,675; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Clifton, Pub., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.
National Representative: Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.
Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	422	415	441
5-14 Years	953	917	974
15-24 Years	861	1,047	1,112
25-44 Years	1,121	1,578	1,676
45-64 Years	868	990	1,051
65 and Over	365	517	549
TOTAL	4,590	5,464	5,803

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	650	859	1,369
General Mdse	1,421	2,132	3,562
Food	2,061	3,455	6,509
Automobiles	2,318	3,481	5,687
Gasoline Stations	866	1,351	2,819
Apparel	569	740	1,251
Furniture	540	675	1,145
Eat-Drink Places	680	1,251	2,740
Drugs	340	510	978
TOTAL SALES	10,411	15,916	28,847

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 74,550; Loc. Est. 74,252
CZ-ABC: (80) 90,517; (83) 94,200
RTZ-ABC: (80) 205,353; (83) 213,500
County 80 Cen. 100,978; Loc. Est. 103,952
MSA 80 Cen. 112,662; Loc. Est. 116,754
City & RTZ-ABC: (80) 295,870; (83) 307,700

4 - HOUSEHOLDS:
City 80 Cen. 24,831; Loc. Est. 26,056
County 80 Cen. 33,138; Loc. Est. 35,695
MSA 80 Cen. 36,780; Loc. Est. 39,890
CZ-ABC: (80) 29,937; (83) 32,400
RTZ-ABC: (80) 66,293; (83) 71,400
City & RTZ-ABC: (80) 96,230; (83) 103,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$302,270,360
Savings & Loan	3	$206,752,648

6 - PASSENGER AUTOS: County 54,984

7 - ELECTRIC METERS: Residence 27,560

8 - GAS METERS: Residence 18,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 2,416 ($190); Paper Mfg. 2,357 ($377); Tire & Rubber 2,100 ($350); Food 1,620 ($238); Brewery 1,200 ($440); Candy Mfg 835 ($294); Farm Imp. 704 ($239); Non Elec. Machinery 500 ($362); Auto Parts Mfg. 350 ($325); Medicinal Chemical 349 ($345); Golf Club Mfg. 340 ($227); Trans. Equip. 256 ($260); Agri. Chemical 210 ($309); U.S. Marine Corps Supply Center 1,200 Marines, 2,575 Civilians (payroll $65,000,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad. 22 Stores of all types; Slappey Drive Between Broad and Pine, Slappey Drive and 3rd Ave. and East Albany.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany Mall(84)	NA	Sears, Belk's, Gayfer's
Midtown(47)	NA	Winn-Dixie, JCPenney, Cloth World
Oglethorpe(16)	NA	Rose's, Big Star, Eckerd
Southgate(6)	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Rosenberg's; Sears; Belks, JCPenney; Rose's; Raylass.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Keys; Segall & Sons; Moore-Handley; K mart; Lee's; Family Dollar.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Pantry Pride; Big Star; Kroger 2; Family Mart; IGA.
Other Chain Stores-Singer Co.; Goodrich; Goodyear; Western Auto; Butler (shoes); Diana Shop; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; The Ranch; Rhodes Furniture; SupeRx Drugs; Swiss Colony; West Building Materials; Wickes Lumber; Zales Jewelers.

14 - NEWSPAPERS: HERALD (e) 35,941; (S) 40,097; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County. E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; Loc. Est. 16,614
County 80 Cen. 29,360; Loc. Est. 31,189

4 - HOUSEHOLDS:
City 80 Cen. 5,332; Loc. Est. 5,631
County 80 Cen. 9,465; Loc. Est. 10,587

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 13,255 (1981)

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Colonial
Perlis Plaza(11)	NA	Piggly Wiggly, SupeRx, Gibson's
Americus Vlg.(7)	NA	Pic'N Pay
Eastgate(4)	NA	Family Dollar, Eckerd, Winn-Dixie
Wheatley Plaza(4)	NA	Lee Drugs, Sears

13 - RETAIL OUTLETS: Department Stores-Belk's; Union; Fair; Famous; TG&Y.
Variety Stores-S.H. Kress.
Chain Drug Stores-Walgreen 2; Lee's; SupeRx; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Big Star; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,174; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: A.J. Bell, Adv. Mgr., TIMES-RECORDER, Vienna Rd., Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Clarke County (MSA), E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Southeastern Airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,459; Loc. Est. 39,698
CZ-ABC: (80) 42,549; (83) 41,800
RTZ-ABC: (80) 96,395; (83) 105,500
County 80 Cen. 74,498; Loc. Est. 73,906
MSA 80 Cen. 130,015; Loc. Est. 133,941
City & RTZ-ABC: (80) 138,944 (83) 147,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,055; Loc. Est. 14,532
County 80 Cen. 26,587; Loc. Est. 27,503
MSA 80 Cen. 45,568; Loc. Est. 48,979
CZ-ABC: (80) 15,055; (83) 15,400
RTZ-ABC: (80) 33,460; (83) 38,000
City & RTZ-ABC: (80) 48,515; (83) 53,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$240,659,000
Savings & Loan	3	$333,764,178

6 - PASSENGER AUTOS: County 33,789

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 23,050

9 - PRINCIPAL INDUSTRIES: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products.
Principal Pay Days-Friday, 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5. Last killing frost, Apr. 2.

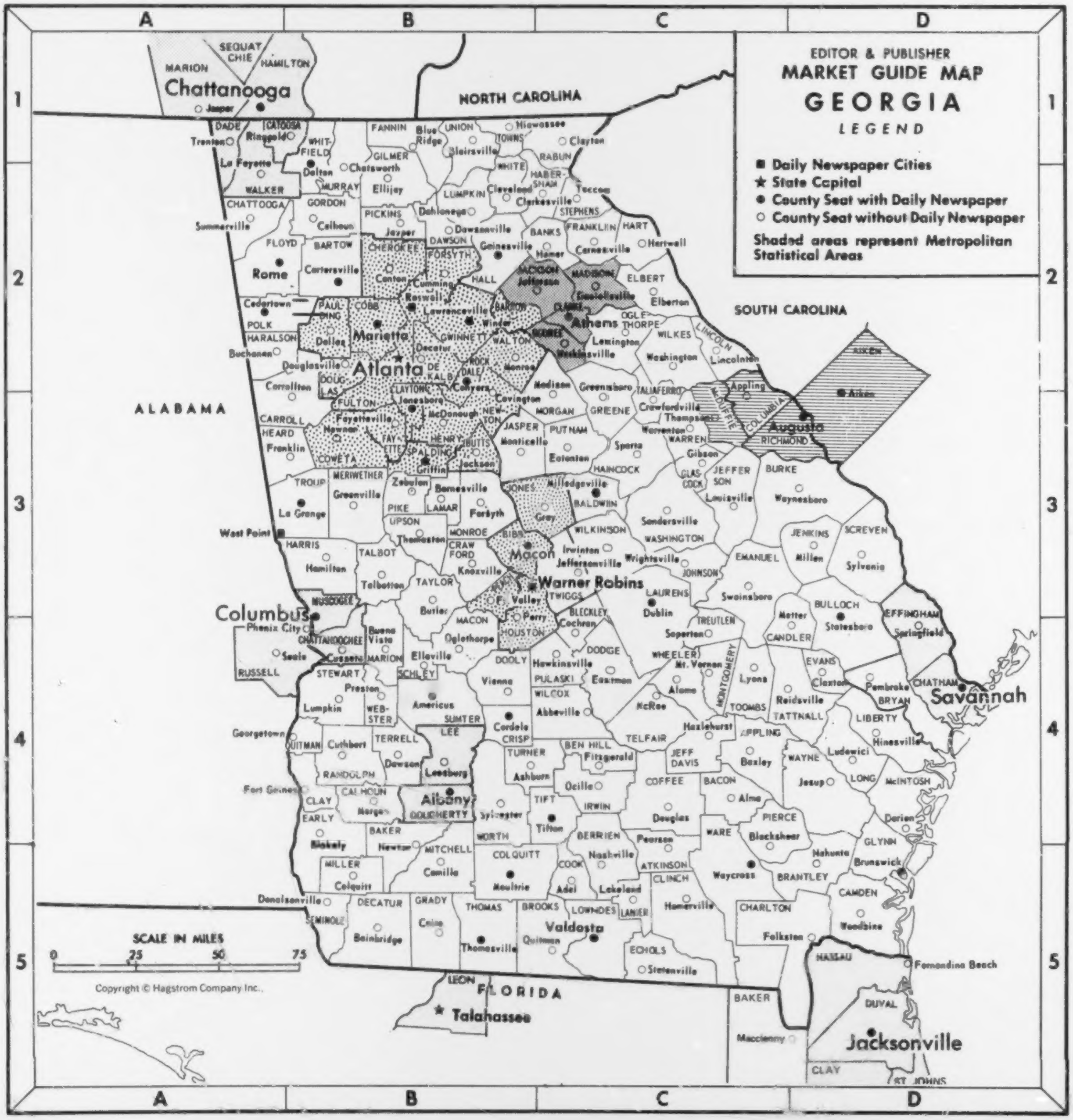
11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworths, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons, Big Star
Sky City(7)	2	Sky City, Otasco, Bilo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant, Piggly Wiggly
Georgia Sq.(100)	5	Belk, JCPenney, Sears, Davison
Clarke Crsg.(10)	4	Richway, Piggly Wiggly
Athena Square	5	Food Giant
South Athens(8)	3	Bilo

Principal Shopping Days-Sat., Mon., Sun., Fri.


A
B
C
D
1
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Rome
Marietta
Atlanta
Athens
Augusta
Macon
Warner Robins
Columbus
Albany
Valdosta
Savannah
Tallahassee
Jacksonville
Dalton
Gainesville
La Grange
Griffin
Milledgeville
Dublin
Americus
Thomasville
Waycross
Brunswick
Statesboro
SCALE IN MILES
0
25
50
75
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13 - RETAIL OUTLETS: Department Stores-Davison's; Belk's; JCPenney; Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth's; McLellan's; McCrory.
Chain Drug Stores-Eckerd's 5; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Big Star; Winn-Dixie 3; Foodland; Bestmart; Bells 5; Bi-Lo 2; Food Giant 2; Thriftcity; Piggly Wiggly 2.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Williams; Pearle Optical; Lowes; Wickes; Maxwell; Kay's; Parts City; Key Wholesale; Friedman's; Radio Shack; General Nutrition; Camelot Music; J.P. Allen; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Mill Outlet; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-mon to fri) 9,783; BANNER-HERALD (e-mon to fri) 12,628; (sat) 19,120; (S) 25,520; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative: Branham/Newspaper Sales.

ATLANTA

1 - LOCATION: Fulton and De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2, State Capital, Fulton County Seat. Industrial, transportation, distribution, merchandising, financial, manufacturing, communications and education center of SE U.S.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Central of GA; GA Railroad; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.
Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; Frontier; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022; Loc. Est. 415,653
CZ-ABC: (80) 1,521,003; (83) 1,592,200
RTZ-ABC: (80) 1,515,970; (83) 1,658,100
Counties 80 Cen. 1,072,828; Loc. Est. 1,104,787
Fulton 80 Cen. 589,904; Loc. Est. 607,940
De Kalb 80 Cen. 483,024; Loc. Est. 496,847
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325
City & RTZ-ABC: (80) 3,036,973; (83) 3,250,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553; Loc. Est. 167,520
Counties 80 Cen. 398,230; Loc. Est. 428,807
Fulton 80 Cen. 225,308; Loc. Est. 242,853
De Kalb 80 Cen. 172,922; Loc. Est. 185,954
MSA 80 Cen. 756,597; Loc. Est. 838,976
CZ-ABC: (80) 555,274; (83) 602,100
RTZ-ABC: (80) 511,077; (83) 579,200
City & RTZ-ABC: (80) 1,066,351; (83) 1,181,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	74	$9,263,077,000
Savings & Loans	20	$4,918,000,000

6 - PASSENGER AUTOS: Fulton County 372,180 (all vehicles)
De Kalb County 365,544 (incl. motorcycles & light trucks)

7 - ELECTRIC METERS: Residence 519,725

8 - GAS METERS: 475,114 (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Manufacturing-aircraft; automobiles; chemicals; communications equipment; furniture; iron & steel prods; soft drinks; textiles; food; printing and publ.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 55-105; Fall 28-96; Winter 14-79. First killing frost, Nov. 12. Last killing frost, March 26.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (18-county MSA) 400 shopping centers, including 14 regional malls, 66 centers of 100,000 sq. ft. or more; and 154 centers of 40,000 to 100,000 sq. ft. Regional Malls: Belvedere Plaza; Cobb Center; Columbia Mall; Cumberland Mall; Greenbriar Mall; Lenox Square; North De Kalb Mall; Northlake Mall; Perimeter Mall; Phipps Plaza; Shannon Mall; South De Kalb Mall; Southlake Mall; West End Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed. (in order).
Stores Open Evenings-Regional shopping centers open to 9:30 six nights a week; open Sundays 12:30 to 5:30. Many supermarkets now open till midnight or open 24 hours. Most other retail stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores Davison's; JCPenney; Rich's; Sears.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Richway; Treasure Island; Zayre.
Variety Stores-Woolworth's; S.S. Kresge; Ben Franklin's; Elmore; S.H. Kress; McCrory's; TG&Y.
Chain Drug Stores-Dunaway Drugs; Eckerd's; K mart Pharmacy; Kroger Drugs; Reed's; Revco; SupeRx; Treasury; Wender & Roberts.
Chain Supermarkets-A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Top Dollar; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney's; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zales; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 215,094; JOURNAL (e-mon to fri) 182,524; JOURNAL & CONSTITUTION (m-sat) 424,321; (S) 536,280; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Ferguson Rood, Vice Pres.-Adv. & Mktg., JOURNAL-CONSTITUTION, 72 Marietta St., N.W., Atlanta, GA; Tel. (404) 526-5700.
National Representative: Sawyer-Ferguson-Walker Co.; Metropolitan Publishers' Reps.; Towmar.
DAILY WORLD (m-tues, thurs, fri; S) 20,000; Publisher's statement Feb. 1983.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representative: Amalgamated Publishers.

AUGUSTA

1 - LOCATION: Richmond County, (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL: Central of Georgia; Georgia RR.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta.

3 - POPULATION:
Corp. City 80 Cen. 47,532; Loc. Est. 44,805
CZ-ABC: (80) 184,167; (83) 190,500
RTZ-ABC: (80) 359,371; (83) 373,800
County 80 Cen. 181,629; Loc. Est. 193,881
MSA 80 Cen. 345,918; Loc. Est. 367,577
City & RTZ-ABC: (80) 543,538; (83) 564,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; Loc. Est. 19,00[illegible]
County 80 Cen. 59,501; Loc. Est. 66,3[illegible]
MSA 80 Cen. 115,061; Loc. Est. 127,753
CZ-ABC: (80) 65,666; (83) 70,500
RTZ-ABC: (80) 113,694; (83) 122,800
City & RTZ-ABC: (80) 179,360; (83) 193,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,899,153,677
Commercial	10	$5,701,610,290

6 - PASSENGER AUTOS: County 94,326

7 - ELECTRIC METERS: Residence 69,229

8 - GAS METERS: Residence 50,629

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Total mfg. 14,674 ($257) AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual; U.S. Govt. 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390)
Principal Pay Days-Thurs., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Road; Fleming; North Augusta Plaza; Holly Hill Plaza; Town & Country; Sky City; Bilo Center; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart Discount Ctr.; Washington Square; Columbia Square; West Town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Mall(100)	NA	Davison's, Rich's Dept. Store
Daniel Vlg.(44)	NA	Winn-Dixie, Woolworth
National Hills(26)	NA	White's Dept.
Peach Orchard(21)	NA	A&P
Regency Mall(95)	NA	Mont. Ward, White's, Belk's
Richmond Plz.	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	Treasury, Piggly Wiggly

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. thru Sat.; Grocery-everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Davison's; Belles 3; Dale's; JCPenney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 3.
Discount Stores-K mart 4; Sky City 2; Wal-Mart; Kaplan's; Key Wholesalers 3; Sam Solomon, Inc.
Variety Stores-Woolworth 3; Green; Rose's 5, Family Dollar 2; Dollar General 2.
Chain Drug Stores-Lane-Liggett 3; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; Shopper Drug Mart 2.
Chain Supermarkets-Red & White 4; Big Star; Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Aaron's 2; Carpenter's 4; Red & White 3; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3.
Other Chain Stores-Lumber/Hdwe: Handy City, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros. 2, Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m) 60,058; HERALD (e) 18,326; CHRONICLE-HERALD (S) 85,073; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 17,605; Loc. Est. 17,214
County 80 Cen. 54,981; Loc. Est. 57,661

4 - HOUSEHOLDS:
City 80 Cen. 6,385; Loc. Est. 6,272
County 80 Cen. 19,826; Loc. Est. 21,761

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 29,427

7 - ELECTRIC METERS: County 21,800

8 - GAS METERS: City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chemicals; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81, Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.
Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Altama Village	9	Piggly Wiggly
Brunswick Mall(20)	3	Pantry Pride, Belk-Hudson, Revco, K mart
Brunswick West(11)	8	Revco, Winn-Dixie, Eagle
Lanier Plaza(25)	1	A&P, Sears, Woolworth's
Retreat Vlg. (St. Simons)(23)	9	Revco, Winn-Dixie, Ben Franklin, Eagle
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerds

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Eagle.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-A&P; Winn-Dixie 4; Pantry Pride 2; Piggly Wiggly; IGA 2; Kroger; Harvey's
Other Chain Stores-Rhodes Furniture; Firestone; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics; Strawberry Fields; CATO; Friedmans Jewelers.

14 - NEWSPAPERS: NEWS (e) 16,173; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ron Maulden, Adv. Dir. & Gen. Mgr., NEWS, 3011 Altama Ave., Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARTERSVILLE

1 - LOCATION: Bartow County, (In Atlanta MSA), E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: Railroads-L&N; Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; Loc. Est. 9,983
County 80 Cen. 40,760; Loc. Est. 42,798
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325

4 - HOUSEHOLDS:
City 80 Cen. 3,559; Loc. Est. 3,738
County 80 Cen. 13,804; Loc. Est. 14,557
MSA 80 Cen. 756,597; Loc. Est. 838,976

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$74,000,000
Commercial	4	$129,000,000

6 - PASSENGER AUTOS: County 22,827

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,118

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 8,155 ($200); Retail trade 2,155 ($160); Professional and related services 1,865 ($245). Also limestone, barium and ochre mines; pine timber, farming (soybeans, corn, wheat).

Upper Hand.

Now Atlanta's top newspapers put more readers within your grasp.

The new Scarborough National Newspaper Audience Study confirms that Atlanta Journal and Constitution readership in metro Atlanta is higher than ever before. For the first time we can deliver over a million Atlanta adult readers on an average Sunday. And over 800,000 Atlanta adults on an average weekday.

Latest circulation data confirms this upward trend. Total circulation is up for the combined daily, for Sunday and for our Saturday WEEKEND edition.

So, if you'd like to gain the upper hand in Atlanta, remember the Atlanta Journal and Constitution. We're the growth medium in a growth market.

And more than ever before, we're the best advertising buy in Atlanta.

Hands down.

Journal-Constitution Circulation Growth

	Circulation 6 months ending March 31, 1982	Circulation 6 months ending March 31, 1983	Circulation Increase
Combined Daily Journal-Constitution	392,526	397,618	+ 5,092
Saturday WEEKEND	411,359	424,321	+12,962
Sunday Journal and Constitution	499,084	536,280	+37,196

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South

Sources: Audit Bureau of Circulations Publisher's Statements for 6 month periods ending March 31, 1982 and March 31, 1983. Scarborough's National Newspaper Audience Ratings Study, 1983.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on 6 sts., some outlying areas.
Shopping Centers-Three new centers 3 blocks from downtown; Oakland Hts., 3 mi. N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Saul's, Belk
Market Sq.(21)	1	Winn-Dixie, Eckerd, K mart
Nea Mar(6)	1	Sears, Food Giant, Revco
North Corners(5)	2	Food Giant, Revco

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings; Market Square, Plaza, Mon. & Fri. to 9.
Stores Close-Wed. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-Belk.
Variety Stores-Woolworth; Lay's.
Discount Stores-Discount City; Super D; Family Dollar Store; Pick'N Pay Shoes; Dollar General.
Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd's; Ben's Drugs 2; Revco.
Chain Supermarkets-Kroger; Food Giant 2; Battle's; Winn-Dixie.
Other Chain Stores-Saul's; Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 7,230; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: None.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; GA Hwy. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School).

2 - TRANSPORTATION: **Railroads**-Central of Georgia; Seaboard; Southern.
Motor Freight Carriers-25.
Intercity Bus Lines-Modern Trailways; Southern Greyhound; Capitol Trailways; Atlantic Trailways; Southern Trailways of Georgia.
Airlines-Delta; Air Coach Transport Assn.; Atlantic Southeast Airlines.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; Loc. Est. 173,332
County 80 Cen. 170,108; Loc. Est. 174,258
CZ-ABC: (80) 211,565; (83) 210,400
RTZ-ABC: (80) 288,556; (83) 295,600
MSA 80 Cen. 239,196; Loc. Est. 244,487
City & RTZ-ABC: (80) 500,121; (83) 506,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869; Loc. Est. 62,991
County 80 Cen. 59,112; Loc. Est. 63,331
CZ-ABC: (80) 70,897; (83) 73,500
RTZ-ABC: (80) 96,728; (83) 102,600
MSA 80 Cen. 78,133; Loc. Est. 83,753
City & RTZ-ABC: (80) 167,625 (83) 176,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$534,791,000
Savings & Loan	4	$32[illegible],152,000

6 - PASSENGER AUTOS: County 91,594

7 - ELECTRIC METERS: Residence 58,521

8 - GAS METERS: Residence 50,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 21,200 ($177); Lumber & Wood 500 ($160); Chemical, Stone, Clay-Glass 600 ($200); Metal, Machinery 4,600 ($199); Food 3,700 ($180); Textiles 8,500 ($185); Apparel, Textiles 700 (N.A.); Print., Pub. 1,200 ($180); Transp., Comm., Utilities 3,400 ($190); Wholesale, Retail 13,500 (N.A.); Finance, Ins., Real Estate 5,500 ($160); Construction 3,500 ($175); Misc. Services 10,900 (N.A.); Gov't. 19,000.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Peachtree Mall; Phenix City; Broadway Area.
Neighborhood Shopping Centers-Wynnton; Rose Hill; E. Highland; N. Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills; Hamilton Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(78)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(65)	4	Gayfer's, Montgomery Ward
Cross-Country Plaza(69)	3	Frank's IGA, Segal & Sons, Service Merchandise
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Howard Bros., Western Auto
Hamilton Rd.(6)	10	Howard Bros., Winn-Dixie
Phenix Plaza(22)	1	Woolworth, Winn-Dixie, Economy Auto
Phenix By-Pass	3	South Star, K mart
Phenix Square	6	Food Giant, Revco Family Dollar
Eastgate(12)	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, United Super
Oakland Park(23)	4	Piggly Wiggly
St. Mary's(6)	4	Thriftown
13th St.	NA	A&P, Eckerd Drugs
Windsor Vlg.(12)	4	Piggly Wiggly
Vista Plaza	4	Howard Bros., Winn-Dixie

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's; JCPenney; Sears; K mart; Howard Bros., open 6 nights and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's.
Discount Stores-Gaylord's 2; Hill Bros.; Payless; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores-Woolworth 3; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y 2.
Chain Drug Stores-Lee 8; Walgreen 2; Eckerd's 5; Page Drugs 2; Revco.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 16; Food Giant 6; Green Associated Grocers 18; Big Buy 4; Super Foods 3; Birdsey; Kwik-Shop 2; Jones 3; IGA Foodliner 5; Sav-U 4; U Bag It 2; United Super 6.
Other Chain Stores-Burroughs; I.B.M.; Monroe; Fridon; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Schwobilt Clothes; Day's Clothing; Maxwell Bros; (furniture); Zale Jewelry; Busch Jewelry; Butlers, Thom McAn; Cannon Marilyn Slipper Shop (shoes); Lerner Shops; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes; Beli Bros. Shoes; Goodyear 2; Diana Stores 2; Lowe's; Walden Books; Cole Books; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Pockets; Radio Shack; Feet First; The Gap; Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 32,564; LEDGER (e-mon to fri) 25,251; ENQUIRER-LEDGER (m-sat) 52,785; LEDGER-ENQUIRER (S) 64,899; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, Adv. Dir., LEDGER and ENQUIRER, PO Box 711, Columbus, GA 31902; Tel. (404) 324-5526.
National Representative:Knight-Ridder.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2, (In Atlanta MSA), County Seat. Manufacturing & agricultural area. 20 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Georgia; Family Line.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; Loc. Est. 6,588
County 80 Cen. 36,747; Loc. Est. 40,011
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325

4 - HOUSEHOLDS:
City 80 Cen. 2,349; Loc. Est. 2,461
County 80 Cen. 11,592; Loc. Est. 13,207
MSA 80 Cen. 756,597; Loc. Est. 838,976

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 22,832

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing plant; Pine timber; Agriculture; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-6 Shopping Centers on Highways 20 and 138; I-20E; West Ave. and Salem Road; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd's, K mart
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Food Giant, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	A&P, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Gailey Dry Goods Co.; Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerd's; Treasury; Buy-Wise; Revco; Reed.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 5,091; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 130 SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; I-75 into Florida.

2 - TRANSPORTATION: **Railroads**-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,914; Loc. Est. 12,589
County 80 Cen. 19,489; Loc. Est. 21,300

4 - HOUSEHOLDS:
City 80 Cen. 3,656; Loc. Est. 3,678
County 80 Cen. 6,559; Loc. Est. 7,205

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$59,231,545
Prod. Credit Assn.	1	$59,486,338
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 14,533

7 - ELECTRIC METERS: Residence 7,561

8 - GAS METERS: Residence 2,676; Overall 3,616

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elec. Machy. 890 ($257); Food 831 ($155); Non Elec. Machy. 811 ($223); Trans. Eqpt. 431 ($211); Rubber Plastics 324 ($178); Chemicals 282 ($182); Furniture 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53; Paper 24; Miscellaneous 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days-Thurs., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Roobin's; The Fair Store; Belk's; Fergusons; Star Store; Badcock's.
Variety Stores-Family Dollar.
Discount Stores-Gibson's; Pic & Pay Shoes; Payless Shoes; TG&Y.
Chain Supermarkets-Piggly Wiggly; Harvey's; Winn-Dixie; Rachels.
Chain Drug Stores-Gibson's; Revco.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; B.C. Moore & Sons; Pic & Pay Shoes; Firestone; Goodyear; Belk-Matthews; Badcock Furniture; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,309; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W., Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: **Railroads**-L & N; Southern.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; Loc. Est. 21,128
CZ-ABC: (80) 20,939; (83) 21,600
RTZ-ABC: (80) 62,251; (83) 67,400
County 80 Cen. 65,780; Loc. Est. 68,753
City & RTZ-ABC: (80) 83,190; (83) 89,000

4 - HOUSEHOLDS:
City 80 Cen. 7,712; Loc. Est. 8,172
County 80 Cen. 22,463; Loc. Est. 24,577
CZ-ABC: (80) 7,778; (83) 8,172
RTZ-ABC: (80) 20,470; (83) 23,000
City & RTZ-ABC: (80) 28,248; (83) 31,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 34,596 (1981)

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-5[illegible]

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Area**-10 blocks on Hamilton King, Gordon, Cuyler and Crawford Sts.; Whitefield Square, Cleveland Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, JCPenney McCrory,
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Square(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears.
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd's; Revco.
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Sears (order); Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e-mon to fri; m-sat) 12,175; (S) 11,547; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton, Dalton, GA 30720; Tel (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern.
Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; Loc. Est. 16,439
County 80 Cen. 36,990; Loc. Est. 38,465
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 5,672
County 80 Cen. 12,447; Loc. Est. 13,328

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$135,000,000
Savings & Loan	1	$55,000,000
Commercial	7	$55,000,000

6 - PASSENGER AUTOS: County 18,593

7 - ELECTRIC METERS: Residence 10,497

8 - GAS METERS: Residence 3,121

9 - PRINCIPAL INDUSTRIES: Plywood; Bats, Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furniture; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Center(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs
Northside Ctr.(10)	NA	Hanks IGA
Bellevue Ctr.(6)	NA	Mercers Supermarket

Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied Department Store.
Discount Stores-Family Dollar; Top Dollar; Oxford Shop; Stevens Outlet; Tog Shop.
Variety Stores-McLellan's; Lovett & Tharpe; Cater's.
Chain Drug Stores-SupeRx; Revco; Walgreen.
Chain Supermarkets-Piggly Wiggly 3; Bi-Lo; Harvey's; IGA Foodliner.
Other Chain Stores-Firestone; Goodyear; Badcock Furniture; Farmers Furniture; Maxwell Furniture; Wise Fashions; Diana Shops; Vogue; Frieman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'N Pay Shoes; Payless Shoesource; Friedlanders; Choo-Choo Supply; W-Supply; Behrs; Sherris Homeway Rentals; Kenwin Shop; Lovett & Thorpe Hdwe.; Towns Auto Wheelers; Otasco.

14 - NEWSPAPERS: COURIER HERALD (e-mon to fri; m-sat) 10,308; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: Georgia Snipes, Adv. Dir., COURIER HERALD, Drawer B CSS, Dublin, GA 31040; Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial and recreational center of the Lake Sidney Lanier and Georgia mountain area. Poultry products, other agriculture, textiles, manufacturing. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129 and 365 Interstate Connector, 136, 249, 53, 141, 215, 365.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-24.

3 - POPULATION:
Corp. City 80 Cen. 15,280; Loc. Est. 15,024
PMA-ABC: (80) 75,649; (83) 81,500
RTZ-ABC: (80) 85,577; (83) 93,400
County 80 Cen. 75,649; Loc. Est. 80,725
Total PMA & RTZ-ABC: (80) 161,226; (83) 174,900

4 - HOUSEHOLDS:
City 80 Cen. 5,638; Loc. Est. 5,748
PMA-ABC: (80) 26,071; (83) 29,100
RTZ-ABC: (80) 28,681; (83) 32,600
County 80 Cen. 27,956; Loc. Est. 29,105
Total PMA & RTZ-ABC: (80) 54,752; (83) 61,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$263,269,850
Commercial	3	$3,296,957,970

6 - PASSENGER AUTOS: County 63,897

7 - ELECTRIC METERS: City & County 30,990

8 - GAS METERS: City & County 83,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furniture & Fixtures 629; Printing & Publishing 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-3 blocks on City Square; 5 on Bradford St.; 4 on Main St.; 5 on Washington St.; 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Village 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)	0	J&J Foods, Otasco
Blueridge	0	Hancock Fabrics, Turtles, Kroger
Sherwood Plaza(14)	0	Belk's, Sears, A&P, Rose's, Eckerd's
Westside Plaza	1	Family Dollar, Bells
Gibson's(2)	1	Gibson's, Big Star
Lakeshore Mall(48)	0	Belk's, JCPenney, Cato, Winn-Dixie, Revco
K mart	1	K mart
Lanier Plaza	1	Bi-Lo Foods
Wal Mart	1	Ingle's, Revco, Wal-Mart
Washington Square	0	Winn-Dixie, Reed Drugs
Big G Plz.(19)	1	Gibsons, Big Star, Eckerd's

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk; Estes; Millner's; Sears; Burton's.
Discount Stores-Liquidation Mart; Gibson's; Family Dollar; Rose's; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco; Eckerd, Dunaway; Reed.
Chain Supermarkets-A&P; Kroger; Winn-Dixie; Big Star 4; Bells; Bi-Lo; Ingle's.
Other Chain Stores-Southern Shoe; Goodyear; Singer; Diana; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Center; Bell Bros. Shoes; Rose's; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Supply; B. Dalton Books.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,751; (S) 22,411; sworn Mar. 27, 1983.
Local Contact for Advertising and Merchandising Data: Val Fowler, TIMES, PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234.
National Representative: Gannett Newspaper Advertising Sales.

GRIFFIN

1 - LOCATION: Spalding County, (In Atlanta MSA), E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: **Railroads**-Southern; Central of Georgia.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; Loc. Est. 20,217
County 80 Cen. 47,889; Loc. Est. 51,561
PMA-ABC: (80) 47,899; (83) 50,900
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325

4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,691
County 80 Cen. 16,177; Loc. Est. 18,185
PMA-ABC: (80) 16,177; (83) 17,800
MSA 80 Cen. 756,597; Loc. Est. 838,976

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$45,000,000
Commercial	3	$135,000,000

6 - PASSENGER AUTOS: County 24,032

7 - ELECTRIC METERS: Residence 9,336

8 - GAS METERS: Residence 11,960

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 4,507; Brassieres 433; Hosiery 500; Metal Works 221; Canning 400.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Big Star, Book Store, Hardware, Ben Franklin
U.S. Hwy. 415	NA	Cooks
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	Winn-Dixie
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd's, Bakery, Champions 7
N. Griffin Sq.	NA	Belk, Sears, Farmer Johns

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Food, Drug, Cook's Discount, K mart, Roses, Belk.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Crouch; Smith-Roberts; Belk; Sears Surplus Store.
Variety Stores-McLellan; Rose's; Ben Franklin.
Discount Stores-Cooks; K mart; Signal Mills; Dollar General; Carter's Outlet.
Chain Drug Stores-Reeds; Eckerds; K mart; Hospital Discount.
Chain Supermarkets-Piggly-Wiggly; Kroger; Big Star; Food Giant, Winn-Dixie.
Other Chain Stores-Goodrich; Firestone; Goodyear; Economy Auto; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Maxwell Bros. Furn.

14 - NEWSPAPERS: NEWS (e) 12,674; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Otis Raybon, Jr., Adv. Sales Mgr., NEWS, 323 E. Solomon, Griffin, GA 30224; Tel. (404) 277-3276.
National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing and agricultural. 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 138, 54, 95.

2 - TRANSPORTATION: **Railroads**-Southern; Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; Loc. Est. 3,851
County 80 Cen. 150,357; Loc. Est. 158,069
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325

4 - HOUSEHOLDS:
City 80 Cen. 1,392; Loc. Est. 1,322
County 80 Cen. 50,449; Loc. Est. 55,419
MSA 80 Cen. 756,597; Loc. Est. 838,976

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: County 89,193 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furniture, Wood Products; Dairying; Cotton growing; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3. Last killing frost, Mar.20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	NA	Sears, JCPenney
Arrowhead(25)	8	Food Giant, Reed Drugs
Southwest	9	Ben Franklin
Tara(8)	8	Big Apple
Village Square	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. north of Jonesboro has five major shopping centers plus downtown shopping district. Others in Morrow (5 mi.) and Riverdale (5 mi.).

13 - RETAIL OUTLETS: **Department Stores**-Belk; Zayre; JCPenney.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Sunshines.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 6,123; sworn Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30268; Tel. (404) 478-5753.
National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244.

2 - TRANSPORTATION: **Railroads**-A&WP, ACL.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; Loc. Est. 24,676
County 80 Cen. 50,003; Loc. Est. 52,349

4 - HOUSEHOLDS:
City 80 Cen. 8,689; Loc. Est. 9,147
County 80 Cen. 17,445; Loc. Est. 19,113

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 24,936

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Iron Foundries; Undergarments; Boats; Business Forms Printing; Polyethylene Film and Thread; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Grange Plz.(14)	NA	Rose's, Winn-Dixie
Commerce Vlg.(12)	NA	Kroger
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Mansour's; Soloman's; Rose's.
Discount Stores-Top Dollar Store; K mart.
Chain Drug Stores-Buy Wise; Eckerd's; Revco; Treasury.
Chain Supermarkets-A&P; Kroger; Food Giant; Winn-Dixie.
Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps; Kenwin; Learner; Casual Corner.

14 - NEWSPAPERS: NEWS (e) 14,841; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Adv. Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta MSA), E&P Map B-2, County Seat. In NE Georgia; 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Norfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; Loc. Est. 9,883
PMA-ABC: (80) 166,903; (83) 201,900
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325
County 80 Cen. 166,903; Loc. Est. 201,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; Loc. Est. 3,657
County 80 Cen. 55,227; Loc. Est. 69,300
MSA 80 Cen. 756,597; Loc. Est. 838,976
PMA-ABC: (80) 55,227; (83) 69,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$337,177,122
Savings & Loan	7	$256,884,544

6 - PASSENGER AUTOS: County 178,467

7 - ELECTRIC METERS: Residence 77,036

8 - GAS METERS: Residence 76,762

9 - PRINCIPAL INDUSTRIES: Office Parks and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Casket Handles; Table Pads; Leather Goods; Transportation Equipment; Egg and other Foam Cartons; Electric Cable; Avionics.
Principal Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Winter 17-85; Fall 19-82. Growing season 233 days; Avg. rainfall 47 in. per annum. First killing frost, Nov. 13. Last killing frost, March 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: 39 shopping centers in main communities of the county.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin(20)	NA	K mart, Kroger
Buford Mall(28)	NA	Prudential, Marci Imports
Carter Crossing(9)	NA	Big Star, Reed Drugs
Cedar Village(31)	NA	Hancock Fabrics, Drug Empor.
Crossroads(14)	NA	Winn-Dixie, Eckerd
Five Forks(6)	NA	Food Giant, Revco
Fountain Sq.(30)	NA	Sears Surplus
Green's Corner(41)	NA	K mart, Radio Shack
Gwinnett Crossing(10)	NA	Richway, Kroger, Eckerd
Gwinnett Place(103)	NA	Davison's, Rich's, Sears
Gwinnett Station(30)	NA	Kroger
Gwinnett Village(60)	NA	
Harmony Grove Center(6)	NA	Food Giant, Revco
Heritage Village(16)	NA	Baskin Robbins, Carter Shoes
Hilltop Village(13)	NA	TG&Y, Food Giant, Revco
Indian Trail Center(12)	NA	Cloth World, Jimmy's Butcher
Killian Hill Crossing(15)	NA	Winn-Dixie, Eckerd
Lawrenceville Square(25)	NA	Sears, Revco, Radio Shack
Lawrenceville West(15)	NA NA	Winn-Dixie, Revco
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Square(33)	NA	Williams Bros., Marci Import
Market Place(16)	NA	Kroger, Treasury Drugs
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Kroger
Mountain Park(67)	NA	Big Star, Eckerd
New London Plaza(24)	NA	K mart, Winn-Dixie, Eckerd
Norcross-Tucker(9)	NA	Big Star
North Rockbridge(24)	NA	Sheraton Furniture, DQ
Oakland Vlg.(20) Village(20)	NA	Kroger
Proctor Square(11)	NA	Winn-Dixie, Reed Drugs
River Oak Plaza(8)	NA	Winn-Dixie, Reed Drugs
Rivercliff Village(15)	NA	Alfonzo's Rest., McKenzie's
Scenic Plaza(13)	NA	Food Giant, Treasury Drugs
Scenic Square(8)	NA	Bi-Lo, Revco
Shannon Oaks(14)	NA	Winn-Dixie, Eckerd
Snellville Plaza(31)	NA	Big Apple Whse., Reed Drugs
Stonebridge Crossing(12)	NA	Food Giant, Treasury Drugs
Sugar Hill Center(6)	NA	Complete Auto, Wenjam Mfg.
Sunset Square(7)	NA	Bi-Lo, Revco

Principal Shopping Days-Fri., Sat., Thurs., Mon., Tues., Wed. (in order).

13 - RETAIL OUTLETS: Department Stores-Belk; Parsons; Pool's; K mart 3; Rose's; TG&Y; Richway 2.
Variety Stores-Super D; Family Dollar.
Chain Supermarkets-Winn-Dixie 6; Big Star 6; Kroger 7; Food Giant 5; Kram-Way; Bi-Lo 2; Thrifttown; Big Apple Warehouse.
Chain Drug Stores-Revco 8; Treasury Drugs 4; Reed's 4; Eckerd's 8.
Other Chain Stores-Goodyear 3; Sherwin-Williams; Cato; Western Auto 3; Otasco 2; Sears 4; Firestone 3; Lowe's; Wickes; Radio Shack 5; Unity Buying; Makro.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e-mon to fri) 23,058; (S) 25,068; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Lawson, Adv. Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: None.

MACON

1 - LOCATION: Bibb County (In Macon MSA), E&P Map B-3, County Seat. College and manufacturing center. 92 mi. SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads-Central of Georgia; Southern; Georgia; Seaboard; West Point, L&N; Western.
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 116,896; Loc. Est. 115,401
CZ-ABC: (80) 133,672; (83) 133,700
RTZ-ABC: (80) 428,133; (83) 446,900
MSA 80 Cen. 264,420; Loc. Est. 274,465
County 80 Cen. 150,256; Loc. Est. 152,007
City & RTZ-ABC: (80) 561,805; (83) 580,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; Loc. Est. 43,736
County 80 Cen. 52,856; Loc. Est. 56,591
MSA 80 Cen. 89,539; Loc. Est. 97,454
CZ-ABC: (80) 47,264; (83) 49,000
RTZ-ABC: (80) 140,045; (83) 152,000
City & RTZ-ABC: (80) 187,309; (83) 201,000

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 101,258

7 - ELECTRIC METERS: Residence 54,950

8 - GAS METERS: (total in service) 42,098

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Average Weekly Wage)-Food mfr. 2,500 ($395); Textile 1,400 ($337); Apparel 1,900 ($195); Lumber, Wood Products (except furniture) 500 ($232); Paper and allied Products 2,200 ($418); Printing 700 ($243); Chemicals 200 ($403); Stone, Clay, Glass, Concrete 1,200 ($371); Transportation Equipment 650 ($351).
Principal Pay Days-1st and 15th; Thurs., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Districts-Downtown 3 blocks on Cherry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chichester's, Piggly Wiggly
Bloomfield Vlg.(17)	7	Aim, Piggly Wiggly, Treasury Drug
Forest Hill Vlg.(9)	10	Piggly Wiggly, Revco
Ingleside Vlg.(24)	3	Chichester's
K mart Pio Nono(8)	5	K mart, Kroger
K mart Riverside(15)	4	K mart, Eckerd's
Macon Mall(114)	7	Sears, JCPenney, Davison's, Belk-Matthews
Market Sq.(10)	4	Aim, Revco
Northeast Plaza(23)	3	Piggly Wiggly, Rose's
Northgate Vlg.(12)	9	Kroger, Treasury Drug
Napier Square(16)	5	Piggly Wiggly, Family Dollar
Pio Nono Plaza	6	Piggly Wiggly
Riverside Plaza(20)	6	Powell's Pharmacy
Riveli Crossing(10)	7	Big Apple
Shurlington Plaza(16)		Piggly Wiggly, Family Dollar
South Plaza(15)	6	Big Star, Rose's
Summit Center(15)	7	Hancock Fabrics
Vine-Ingle	4	Piggly Wiggly, Chichester's
Westgate Outlet(33)	5	Key Catalog Showroom, Piggly Wiggly
Zayre Plaza(8)	5	Winn-Dixie, Zayre

Principal Shopping Days-Dept Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. thru Sat.
Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk-Matthews; JCPenney; Sears; Jos. N. Neel.
Discount Stores-Aim 2; K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Chichester's 6; Eckerd's 6; Revco 3; Treasury Drug 3.
Chain Supermarkets-Big Star; Big Apple 2; Piggly Wiggly 11; Kroger 3.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Baker's; Hardy's; Bailey, Banks & Biddle; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; McCrory's; Western Auto; Casual Corner; The Ranch; West Lumber.

14 - NEWSPAPERS: TELEGRAPH (m-mon to fri) 54,042; NEWS (e-mon to fri) 16,952; (m-sat) 69,180; (S) 86,881; Mar. 31. 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Burley, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA). E&P Map B-2, County Seat. 20 mi. NW of Atlanta on U.S. Hwy. 41 and State Hwys. 120, 5; I-75, I-285.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines-Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805; Loc. Est. 31,395
PMA-ABC: (80) 297,718 (83) 334,600
MSA 80 Cen. 2,138,078; Loc. Est. 2,270,325
County 80 Cen. 297,694; Loc. Est. 327,637
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; Loc. Est. 13,826
County 80 Cen. 106,586; Loc. Est. 122,773
MSA 80 Cen. 756,597; Loc. Est. 838,976
PMA-ABC: (80) 106,595; (83) 124,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$153,988,646
Commercial	9	$321,385,225

6 - PASSENGER AUTOS: County 204,935 (1981)

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft 8,000; Textile 2,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(5)	NA	Davison's, Rich's, JCPenney, Sears
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Kennestone Plaza	NA	
Marietta Pkwy(7)	NA	Rexall, Colonial
Market Sq.(20)	NA	Big Star, Winn-Dixie
New London(25)	NA	Food Giant
No. Gate(32)	NA	
Roswell St.(13)	NA	Furniture City USA
Town & Country(35)	NA	Winn-Dixie, JCPenney, Kroger
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple, Elmore's
Cobb Ctr.(49)	NA	Rich's, Colonial
Hawthorne(23)	NA	JCPenney, Kroger
Smyrna, Ga.	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Saul's; Leiter; JCPenney; Rich's; Davison's.
Discount Stores-K mart; Zayre; Gibson; Treasure Island; GEX.
Variety Stores-McLellan's; Woolworth; Elmore's.
Chain Drug Stores -Dunaway Rexall 6; Atherton Walgreen 3; SupeRx; Lassiter 2.
Chain Supermarkets-A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.
Other Chain Stores-Western Auto; Economy Auto; Friedman's Jewelry; S&H Green Stamps; Lionel Playworld.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 25,587; (S) 27,899; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, Agency Coord., JOURNAL, 580 Fairgrounds St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

MILLEDGEVILLE

1 - LOCATION: Baldwin County, E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of Ga. (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; Loc. Est. 12,858
County 80 Cen. 34,686; Loc. Est. 36,629

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. 4,081
County 80 Cen. 12,235; Loc. Est. 11,036

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 15,000

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 4,500; Textile Mfg. 1,350; Non-electric Machinery 716; Transportation Equipment 545; Health & Education 1,105; Chemical 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Avg. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Square Mall (30 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon.-Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk Matthews.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V.

14 - NEWSPAPERS: UNION-RECORDER (m-tue to sat) 6,042; sworn June 27, 1983.
Local Contact for Advertising & Merchandising Data: Catherine Meyer, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 15,708; Loc. Est. 16,595
County 80 Cen. 35,376; Loc. Est. 37,423
PMA-ABC: (80) 35,376; (83) 36,400

4 - HOUSEHOLDS:
City 80 Cen. 5,584; Loc. Est. 6,151
County 80 Cen. 12,152; Loc. Est. 13,416
PMA-ABC: (80) 12,152; (83) 13,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 16,766

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days-Thurs., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plaza(20)	2	Piggly Wiggly, Belk Hudson, Eckerds
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: **Department Stores**-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Chain Drug Stores-Revco; SupeRx; Eckerds.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Badcock Furn.; Shoe Flair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 7,703; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Don Collier, Adv. Mgr., OBSERVER, PO Box 89, Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: **Railroads**-Southern R.R.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; Loc. Est. 29,710
County 80 Cen. 79,800; Loc. Est. 83,381

4 - HOUSEHOLDS:
City 80 Cen. 11,680; Loc. Est. 11,830
County 80 Cen. 28,477; Loc. Est. 31,139

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$317,713,115
Savings & Loan	3	$211,575,633

6 - PASSENGER AUTOS: County 63,629

7 - ELECTRIC METERS: County 35,849

8 - GAS METERS: County 21,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Electrical 1,700; Metal 731; Food 917; Paper and allied products 1,139.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15. Last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alto(5)	NA	Super Discount
Central Plaza(16)	NA	Mack's Dept., Big Star, Enloe Drugs
Gala(23)	NA	Wal-Mart, Revco
K mart Plaza(5)	NA	K mart, Kroger, Radio Shack
Mapleton(4)	NA	Piggy Wiggly, Thomas 5 & 10
North Broad(3)	NA	Lowe's Mkt., Redford 5 & 10
Riverbend(50)	NA	Millers, Belk-Rhodes
West End(12)	NA	Enloe Drugs, Champion, Dollar General
W.Side Vlg.(12)	NA	Winn-Dixie, Eckerd

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-Redford's; Lay's; Thomas 5&10.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe Drugs 3; Revco 2.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Walker-Mays; Warehouse Groceries; Winn-Dixie; Food Giant; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Hickory Farms; Junction; Kinney Shoes; Lowe's Bldg.; Maxwell Home Furnishings 2; Otasco 2; Paris City; Payless Shoes 2; Pic 'N Pay Shoes 2; Radio Shack 2; Shoe City; Sherwin-Williams; Sterchi's Furniture; Stewarts; Tog Shop; Warners; Zales.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 22,214; (S) 25,265; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State 26 & 21.

2 - TRANSPORTATION: **Railroads**-Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers-70.
Freight Steamship Lines-97.
Intercity Bus Lines-Greyhound; Trailways; National Bus Services.
Airlines-Eastern; Delta.

3 - POPULATION:
Corp. City 80 Cen. 141,634; Loc. Est. 145,817
CZ-ABC: (80) 182,653; (83) 185,400
RTZ-ABC: (80) 522,258; (83) 553,800
County 80 Cen. 202,226; Loc. Est. 208,199
MSA 80 Cen. 220,553; Loc. Est. 227,617
City & RTZ-ABC: (80) 704,911; (83) 739,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; Loc. Est. 53,875
County 80 Cen. 71,323; Loc. Est. 76,800
MSA 80 Cen. 77,110; Loc. Est. 83,259
CZ-ABC: (80) 64,783; (83) 68,300
RTZ-ABC: (80) 169,110; (83) 185,800
City & RTZ-ABC: (80) 233,893; (83) 254,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$427,000,000
Commercial	7	$721,000,000

6 - PASSENGER AUTOS: County 104,531 (1981)

8 - GAS METERS: Residence 50,552

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Durable Goods: Lumber 1,200 ($255); Mill Work 500 ($199); Trans. Equip. 3,200 ($371); Others 3,100; Non-Durable Goods: Food 1,800; Chemical 2,100 ($331); Petroleum 700; Paper 4,700 ($411).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost, Nov. 26. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Broughton St., 2 W. on Broad St.; 2 E. on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull and Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chatham Plz.(26)	NA	Cook's, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(18)	NA	United Furniture
Forest City(7)	NA	United Furniture
Habersham(16)	NA	Winn-Dixie, Eckerd's
K mart	NA	K mart
Kensington(12)	NA	Eric's Restaurant
Largo Plz.(7)	NA	Big K, Piggly Wiggly
Mall Vlg.(8)	NA	La-z-boy, Showcase Shop
McAlpin Sq.(15)	NA	Cook's, Kroger
Medical Arts(16)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossroads(7)	NA	Andy's Mkt.
Oakhurst(20)	NA	Parker's Mkt.
Oglethorpe Mall(80)	NA	Sears, Belk's, Adler's
Picadilly Sq.(14)	NA	Carriage House, Spa
Traffic Circ.(6)	NA	H & L Green
Tri-Roads-K mart(7)	NA	K mart
Varsity Park & Shop Center(16)	NA	7-Eleven
Victory Dr.(15)	NA	Builderama
Victory Mall(25)	NA	K mart
West Side(22)	NA	Revco, Woolworths
Wilmington Is.(14)	NA	Piggly Wiggly
Windsor Forest(7)	NA	

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Wed., Thurs., Fri., Sat.
Stores Open Evenings-Department, downtown, Fri. Shopping Centers-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Levy's; JCPenney; Sears; Belk's 2; Adler's.
Discount Stores-K mart (Kresge) 2; Nifty-City; Cook's United 2; Sam Solomon; Kroger Sav-On 2; Big K.
Variety Stores-S.H. Kress; McCrory's 2; H.L. Green; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd's 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 6; Red & White 5.
Other Chain Stores-Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Brenda Allen, Smart & Thrifty, Diana 2; Furniture: Haverty, Chatham, Maxwell Bros, Stephens Carriage House, United Furniture Sales, Self Service; Auto Supplies: Western Auto 4, Firestone 2, Goodyear 3; S&H Green Stamps.

14 - NEWSPAPERS: MORNING NEWS (m) 56,801; (S) 74,743; EVENING PRESS (e) 20,318; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Gene Stewart, Adv. Dir., NEWS-PRESS, 111 W. Bay St., Savannah, GA 31401; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; on U.S. Hwy. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; Loc. Est. 15,965
County 80 Cen. 35,785; Loc. Est. 38,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; Loc. Est. 5,562
County 80 Cen. 12,533; Loc. Est. 13,287

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$156,193,021
Savings & Loan	2	$2,137,417,558

6 - PASSENGER AUTOS: County 17,422

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing; Plastic Extrusions.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plz.	1	SupeRx, Piggly Wiggly, Rose's
Simmons	0	Sears, IGA
Statesboro(29)	2	Belk, Revco, Big Star, JCPenney
University Plz.	2	
Gentilly	2	Winn-Dixie
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: **Department Stores**-Belk; Minkovitz; JCPenney.
Variety Stores-Rose's; Wheelers; K mart.
Chain Drug Stores-SupeRx; Revco.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Big Star; Bi-Lo.
Other Chain Stores-Goodyear; Firestone; Maxwell Furniture; Diana Shops; Radio Shack; Ace Hardware; Wheelers; Kenwin Shops; Friedman Jewelers.

14 - NEWSPAPERS: HERALD (m-mon to fri; S) 6,041; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Don Guin, Sales Dir., HERALD, PO Box 888, Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: **Railroads**-SCL.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; Loc. Est. 18,511
CZ-ABC: (80) 18,463; (83) 18,600
RTZ-ABC: (80) 39,480; (83) 41,200
County 80 Cen. 38,098; Loc. Est. 39,266
City & RTZ-ABC: (80) 57,943; (83) 59,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; Loc. Est. 6,699
County 80 Cen. 12,789; Loc. Est. 13,765
CZ-ABC: (80) 6,433; (83) 6,700
RTZ-ABC: (80) 12,976; (83) 14,100
City & RTZ-ABC: (80) 19,409; (83) 20,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 17,799 (1981)

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,949

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) -Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on five streets; one large regional shopping center. 5 small strip centers.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-TG&Y; Rose's; K mart; Woolworth.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx.
Chain Supermarkets-A&P; Colonial (Big Star); Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-McLendon's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe; Mangel's; General Dollar; Eleanor Shops; Playland Toy Stores; Logue's Fashion Villa; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Jaco Fabrics; Pearl Optical; Dunn Furn; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furniture; Bumper-to-Bumper; Lowe; Wight's; Kenwin Shop.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 10,864; (m-sat) 10,875; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Steven E. Maxwell, Adv. Dir., TIMES-ENTERPRISE, 119 N. Madison St., Thomasville, GA 31792; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; Loc. Est. 14,059
County 80 Cen. 32,862; Loc. Est. 34,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; Loc. Est. 4,901
County 80 Cen. 10,737; Loc. Est. 11,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$117,223,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 14,770

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Pdts. 165 ($175); Seed Shellers 130 ($140); Metal Pdts. 450 ($225); Feed Flour 120 ($150); Clothing 700 (NA); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Products 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15. Last killing frost, Mar. 21.

11 - TAP WATER: Hard

12 - RETAILING: Principal Shopping Center-K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)	0	Big Star, Sears, Family Dollar, Behrs, Revco
Titus(7)	NA	E-Z Food
Town & Country(25)	0	Rose's, Winn-Dixie, Eckerd, Belk-Hudson

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar.
Chain Drug Stores-Walgreen; Rexall; Eckerd's; Revco; Pic 'N Save; Cox's.
Chain Supermarkets-Harvey's; Big Star; Pic 'N Save; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,515; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Lee Browne, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Republic; ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; Loc. Est. 37,996
CZ-ABC: (80) 37,596; (83) 39,400
RTZ-ABC: (80) 97,944, (83) 102,800
County 80 Cen. 67,972; Loc. Est. 69,883
City & RTZ-ABC: (80) 135,540; (83) 142,200

4 - HOUSEHOLDS:
City 80 Cen. 12,800; Loc. Est. 13,455
County 80 Cen. 22,609; Loc. Est. 24,365
CZ-ABC: (80) 12,800; (83) 13,900
RTZ-ABC: (80) 32,218; (83) 35,000
City & RTZ-ABC: (80) 45,018; (83) 48,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 33,152 (1981)

7 - ELECTRIC METERS: 18,533

8 - GAS METERS: County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Construction 1,772
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Pantry Pride, Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Winn-Dixie, JCPenney
Valdosta Mall(40)	NA	Sears, Eckerd's, Belk-Hudson

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store; AIM For The Best.
Variety Stores-McCrory's; Woolworth's; Rose's.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd's; Pic 'N Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets-Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly 2.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 18,387; (S) 18,113; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: William E. England, Jr., Pub. & Gen. Mgr., TIMES, PO Box 968, Valdosta, GA 31601; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon MSA) E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads-SOU.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,893; Loc. Est. 41,767
MSA 80 Cen. 264,420; Loc. Est. 274,465
PMA-ABC: (80) 62,152; (83) 66,100
County 80 Cen. 77,605; Loc. Est. 79,199
RTZ-ABC: (80) 12,226; (83) 13,300
PMA & RTZ-ABC: (80) 74,378; (83) 79,400
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; Loc. Est. 15,062
County 80 Cen. 25,509; Loc. Est. 28,224
MSA 80 Cen. 89,539; Loc. Est. 97,454
PMA-ABC: (80) 20,551; (83) 22,700
RTZ-ABC: (80) 3,966; (83) 4,500
PMA & RTZ-ABC: (80) 24,517; (83) 27,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 43,215 (1981)

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Electronics; Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base-19,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10. Last killing frost, Mar. 19.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk's, Sears, Singer, Winn-Dixie
Williams Plz.(23)	NA	Dollar General, Maxwell
Zayre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Food Giant
K mart(2)	NA	K mart
Parkway Station (3)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears.
Auto Stores-Goodyear; Firestone; K mart; Sears; Wall Tire; Kelly Tires; Wholesale Tire.
Discount Stores-K mart; Zayre; Family Mart; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Family Mart, Inc.; Piggly Wiggly 3; Food Giant; Kroger.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Maxwell Furniture; Pic 'N Pay Shoes; Butler's Shoes; Friedmans Jewelers; Pay-Less Shoes; Bell Bros. Shoes; Kinney Shoes.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,991; (S) 11,065; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Billy R. Tucker, Adv. Mgr., SUN, 1553 Watson Blvd., Warner Robins, GA 31093; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4 & 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; Loc. Est. 19,413
County 80 Cen. 37,180; Loc. Est. 38,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; Loc. Est. 7,431
County 80 Cen. 12,788; Loc. Est. 13,769

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$803,758,045
Commercial	3	$75,770,843

6 - PASSENGER AUTOS: County 16,920 (1981)

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.; 12, 14, 26, 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18. Last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendelton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Square(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Richard's; JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart.
Discount Stores-Pic'N Save
Chain Drug Stores-Scottie's 2; Eckerd's; Rexall.
Chain Supermarkets-Winn-Dixie; Big Star; Pic'N Save; Pantry Pride; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Diana Shops; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'N Pay; Radio Shack; Jaco's; Jacobson's World Electronics; Wise Fashion; Jack's; Minute Markets; Shawnee Swifty; Check Mate.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,623; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., Waycross, GA 31501; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	71	78	82
5-14 Years	160	148	155
15-24 Years	154	192	202
25-44 Years	203	291	306
45-64 Years	138	180	189
65 and Over	44	76	80
TOTAL	770	965	1,014

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	34	74	117
General Mdse	334	632	1,036
Food	414	651	1,204
Automobiles	269	457	734
Gasoline Stations	106	176	361
Apparel	107	204	339
Furniture	83	102	170
Eat-Drink Places	261	484	1,041
Drugs	90	174	328
TOTAL SALES	1,864	3,294	5,962

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2, County Seat. 215 miles SE of Honolulu; 2,090 miles W of San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands by Hawaiian Airlines and Aloha Airlines.
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; Loc. Est. 37,839
CZ-ABC: (80) 35,269; (83) 38,500
RTZ-ABC: (80) 56,784; (83) 62,000
County 80 Cen. 92,053; Loc. Est. 100,701
City & RTZ-ABC: (80) 92,053; (83) 100,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,765; Loc. Est. 11,148
CZ-ABC: (80) 11,191; (83) 12,700
County 80 Cen. 29,237; Loc. Est. 33,440
RTZ-ABC: (80) 18,046; (83) 20,400
City & RTZ-ABC: (80) 29,237; (83) 33,100

5 - BANKS	NUMBER	EST. DEP.
Commerical	5	N.A.

6 - PASSENGER AUTOS: City 62,312

7 - ELECTRIC METERS: Residence 37,670

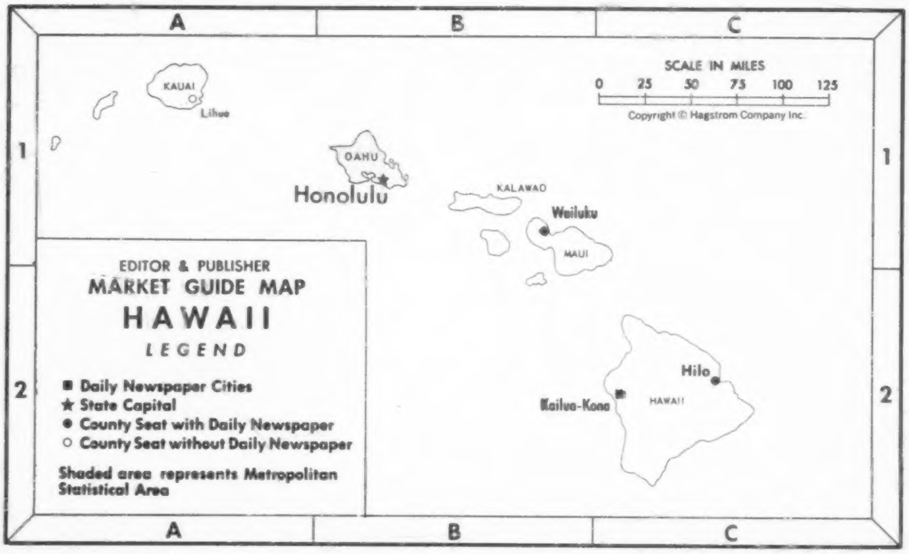
8 - GAS METERS: Residence 2,142; Rural Tank 10,343

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,700 ($385); Sugar & Agriculture 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Kamehameha Ave. & Keawe St.; 8



blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Department Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Western; Sears; JCPenney; Payless; McInerys.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Pick & Pay 2; Sure Save 3; K. Taniguchi 2; Safeway; Foodland 2.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 19,179; (S) 21,357; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD, PO Box 767, Hilo, HI 96720; Tel. (808) 935-6621.
National Representatives: Papert Companies; United Suburban Press, Inc.

HONOLULU

1 - LOCATION: Honolulu County (MSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Canadian Pacific; Japan; Qantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; Loc. Est. 377,279
PMA-ABC: (80) 762,565; (83) 791,200
Bal. in PMA-ABC: (80) 202,126; (83) 220,700
County/MSA 80 Cen. 762,874; Loc. Est. 792,163
Total PMA-ABC: (80) 964,691; (83) 1,011,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,260; Loc. Est. 138,467
County/MSA 80 Cen. 230,213; Loc. Est. 250,258
PMA-ABC: (80) 230,214; (83) 247,900
Bal. in PMA-ABC: (80) 63,838; (83) 72,400
Total PMA-ABC: (80) 294,052; (83) 320,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	9	$3,098,800,000
Commercial	9	$5,433,300,000
Trust Companies	4	$79,900,000

6 - PASSENGER AUTOS: Oahu Island 409,493

7 - ELECTRIC METERS: 305,927

8 - GAS METERS: 32,421

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, Number of Wage Earners: Agriculture 11,450; Manufacturing 23,150; Trans/Com/Util 31,350; Whol/Ret 105,550; Services & Misc. 101,100; Govt. 89,000; Contr. Constr. 22,300; Fin/Ins/Real Est 32,150; Self Emp/Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears, JCPenney, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star, Long's, Woolworth, McInerny, JCPenney
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, JCPenney, Sears, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 7; McInerny 3; JCPenney 4; Arakawa's; The Ritz 4.
Discount Stores-Gem 3; Gibson; Holiday Mart/Dai'ei 4; Military PX 5.
Variety Stores-Woolworth 5; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 12; Value 2; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 13; Safeway 10; Holiday Superfoods 3; Gem/Bigway 6; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 86,601; (e) 114,207; (S) 199,673; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Fountain, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative: Gannett News Service.

The 50th State is now #4

Hawaii ranks 4th nationwide in per household retail sales, and 4th in median household effective buying income (EBI).*

The Honolulu Advertiser and the Honolulu Star-Bulletin cover the entire state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than seven out of ten households. There is only one way to reach the booming Honolulu market and 4 million tourists.

*© 1983 S&MM Survey of Buying Power

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605 Kapiolani Blvd., Honolulu, Hi 96813 (808) 525-8000

Represented nationally by Gannett Newspaper Advertising Sales New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County, E&P Map C-2. In western part of the island. Kona is comprised of a North and South Division. Kailua is located in Kona's North Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 19,662; Loc. Est. 23,246
County 80 Cen. 92,053; Loc. Est. 100,701

4 - HOUSEHOLDS:
City 80 Cen. 10,970; Loc. Est. 9,509
County 80 Cen. 29,237; Loc. Est. 33,440

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 62,312

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism, Construction; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Kona Coast Shopping Center.
Neighborhood Shopping Centers-N. Kona Shopping Center; Kealakekua Ranch Center; Parker Ranch Center; World Square; Kona Inn Shopping Village.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Liberty House; Sears.
Variety Stores-Ben Franklin; Pay 'N Save.
Chain Drug Stores-Pay 'N Save; BJ Furniture.
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save.
Other Chain Stores-Andrades; McInerny.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 6,613; sworn Mar. 31, 1983.
Local Contact for Advertising & Merchandising Data: Ernie Uzzardo, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative: Papert Companies.

LIHUE

1 - LOCATION: Kauai Island & County, E&P Map A-1, County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Service between all islands-Hawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight service three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge service between all islands.

3 - POPULATION:
City 80 Cen. 4,000; Loc. Est. 4,227
County 80 Cen. 39,082; Loc. Est. 41,558
PMA-ABC: (80) 39,082; (83) 41,600

4 - HOUSEHOLDS:
City 80 Cen. 1,389; Loc. Est. 1,430
County 80 Cen. 12,020; Loc. Est. 13,353
PMA-ABC: (80) 12,020; (83) 13,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 28,983

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lihue(24)	NA	Sears, Woolworth
Menehune Village(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Market Place Coconut Plantation (72)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tue, wed, fri) 9,691; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681.
National Representative: U.S. Suburban Press, Inc.; Scripps League Newspapers.

Editor & Publisher
REACHES
more people now
than ever before.

WAILUKU

1 - LOCATION: Maui Island & County, E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: Sea Transportation-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific.

3 - POPULATION:
City 80 Cen. 10,674; Loc. Est. 10,743
County 80 Cen. 70,847; Loc. Est. 76,342
CZ-ABC: (80) 23,238; (83) 25,700
RTZ-ABC: (80) 47,609; (83) 52,800
City & RTZ-ABC: (80) 70,847; (83) 78,500

4 - HOUSEHOLDS:
City 80 Cen. 3,392; Loc. Est. 2,694
County 80 Cen. 22,510; Loc. Est. 25,410
CZ-ABC: (80) 7,251; (83) 8,300
RTZ-ABC: (80) 15,259; (83) 17,600
City & RTZ-ABC: (80) 22,510; (83) 25,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 48,850

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp. 65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center, Lahaina; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland
Azeka(20)	15	Ben Franklin, Star Mkt.
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears
Maui Mall(40)	NA	Woolworth, Long's

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-A&B Commercial Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 14,775; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Jones, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981.
National Representatives: U.S. Suburban Press, Inc., Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	64	94	98
5-14 Years	153	162	170
15-24 Years	128	174	182
25-44 Years	158	259	271
45-64 Years	143	161	169
65 and Over	67	94	98
TOTAL	713	944	988

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	135	286	417
General Mdse	154	280	427
Food	346	659	1,134
Automobiles	395	700	1,045
Gasoline Stations	139	223	425
Apparel	59	121	188
Furniture	76	150	232
Eat-Drink Places	131	260	520
Drugs	82	106	186
TOTAL SALES	1,660	3,016	4,978

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone and Roosevelt Hwys. Agricultural center.

2 - TRANSPORTATION: Railroads-C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; Loc. Est. 9,861
County 80 Cen. 36,489; Loc. Est. 36,589

4 - HOUSEHOLDS:
City 80 Cen. 3,266; Loc. Est. 3,391
County 80 Cen. 10,772; Loc. Est. 11,31[illegible]

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 23,718 (1981)

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17. Last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Center-Riverside Plaza Shopping Center.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; The Merc.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Gibson's; Sprouse Reitz.
Drug Stores-Ancho; Arnell's 2; Jay's; Thriftway.
Chain Supermarkets-Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's.
Other Chain Stores-Western Auto; Goodrich; OK Tire.

14 - NEWSPAPERS: NEWS (m) 7,152; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Chuck Higgs, Adv. Dir., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: None.

BOISE

1 - LOCATION: Ada County (MSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2 - TRANSPORTATION: Railroads-Union Pacific (frgt); Amtrak.
Airlines-United; Cascade; Frontier; Continental; Wein Air Alaska; Pacific Express.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,451; Loc. Est. 105,767
CZ-ABC: (80) 154,735; (83) 166,100
RTZ-ABC: (80) 207,237; (83) 218,600
County/MSA: 80 Cen. 173,036; Loc. Est. 184,376
City & RTZ-ABC: (80) 361,972; (83) 384,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; Loc. Est. 43,811
County/MSA 80 Cen. 63,139; Loc. Est. 70,356
CZ-ABC: (80) 57,323; (83) 63,700
RTZ-ABC: (80) 70,372; (83) 77,300
City & RTZ-ABC: (80) 127,695; (83) 141,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 130,000

7 - ELECTRIC METERS: 77,100

8 - GAS METERS: 40,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Merc Dept., Albertson's
Hillcrest Plaza(28)	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall(63)	20	JCPenney, Bon Marche
Overland Plaza(30)	5	Smith's Food, C.R. Stores, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Skaggs, Albertson's
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Grocery; chain drugs; discount stores.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Bazaar; Falk's; The Mode; JCPenney; Mercantile Stores; Sears; C. R. Anthony.
Variety Stores-King; Sprouse Reitz.
Discount Stores-K Mart; Grand Central.
Chain Drug Stores-Skaggs; Thrifty Drugs; Payless 4.
Chain Supermarkets-Albertson's 5; M&W 5; Buttrey's 4; Circle K 13; 7-Eleven 6; Thriftway 7; Smith's Food King 5.
Other Chain Stores-Montgomery Ward (catalog); Pay 'n Pak; Sunset Sports; Eagle Electric; Ernst Hardware.

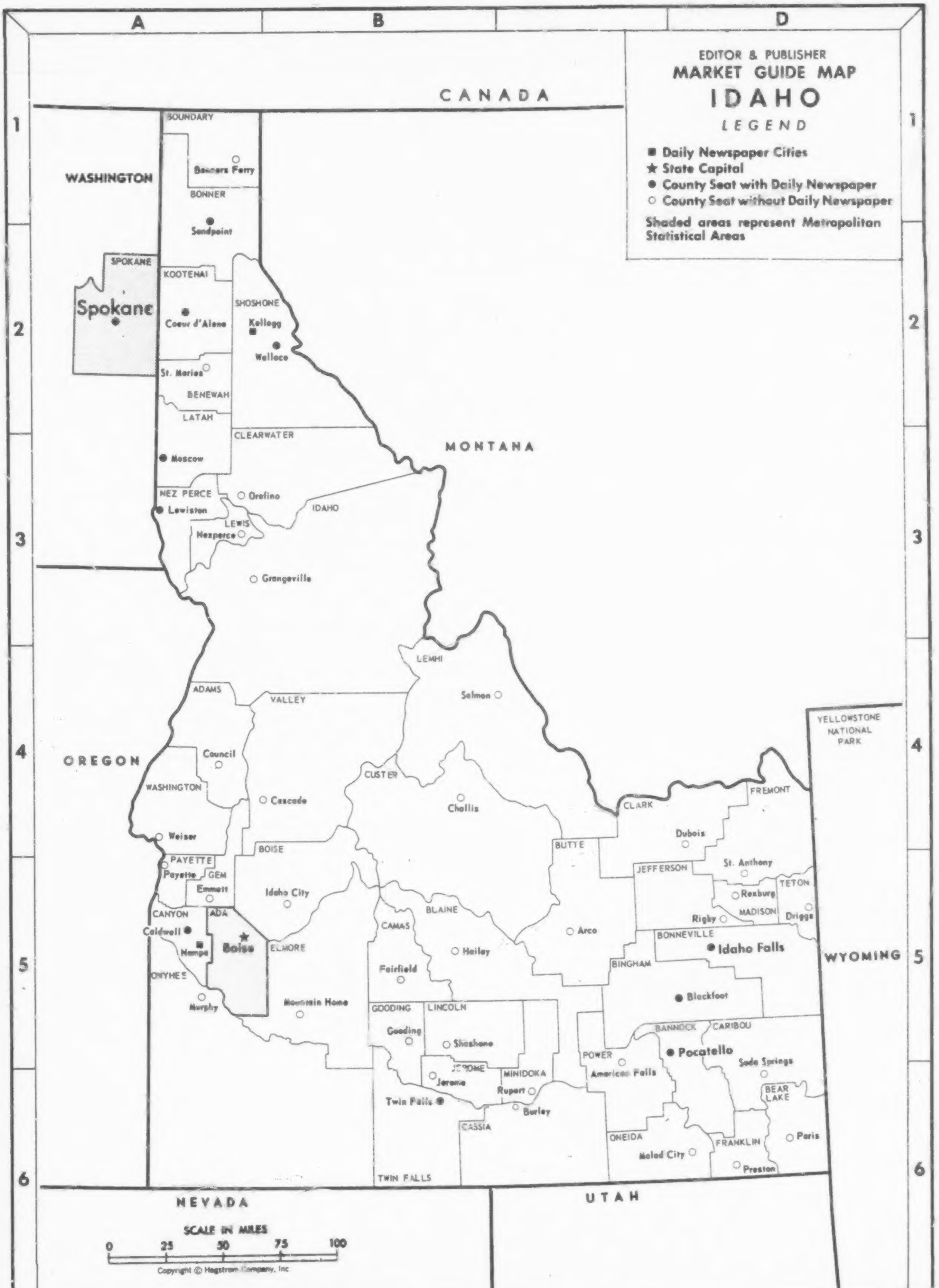
14 - NEWSPAPERS: IDAHO STATESMAN (m) 57,298; (S) 72,968; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Toni Wiggins, Ret. Sales Mgr., or Bob Carlson, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd., Boise, ID 83707; Tel. (208) 377-6393.
National Representative: Gannett Newspaper Advertising Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads-Cutoffline, U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; Loc. Est. 8,740


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Orofino
Lewiston
LEWIS
Nezperce
IDAHO
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
Weiser
CUSTER
Challis
CLARK
FREMONT
Dubois
BOISE
BUTTE
PAYETTE
Payette
GEM
Emmett
Idaho City
JEFFERSON
St. Anthony
TETON
Rexburg
MADISON
Driggs
Rigby
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
CAMAS
BLAINE
Hailey
Arco
BONNEVILLE
Idaho Falls
OWYHEE
Fairfield
BINGHAM
Murphy
Mountain Home
Blackfoot
GOODING
LINCOLN
Gooding
Shoshone
BANNOCK
CARIBOU
POWER
Pocatello
Soda Springs
American Falls
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
Burley
BEAR LAKE
CASSIA
ONEIDA
FRANKLIN
Paris
Malad City
Preston
TWIN FALLS
SCALE IN MILES
0
25
50
75
100
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Counties 80 Cen. 39,145; Loc. Est. 40,269
Mindoka 80 Cen. 19,718; Loc. Est. 20,392
Cassia 80 Cen. 19,427; Loc. Est. 19,877

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,030; Loc. Est. 3,040
Counties 80 Cen. 18,609; Loc. Est. 13,239
Cassia 80 Cen. 6,119; Loc. Est. 6,549
Minidoka 80 Cen. 12,490; Loc. Est. 6,690

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 15,559; Minidoka 13,717

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Avg. Weekly Salary $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Van Engelen; Sprouse Reitz.; Blocks.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Variety Stores-88¢ Stores.
Chain Drug Stores-Skaggs; Hamilton.
Chain Supermarkets-Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores-Firestone; Coast-to-Coast; Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jwlry.; Harrison Jwlry.; Fred & Wayne Tire; Zales; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 7,085; (S) 7,085; sworn Oct. 5, 1982.
Local Contact for Advertising and Merchandising **Data**: Dean Wilson, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None.

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: **Railroads**-NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; Loc. Est. 20,023
County 80 Cen. 59,770; Loc. Est. 64,242

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; Loc. Est. 7,259
County 80 Cen. 21,404; Loc. Est. 24,083

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 48,283 (1981)

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Montgomery Ward, Kinney's, Buttreys, Firestone, Radio Shack Sprouse-Reitz

Principal Shopping Days-Mon., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Dingle's; Pay 'N Save; Sears; Harvey's; Low Cost Drug; Yellow Front; Myklebust's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Supermarkets-Albertson's; Riba's; IGA; Safeway; Ron's; Rosauer's; Buttrey's.

14 - NEWSPAPERS: PRESS (e) 13,405; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. Southeastern part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: **Railroads**-UP.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Western; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 39,590; Loc. Est. 38,825
CZ-ABC: (80) 39,590; (83) 39,100
RTZ-ABC: (80) 84,857; (83) 89,900
County 80 Cen. 65,980; Loc. Est. 67,234
City & RTZ-ABC: (80) 124,447; (83) 129,000

4 - HOUSEHOLDS:
City 80 Cen. 13,916; Loc. Est. 14,051
County 80 Cen. 21,307; Loc. Est. 22,698
CZ-ABC: (80) 13,916; (83) 14,300
RTZ-ABC: (80) 23,847; (83) 26,400
City & RTZ-ABC: (80) 37,763; (83) 40,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$357,367,000
Savings & Loan	4	$98,426,000

6 - PASSENGER AUTOS: County 48,020

7 - ELECTRIC METERS: Residence 15,370

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 2,875 ($140); Idaho Nuclear Engineering Laboratory 9,500 ($328); Construction 2,670 ($350); Food Processing 1,405 ($155); Transportation 1,265 ($162); Wholesale-Retail 8,053 ($160); Finance 1,325 ($165); Service & Misc. 5,620 ($175); Government 3,505 ($172); Education 1,506 ($155).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Country Club(31)	2	Sears, Lamont's
Hall Park(6)	3	Merc Dept., Safeway
First Street(11)	1	Idaho Dept. Store
Skyline(5)	2	Skyline Groc., Ben Franklin
First Woodruff(3)	2	Smith Food
Westfield Plz.(13)	2	Skaggs, Albertson's, Coast-to-Coast
Yellowstone(22)	NA	Grand Center, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shopping centers Mon. thru Fri. til 9; Sundays 12-7.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; JCPenney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; K-G Stores; Merc; Ernst; Hirsch Value Center.
Variety Stores-Ben Franklin; Sprouse Reitz; Bonanza; 88¢ Store; King's; Town Square.
Discount Stores-The Mart; Grand Central; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Skaggs 2; Osco; Rexall 2; Smith's.
Chain Supermarkets-Safeway 2; Albertson's 3; IGA 3; Buttrey's; Warehouse Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Mode O'Day; Payless Shoes; Jay Vee Women's; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's.

14 - NEWSPAPERS: POST-REGISTER (m-tues to sat) 3,482; (e-mon to fri) 21,962; Comb. (m&e) 25,444; (S) 26,370; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,417; Loc. Est. 3,416
County 80 Cen. 19,226; Loc. Est. 19,865

4 - HOUSEHOLDS:
City 80 Cen. 1,330; Loc. Est. 1,339
County 80 Cen. 6,870; Loc. Est. 7,405

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 13,638 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining and Smelting of Various Metals; Forest Prod.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Centers**-N.A.

13 - RETAIL OUTLETS: **Department Stores**-Morrows; Patano's; JCPenney.
Chain Supermarkets-Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: EVENING NEWS (e-mon to fri) 6,719; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Dir., EVENING NEWS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, Idaho., County Seat. Clarkston in Asotin County, Wash., E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia rivers. Hell's Canyon Excursion and Snake River Route. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Cascade; Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; Loc. Est. 35,357
Lewiston 80 Cen. 27,986; Loc. Est. 28,590
Clarkston 80 Cen. 6,903; Loc. Est. 6,767
Counties 80 Cen. 50,043; Loc. Est. 51,195
Nez Perce, ID 80 Cen. 33,220; Loc. Est. 34,140
Asotin, WA 80 Cen. 16,823; Loc. Est. 17,055

Demographic Information available from Newspaper. See paragrah 14

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; Loc. Est. 14,240
Lewiston 80 Cen. 10,769; Loc. Est. 11,351
Clarkston 80 Cen. 2,909; Loc. Est. 2,889
Counties 80 Cen. 18,960; Loc. Est. 18,178
Nez Perce, ID 80 Cen. 12,490; Loc. Est. 11,351
Asotin, WA 80 Cen. 6,470; Loc. Est. 6,827

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	12	$270,240,000
Savings & Loan	4	$112,445,000

6 - PASSENGER AUTOS: Nez Perce Co. 27,738; Asotin Co. 8,032

7 - ELECTRIC METERS: Residence 18,546

8 - GAS METERS: Residence 7,388

9 - PRINCIPAL INDUSTRIES: Wood Prod.; Veneer; Pulp & Paper; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Speer Prod. Co.; Omark-CCI (Ammunition); Lime Quarries 2; Elec. Pr. Plants; 2 Beverage Bottlers; 2 Hospitals; 3 Boat Works; 3 Marinas; 4 Box Factories; State Liberal Arts and Vocational College; Two year State Community College; 3 Concrete Prod. Factories; 4 Feed Grinding Plts.; 2 Fertilizer Mfrs.; Natural Gas Co.; 13 Bulk Petroleum Plts.; 3 Livestock Sales Yards; 2 Saddle Shops; 11 Motor Freight Cos.; Plating Factory; 4 Seed-cleaning Plts.; 3 Steel Prod. Plts.; Venetian Blinds Fabricator; 4 Radio & 1 TV Station; 1 Dairy.

10 - CLIMATE: Min. & Max Temp.-Mar. 36-56; Sept. 49-78. Rainfall 14.47 inches.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lewiston(25)	2 1/2	Buttrey's, Bon Marche
Southgate(6)	4	Big V Dept.
Sunset(8)	2 1/2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Sears

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; Idaho Dept.; JCPenney; Lee Morris; K mart; Big V.
Variety Stores-Bonanza 88; Bazar.
Discount Stores-Great Western; K mart.
Chain Drug Stores-Payless; The Owl 3; K mart; Wasem's Rexall; Marketime; Low Cost.
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Buttrey's; Mard Mkts; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection; Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (m) 24,477; (S) 25,407; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Larry Brown, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Branham/Newspaper Sales.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business center for famed Palouse Empire Agriculture. Forestry & mining research center, University of Idaho. 89 mi. SE Spokane, 320 mi. E of Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; Loc. Est. 17,563
County 80 Cen. 28,749; Loc. Est. 30,474

4 - HOUSEHOLDS:
City 80 Cen. 5,686; Loc. Est. 6,190
County 80 Cen. 10,256; Loc. Est. 11,398

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$186,500,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: 21,251

7 - ELECTRIC METERS: Residence 7,914

8 - GAS METERS: 2,912

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) County total 8,722 ($198); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trnsp, Comm & Utilities 406 ($291); Wholesale & Retail 2,394 ($135); Finance 215 ($198); Service 1,343 ($142); Government 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26. Last killing frost, April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse(50)	2	Bon Marche, JCPenney
Empire Mall	NA	K mart
Moscow Mall(27)	1	Safeway, Sears
Korns(4)	1	Rosauers, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Tidyman's Warehouse Foods 2.
Other Chain Stores-Schucks (auto); Checker Auto.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri; m-sat) 7,397; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: R.C. Frisch, Adv. Mgr., IDAHONIAN, 409 S. Jackson, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Branham/Newspaper Sales.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on I-84. Caldwell; County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; Loc. Est. 42,115
Nampa 80 Cen. 25,112; Loc. Est. 24,619
Caldwell 80 Cen. 17,699; Loc. Est. 17,496
County 80 Cen. 83,756; Loc. Est. 84,863

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; Loc. Est. 15,925
Nampa 80 Cen. 8,987; Loc. Est. 9,344
Caldwell 80 Cen. 6,420; Loc. Est. 6,581
County 80 Cen. 28,458; Loc. Est. 30,167

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	$93,560,000
Savings & Loan	3	$96,530,000
Caldwell:		
Commercial	4	$123,000,000
Savings & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 149,997 (all vehicles)

7 - ELECTRIC METERS: Nampa: 16,275; Caldwell: 14,304

8 - GAS METERS: Nampa: 7,579; Caldwell: 4,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 225; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Processing 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Construction 1,218; Agriculture 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26. Last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3. Last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	NA	Merc Dept., M&W Mkt., Sears
Karcher(68)	7	Woolworths, Idaho Dept., JCPenney, Zale's, Bon Marche
Owyhee(7)	NA	Safeway
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers; grocers & drugs

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart; Sears.
Discount Stores-Bonanza 2; Statewide Auto Stores 2; Rasco-Tempo.
Variety Stores-Sprouse Reitz; M.H. King; Bonanza 88.
Chain Drug Stores-Penneywise 2; Skagg's; Super Thrift.
Chain Supermarkets-Albertson's 2; M&W 2; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway 2.
Other Chain Stores-Firestone 2; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear 2; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: PRESS-TRIBUNE (e) 18,206; (S) 18,840; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Tony Cler, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Cascade Airways; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 46,340; Loc. Est. 46,409
CZ-ABC: (80) 53,392; (83) 54,300
RTZ-ABC: (80) 71,700; (83) 74,300
County 80 Cen. 65,421; Loc. Est. 67,063
City & RTZ-ABC: (80) 125,092; (83) 128,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,840; Loc. Est. 17,584
County 80 Cen. 22,489; Loc. Est. 24,128
CZ-ABC: (80) 18,937; (83) 19,900
RTZ-ABC: (80) 21,997; (83) 23,700
City & RTZ-ABC: (80) 40,934; (83) 43,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$245,000,000
Savings & Loan	5	$60,000,000

6 - PASSENGER AUTOS: County 47,157 (1981)

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 14,215

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-RR 2,300; Dairy Processing 204; Poultry Livestock 112; Process Foods 175; Food Mfg. 596; Constr. 1,100; Transp., Comm., Util. 3,485; Trade 5,219; Chem. Process 1,000; Chem. Mining 325; Electronics 1,276; Heavy Machinery 1,219.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone bet. Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Idaho Dept. Store; P.N. Hirsch, Sears; K mart; Lamont's; ZCMI; Bon Marche.
Discount Stores-Cal-Ranch & Farm; Parrish Discount Ctr.
Variety Stores-Bonanza; B. Dalton Book Sellers.
Chain Drug Stores-Skaggs; Super-Save; Osco; Grand Central; Payless.
Chain Supermarkets-AG 4; Albertson's 2, Buttrey's; Safeway 2; Thriftway, Okay; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores-Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H Zale's Jewelry; Sunset Sporting Goods; Idaho Furniture Showcase; Big O Tires; Ernst; Kinney Shoes; Lamonts; Thom McAn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 20,102; (S) 21,493; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Bloxham, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: Newspaper Advertising Service.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; Loc. Est. 4,381
County 80 Cen. 24,163; Loc. Est. 24,538

4 - HOUSEHOLDS:
City 80 Cen. 1,796; Loc. Est. 1,416
County 80 Cen. 8,814; Loc. Est. 9,948

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 19,962 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BEE (e-mon to fri) 3,833; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Pete Thompson, Pub., BEE, 310 Church St., Sandpoint, ID 83864; (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Transwestern; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; Loc. Est. 27,615
CZ-ABC: (80) 31,184; (83) 31,800
RTZ-ABC: (80) 101,697; (83) 106,100
City & RTZ-ABC: (80) 132,881; (83) 137,900
County 80 Cen. 52,927; Loc. Est. 56,680

4 - HOUSEHOLDS:
City 80 Cen. 10,573; Loc. Est. 12,000
County 80 Cen. 20,528; Loc. Est. 21,177
CZ-ABC: (80) 11,386; (83) 12,000
RTZ-ABC: (80) 34,494; (83) 37,400
City & RTZ-ABC: (80) 45,880; (83) 49,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 43,659

7 - ELECTRIC METERS: Residence 24,816

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 2,600 ($240); Box Factory 100 ($230); Plastic Household Utensils 800 ($220); Construction 1,200 ($260); Retail Trade 5,000 ($180); Government 3,300 ($270); Printers 1,500 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main with adjacent shops and services on 2nd Avenue North, South, East and West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes(33)	2.5	Woolworth, Osco, Zales, The Mode
Lynwood(50)	2	Alexanders, Payless Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, Bonanza 88, K mart, Ernst, Payless-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Van Engelen's; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores-M. H. King; Bonanza 88.
Discount Stores-K mart; Woolworth.
Chain Drug Stores-Osco; Penny-Wise; Payless; Smith Drug King.
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores-Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Ernst.

14 - NEWSPAPERS: TIMES-NEWS (m) 22,651; (S) 23,557; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, PO Box 538, Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative: Branham/Newspaper Sales.

WALLACE

1 - LOCATION: Shoshone County, E&P Map B-2, County Seat. Residential center. NE part of state on south fork of Coeur d'Alene River; 85 mi. E of Spokane, WA. On U.S. Hwy. 10.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 1,736; Loc. Est. 1,661
County 80 Cen. 19,226; Loc. Est. 19,865

4 - HOUSEHOLDS:
City 80 Cen. 710; Loc. Est. 708
County 80 Cen. 6,870; Loc. Est. 7,405

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 13,638 (1981)

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Morrow's; JCPenney.
Variety Stores-Fonk's.
Chain Supermarkets-IGA 2; Excell; Thrift Stores.
Other Chain Stores-Gamble's.

14 - NEWSPAPERS: NORTH IDAHO PRESS (e-mon to fri) 2,257; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Mgr., NORTH IDAHO PRESS, 506 6th Street, Wallace, ID 83873; Tel. (208) 556-1561.
National Representative: None.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
Springfield-Menard and Sangamon Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Alton-Granite City-Jersey and Madison Counties.
Aurora-Elgin-Kane and Kendall Counties.
Chicago-Cook, DuPage and McHenry Counties.
East St. Louis-Belleville-Clinton and St. Clair Counties.
Joliet-Grundy and Will Counties.
Lake County-Lake County.

St. Louis, Mo.-Ill.-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Monroe County, Ill.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.

St. Louis-East St. Louis-Alton, Mo.-Ill.-Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	937	842	859
5-14 Years	2,234	1,768	1,803
15-24 Years	1,855	2,138	2,180
25-44 Years	2,653	3,147	3,210
45-64 Years	2,345	2,262	2,307
65 and Over	1,089	1,261	1,286
TOTAL	11,113	11,418	11,645

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	1,156	1,929	2,509
General Mdse	3,680	5,129	6,989
Food	5,206	7,571	11,633
Automobiles	4,858	8,088	10,778
Gasoline Stations	1,795	3,041	5,176
Apparel	1,568	2,197	3,032
Furniture	1,271	1,818	2,516
Eat-Drink Places	2,254	3,665	6,550
Drugs	996	1,364	2,135
TOTAL SALES	25,922	39,215	58,175

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In Alton-Granite City PMSA), E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads-CB&Q; Ill.-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; Loc. Est. 51,857
Alton 80 Cen. 34,171; Loc. Est. 32,531
East Alton 80 Cen. 7,123; Loc. Est. 7,087
Wood River 80 Cen. 12,449; Loc. Est. 12,239
CZ-ABC: (80) 93,762; (83) 93,400
RTZ-ABC: (80) 105,565; (83) 106,600
PMSA 80 Cen. 268,209; Loc. Est. 268,972
County 80 Cen. 247,671; Loc. Est. 247,992
City & RTZ-ABC: (80) 199,327; (83) 200,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; Loc. Est. 21,131
Alton 80 Cen. 12,993; Loc. Est. 13,128
East Alton 80 Cen. 2,953; Loc. Est. 3,058
Wood River 80 Cen. 4,816; Loc. Est. 4,945
County 80 Cen. 89,001; Loc. Est. 93,267
PMSA 80 Cen. 95,823; Loc. Est. 100,540
CZ-ABC: (80) 34,308; (83) 35,500
RTZ-ABC: (80) 39,985; (83) 38,700
City & RTZ-ABC: (80) 71,293; (83) 74,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,080,382,018
Commercial	9	$394,117,932

6 - PASSENGER AUTOS: County 131,619

7 - ELECTRIC METERS: Residence 36,771

8 - GAS METERS: Residence 30,746

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prod. 4,010 ($390); Petroleum Refining 2,452 ($597); Stone, Glass & Clay 1,637 ($432); 1,694 ($447); Paper Prod. 1,108 ($380); Total Employment 32,924; Mfg. 13,280.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Alton	2	Sears.
Wilshire	5	P.N. Hirsch, General Grocer
Plaza Corners	2	Nat'l Food, Thrifty Drug, P.N. Hirsch
Central Park	3	Central Hdwe., Tipton, K mart, Kroger, Ventura
Monticello Plaza	4	Kroger
Washington Sq.	1	A&P, Thrifty Drug
Bethalto	8	A&P, P.N. Hirsch
Eastgate	4	JCPenney, McCrory, P.N. Hirsch
Jamestown Mall	9	Stix, Baer Fuller, , Sears

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Dept. nightly; Food Fri; Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; The Snyder Co.; Famous-Barr; JCPenney.
Variety Stores-Ben Franklin; McCrory.
Discount Stores-Jupiter; Target; Venture; K mart; P.N. Hirsch.
Chain Drug Stores-Thrifty 3, Wedge 3.
Chain Supermarkets-Kroger 4; A&P 2; Natl. Food; Schnuck's 2; General Grocer.
Other Chain Stores-Auto Supply:B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Lee Anne, Bindler, Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Stuarts, Susies Casuals; Men's Apparel: Barleff's, Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture: Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zales.

14 - NEWSPAPERS: TELEGRAPH (e) 37,440; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: L.J. Payne, Gen. Adv. Mgr., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2580.
National Representative: Branham/Newspaper Sales.

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Aurora City Lines; RTA.

3 - POPULATION:
Corp. City 80 Cen. 81,293; Loc. Est. 83,912
CZ-ABC: (80) 102,828; (83) 106,300
RTZ-ABC: (80) 230,568; (83) 244,300
PMSA 80 Cen. 315,607; Loc. Est. 327,018
County 80 Cen. 278,405; Loc. Est. 288,528
City & RTZ-ABC: (80) 333,396; (83) 350,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,668; Loc. Est. 30,234
County 80 Cen. 93,729; Loc. Est. 101,763
PMSA 80 Cen. 105,771; Loc. Est. 114,773
CZ-ABC: (80) 35,173; (83) 37,900
RTZ-ABC: (80) 74,468; (83) 82,000
City & RTZ-ABC: (80) 109,641; (83) 119,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	$1,500,000,000
Commercial	3	$503.068,000

6 - PASSENGER AUTOS: County 155,281

7 - ELECTRIC METERS: Est. 49,954

8 - GAS METERS: Residence, Est. 25,000

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Publ.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Machy.; Non-Electrical Mach. Mfg. Employment 35,223.

10 - CLIMATE: First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel
West Aurora Plaza(20)	2	K mart
Ashland Plz.(2)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field
St. Charles Mall(30)	11	Jos. Speiss & Co., K mart

Principal Shopping Days-Thu. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Jos. Spiess & Co.; Lytton's; Bergner-Weise.
Discount Stores-Gaylord's; K mart; Zayre.
Variety Stores-Scott's; Hensley's; Ben Franklin; Ace Hardware; Osco Drug.
Chain Supermarkets-Jewel 3; Convenient; Eagle 3; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt., Aldi's; 7-Eleven; White Hen Pantry; Dominick's; Frank's Finer Foods.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Armanetti; Brown's Sports.

14 - NEWSPAPERS: BEACON-NEWS (e) 39,544; (S) 41,535; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Birsa, Dir. of Adv., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860.
National Representative: Sawyer-Ferguson-Walker Co.

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center, west central Illinois. On east bank of Illnois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Crown Transit.

3 - POPULATION:
Corp. City 80 Cen. 6,338; Loc. Est. 6,476
County 80 Cen. 15,084; Loc. Est. 15,642

4 - HOUSEHOLDS:
City 80 Cen. 2,389; Loc. Est. 2,520
County 80 Cen. 5,658; Loc. Est. 6,143

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$70,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 7,032

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ann. Payroll): Railroad 150; Aluminum & Brass 241; Foods/Meat Products 1,000 ($25,000,000); Feed/Grains/Milling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: Shopping Center-Beardstown Plaza, at junction of hwys. 100 & 67 (Roe Foods, TG & Y).
Neighborhood Shopping Centers-E. 4th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Gambles.
Variety Stores-TG&Y.
Chain Drug Stores-Martin Rexall.
Chain Supermarkets-Roe Eisner; Kent's IGA.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,547; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dale L. Barber, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In East St. Louis-Bellville PMSA). E&P Map B-5, County Seat. Agricultural, military, industrial and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; Loc. Est. 43,850
PMA-ABC: (80) 189,127; (83) 181,500
PMSA 80 Cen. 298,086; Loc. Est. 302,106
County 80 Cen. 265,469; Loc. Est. 268,782
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; Loc. Est. 17,433
County 80 Cen. 90,410; Loc. Est. 95,565
PMSA 80 Cen. 101,748; Loc. Est. 107,090
PMA-ABC: (80) 65,626; (83) 67,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$543,733,525
Savings & Loan	3	$331,594,325

6 - PASSENGER AUTOS: County 134,823

7 - ELECTRIC METERS: Residence 31,880

8 - GAS METERS: Residence 25,865

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Roesch 125.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; Last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Twelve blocks on Main St.
Principal Shopping Days-Thurs., Fri. & Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(22)	2	Nat'l Food
Carlyle Plz.(15)	4	Nat'l Food, Wal-Mart
Wade Sq.(10)	NA	Tom Boy
St. Clair Square(120)	6	Sears, JCPenney, Stix, Baer & Fuller
Crossroads(16)	NA	K mart
Venture(6)	6	Venture Stores, Kroger, Schnucks, Dolgins
Southview Plaza(15)	12	Tom-Boy, Hirsch, Western Auto
Co. Club Plz.(20)	3	Schnuck's, Walgreen
Arcade Ctr.(16)	6	Montgomery Ward

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Stix, Baer & Fuller; Famous-Bar; P.N. Hirsch; Glicks.
Discount Stores-K mart; Wal-Mart; Venture; Target; Dolgins.
Chain Drug Stores-Stiehl Walgreen; Gasen; S.S. Kresge; Medicare-Glaser.
Chain Supermarkets-Kroger 3;IGA 7; National 2; Tom Boy 2; Shopland 2; Shop 'N Save; Schnuck's 4; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; United Tire; Mods O'Day; Nustyle; Sherwin-Williams; Montgomery Ward (catalog); Singer; Ben Franklin; P.N. Hirsch; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (e-mon to fri) 40,230; (S) 48,303; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Burgess, Adv. Dir., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62222; Tel. (618) 234-1000.
National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

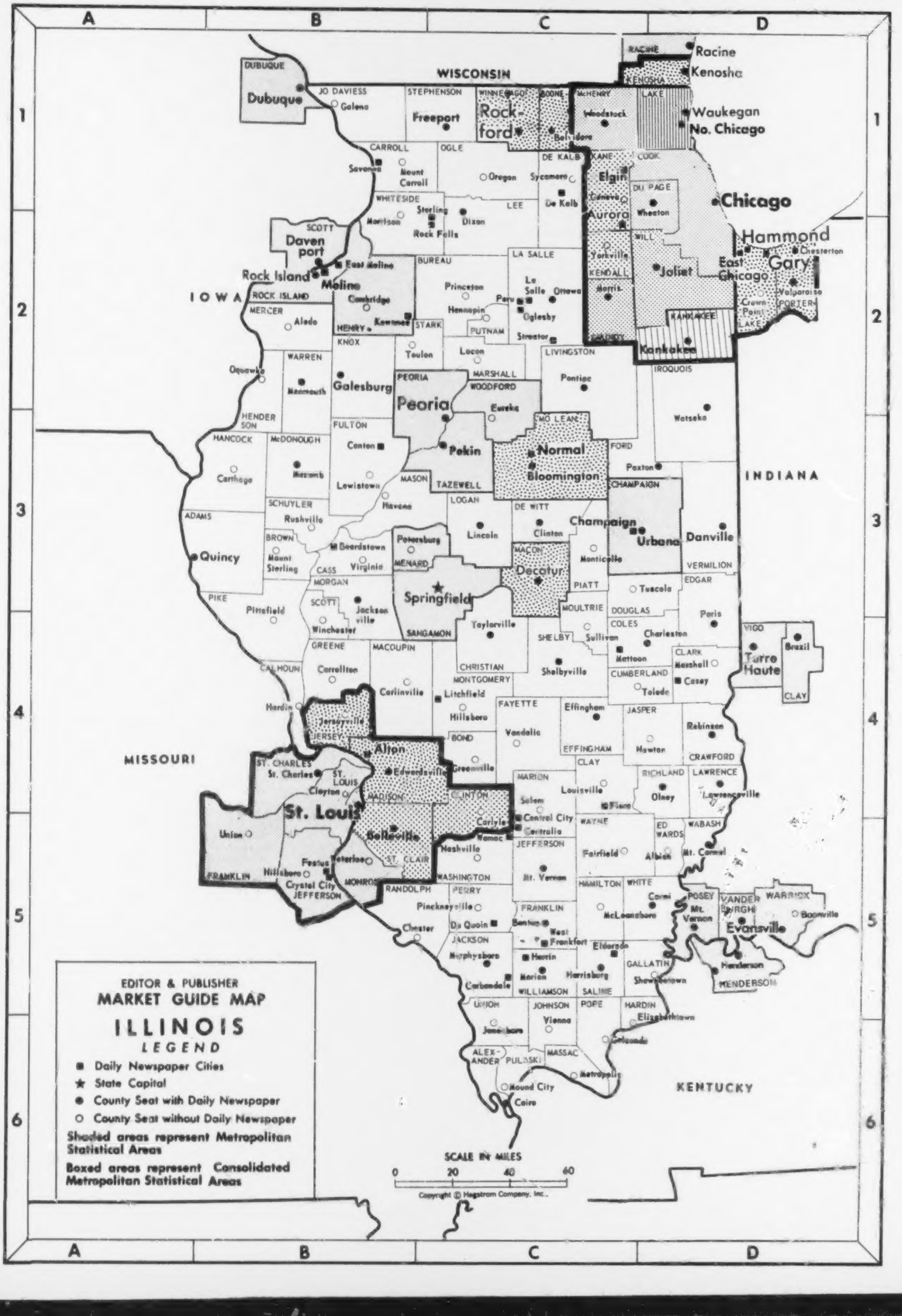
2 - TRANSPORTATION: Railroads-Chicago & Northwestern (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-30.

3 - POPULATION:
City 80 Cen. 15,176; Loc. Est. 15,431
MSA 80 Cen. 279,514; Loc. Est. 284,001
County 80 Cen. 28,630; Loc. Est. 29,529
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; Loc. Est. 5,825
MSA 80 Cen. 99,122; Loc. Est. 105,270
County 80 Cen. 9,714; Loc. Est. 10,438

5 - BANKS		
Savings	3	$115,208,000
Savings & Loan	2	$48,609,000

6 - PASSENGER AUTOS: County 15,389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WISCONSIN
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INDIANA
KENTUCKY
Racine
Kenosha
Waukegan
No. Chicago
Dubuque
Galena
Freeport
Rock-ford
Belvidere
Woodstock
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Elgin
Geneva
Aurora
Wheaton
Chicago
Hammond
Chesterton
Gary
East Chicago
Crown Point
Valparaiso
Joliet
Yorkville
Morris
Kankakee
Morrison
Sterling
Rock Falls
Dixon
Daven port
Rock Island
East Moline
Moline
Cambridge
Kewanee
Princeton
Hennepin
Peru
La Salle
Ottawa
Oglesby
Streator
Aledo
Toulon
Lacon
Pontiac
Oquawka
Monmouth
Galesburg
Peoria
Eureka
Watseka
Pekin
Normal
Bloomington
Paxton
Carthage
Macomb
Canton
Lewistown
Havana
Rushville
Lincoln
Clinton
Champaign
Urbana
Danville
Quincy
Mount Sterling
Beardstown
Virginia
Petersburg
Decatur
Monticello
Springfield
Tuscola
Jacksonville
Pittsfield
Winchester
Taylorville
Sullivan
Charleston
Mattoon
Paris
Terre Haute
Brazil
Carrollton
Carlinville
Litchfield
Shelbyville
Marshall
Casey
Toledo
Hardin
Jerseyville
Hillsboro
Vandalia
Effingham
Newton
Robinson
Alton
Edwardsville
Greenville
St. Charles
Clayton
St. Louis
Louisville
Olney
Lawrenceville
Flora
Salem
Carlyle
Central City
Centralia
Union
Belleville
Nashville
Fairfield
Albion
Mt. Carmel
Festus
Waterloo
Hillsboro
Crystal City
Mt. Vernon
Carmi
McLeansboro
Pinckneyville
Chester
Du Quoin
Benton
West Frankfort
Evansville
Boonville
Henderson
Murphysboro
Herrin
Carbondale
Marion
Harrisburg
Eldorado
Shawneetown
Jonesboro
Vienna
Elizabethtown
Golconda
Metropolis
Mound City
Cairo
SCALE IN MILES
0
20
40
60
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EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

7 - ELECTRIC METERS: Residence County 12,902

8 - GAS METERS: Residence County 8,960

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 666 ($218); Hardware 333 ($170); Engineering 120 ($195); Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16. Last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thu., Fri., Sat. & Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker.
Other Chain Stores-Leath & Co.; Ace Hdwe.; Western Auto; Leath Furn.; Radio Shack; K mart.

14 - NEWSPAPERS: REPUBLICAN (e) 4,704; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Johnson, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County, E&P Map C-5, County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37 & 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Iron Mountain; Southern.
Intercity Bus Lines-Greyhound.
Airlines-Bend Lake Airways.

3 - POPULATION:
Corp. City 80 Cen. 7,778; Loc. Est. 8,129
County 80 Cen. 43,201; Loc. Est. 45,023

4 - HOUSEHOLDS:
City 80 Cen. 3,233; Loc. Est. 3,424
County 80 Cen. 16,978; Loc. Est. 18,566

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 21,173

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Parking Meters; Oil; Coal Mines; Grain & Stock Farms; Module. Homes; Drainage Engineering; Mine Equipment; Meat Packing; Celebrity Boats.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sherman's; P.N. Hirsch.
Discount Stores-Town & Country.
Variety Stores-Wal Mart.
Chain Drug Stores-Benton; McCollum; Immel Chaplain Pharm.; Super X; Hooks.
Chain Supermarkets-Big John's; Kroger; IGA; Farm Fresh; Hucks.
Other Chain Stores-Western Auto; Ace Hardware; The Hub; Sue's II; Star Best; Pee Wee Shop; Barton & Collins; Treece Supply; Campbell's; General Dollar Store; Knight's Furniture; Akin Jewelry; Wiggs Jewelry; Carol's Fine Jewelry; Nancy's Boutique; Beatty's Hammond Organs; H20 Water Bed Shop.

14 - NEWSPAPERS: NEWS (e) 6,791; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Joe Browning, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA), E&P Map C-3, County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf (passenger & freight); Norfolk & Western; Penn-Central Freight.
Intercity Bus Lines-Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers-31 Interstate/23 Intrastate.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; Loc. Est. 82,500
Bloomington 80 Cen. 44,189; Loc. Est. 44,900
Normal 80 Cen. 35,672; Loc. Est. 37,600
CZ-ABC: (80) 85,291; (83) 89,600
RTZ-ABC: (80) 146,095; (83) 146,900
County/MSA 80 Cen. 119,149; Loc. Est. 119,883
City & RTZ-ABC: (80) 231,386; (83) 236,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; Loc. Est. 29,853
Bloomington 80 Cen. 18,204; Loc. Est. 19,284
Normal 80 Cen. 9,735; Loc. Est. 10,569
County/MSA 80 Cen. 41,702; Loc. Est. 43,949
CZ-ABC: (80) 29,913; (83) 32,500
RTZ-ABC: (80) 51,638; (83) 54,200
City & RTZ-ABC: (80) 81,551; (83) 86,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$842,965,000
Commercial	8	$451,862,000

6 - PASSENGER AUTOS: County 61,614

7 - ELECTRIC METERS: Residence 30,150

8 - GAS METERS: Residence 23,200

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Insurance, Finance, Real Estate 9,310; Electric Machinery & Controls 3,700; Food Processing 1,120; Utilities & Transportation 3,100; Printing & Publications 700; Construction 1,700; Wholesale and Retail Trade 12,000; Professional Services 5,300; Governmental 10,600; Agriculture 3,125; Illinois Agricultural Association 1,716; Firestone 416; Eureka Company 1,700; Manufacturing-Durable 4,900; Non-Durable 2,100. Hourly rates-Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93 Summer 41-93; Fall 16-86; Winter -3-60; First killing frost, Oct. 14; Last killing frost, April 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers-2 on E. Oakland Ave.; 5 in Bloomington Towanda Plaza; (Empire & Towanda Ave.); Eastland Shopping Center (Rte.) 9 at U.S. Rt. 66); K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Shopping Center; College Hills Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Roland's; Bergner's; Carson Pirie Scott & Co.
Discount Stores-K mart; Adolph's; Zayre; Murray's Jewelers and Distributors; Target.
Variety Stores-Woolworth; Randall's.
Chain Drug Stores-Walgreen; Osco 3; Rexall 2; SupeRx 2; Haag 4.
Chain Supermarkets-Eisner 3; Kroger 4; IGA; General Grocer 3; Eagle Foods; Super-Valu.
Other Chain Stores-Kinney Shoes; Kay Campbell; Kirlin's; Music Land; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Payless 2; So-Fro; Singer; TSC Industries; Alexander Lumber; Pier I; Fannie Mae Candy 2; Regal Shoes; Radio Shack 2; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (m) 52,428; (S) 53,678; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Sawyer-Ferguson-Walker Co.

CAIRO

1 - LOCATION: Alexander County, E&P Map C-6. County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 5,931; Loc. Est. 5,924
County 80 Cen. 12,264; Loc. Est. 12,616

4 - HOUSEHOLDS:
City 80 Cen. 2,400; Loc. Est. 2,503
County 80 Cen. 4,754; Loc. Est. 5,173

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$50,520,000

6 - PASSENGER AUTOS: County 4,903

7 - ELECTRIC METERS: Residence 2,056

8 - GAS METERS: Residence 1,576

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase; Storage, Sale & Shipping; Service Trades Uniform; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 10th to 6th Sts.; 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers-20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fridays.
Stores Open Sundays-Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: Department Stores-Hirsch; Khourie Bros.
Variety Stores-Elias Family Center; McGinness Enterprise.
Chain Supermarkets-IGA; Wonder Market; Farmer's Mkt.; Butcher Block.
Other Chain Stores-Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 4,944; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bill Calvin, Adv. Dir., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative: None.

CANTON

1 - LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria; On Routes 9, 78, 100.

2 - TRANSPORTATION: Railroads-CB&Q and Toledo; Peoria & Western.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; Loc. Est. 14,361
CZ-ABC: (80) 16,126; (83) 16,300
RTZ-ABC: (80) 31,838; (83) 32,100
County 80 Cen. 43,687; Loc. Est. 43,102
City & RTZ-ABC: (80) 47,964; (83) 48,400

4 - HOUSEHOLDS:
City 80 Cen. 5,745; Loc. Est. 5,809
County 80 Cen. 16,274; Loc. Est. 16,750
CZ-ABC: (80) 6,288; (83) 6,600
RTZ-ABC: (80) 11,705; (83) 12,200
City & RTZ-ABC: (80) 17,993; (83) 18,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$120,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 20,706

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,239

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35: Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Main(5)	1	Big Value
Ludlum Centre	NA	Ludlum
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart; Ben Franklin; Gambles.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: LEDGER (e) 9,037; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pete Falcone, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: Illinois Press Association.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale and Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 47,100; Loc. Est. 47,982
Carbondale 80 Cen. 26,414; Loc. Est. 27,409
Herrin 80 Cen. 10,708; Loc. Est. 10,886
Murphysboro 80 Cen. 9,866; Loc. Est. 9,687
PMA-ABC: (80) 235,609; (83) 244,100
Counties 80 Cen. 118,060; Loc. Est. 121,294
Jackson 80 Cen. 61,649; Loc. Est. 63,153
Williamson 80 Cen. 56,538; Loc. Est. 58,141

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; Loc. Est. 18,040
Carbondale 80 Cen. 9,206; Loc. Est. 9,888
Herrin 80 Cen. 4,135; Loc. Est. 4,241
Murphysboro 80 Cen. 3,878; Loc. Est. 3,911
Counties 80 Cen. 44,383; Loc. Est. 47,981
Jackson 80 Cen. 22,558; Loc. Est. 24,537
Williamson 80 Cen. 21,825; Loc. Est. 23,444
PMA-ABC: (80) 87,641; (83) 94,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 26,143; Williamson 27,104.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Gloves; Business Systems; Dresses; Machinery; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Systems.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19. Last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin, soft; Murphysboro, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on 12 streets.
Principal Shopping Days-Mon., Sun., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JCPenney, Sears, Meis, Walgreen
K mart(2)	4	K mart, Kroger's

Stores Open Evenings-Mon. in Carbondale and Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreen; Rexall 5; Revco 2; SupeRx.

Chain Supermarkets-Kroger 5; IGA 5; AG; National Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (e-mon to fri) 29,268; (S) 35,838; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Comerio, Adv. Dir., SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454.
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 460.

2 - TRANSPORTATION: Railroads: Conrail; Louisville & Nashville.
Intercity Bus Lines-Greyhound; Brooks; Peoria & Rockford.

3 - POPULATION:
Corp. City 80 Cen. 6,264; Loc. Est. 6,505
County 80 Cen. 17,864; Loc. Est. 18,515

4 - HOUSEHOLDS:
City 80 Cen. 2,626; Loc. Est. 2,778
County 80 Cen. 7,047; Loc. Est. 7,675

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 9,252

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prod.; Feed Mills.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Harts.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart.
Chain Supermarkets: Big John.

14 - NEWSPAPERS: TIMES (e) 2,770 sworn Sept.30, 1982.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CASEY

1 - LOCATION: Clark County, E&P Map D-4. 35 mi. SW of Terre Haute. IN; On State Hwy. 49; U.S. Hwys. 40, 70.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,026; Loc. Est. 2,964
County 80 Cen. 16,913; Loc. Est. 16,761

4 - HOUSEHOLDS:
City 80 Cen. 1,264; Loc. Est. 1,272
County 80 Cen. 6,485; Loc. Est. 6,687

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$72,000,000
Savings & Loan	1	$14,000,000

6 - PASSENGER AUTOS: County 8,874

7 - ELECTRIC METERS: Residence 1,940

8 - GAS METERS: Residence 1,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Drilling & Pipe Line 300 ($520); Shoe Mfg. 320 ($200); Plastic Products 140 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 70-105; Fall 45-75; Winter 0-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thurs. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Ardnt's.
Discount Stores-Fashion Lane; Pools Bargain Center.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Casey Red & White.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 2,843; sworn Sept. 25, 1981 (latest statement available).
Local Contact for Advertising and Merchandising Data: Linda Flora, Adv. Mgr., REPORTER, 216 S. Central, Casey, IL 62420; Tel. (217) 932-5511.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In East St. Louis-Belleville PMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-Illinois Central (pass. & freight; CB&Q (frieght); Southern; Missouri & Illinois.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound & Gulf.
Airlines-Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 18,296; Loc. Est. 18,538
Centralia 80 Cen. 15,126; Loc. Est. 15,201
Central City 80 Cen. 1,505; Loc. Est. 1,544
Wamac 80 Cen. 1,665; Loc. Est. 1,793
CZ-ABC: (80) 21,625; (83) 21,600
RTZ-ABC: (80) 90,659; (83) 94,500
Counties 80 Cen. 91,612; Loc. Est. 95,049
Marion 80 Cen. 43,523; Loc. Est. 45,546
Clinton 80 Cen. 32,617; Loc. Est. 33,324
Washington 80 Cen. 15,472; Loc. Est. 16,179
PMSA 80 Cen. 298,086; Loc. Est. 302,106
City & RTZ-ABC: (80) 112,284; (83) 116,100

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; Loc. Est. 7,467
Centralia 80 Cen. 5,974; Loc. Est. 6,183
Central City 80 Cen. 624; Loc. Est. 551
Wamac 80 Cen. 648; Loc. Est. 733
Counties 80 Cen. 32,811; Loc. Est. 35,659
Marion 80 Cen. 16,437; Loc. Est. 17,941
Clinton 80 Cen. 10,768; Loc. Est. 11,525
Washington 80 Cen. 5,606; Loc. Est. 6,193
PMSA 80 Cen. 101,748; Loc. Est. 107,090
CZ-ABC: (80) 8,466; (83) 8,900
RTZ-ABC: (80) 32,055; (83) 34,500
City & RTZ-ABC: (80) 40,521; (83) 43,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$133,000,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Marion 22,722; Clinton 15,388; Washington 7,718

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Railroad 650; Apparel 139; Candy 703; Hospital 700; Fiberglass 750; Food 227; Pipe Castings & Tubing 166.
Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Locust & Calumet Sts.; Lincoln & 2nd Sts.;

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Park Plaza(45)	NA	JCPenney, Nat'l Food, Woolworth
Centralia	1	P.N. Hirsch, Radio Shack, Woolworth

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-Sears; Golde's; P.N. Hirsch; JCPenney.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Discount Stores-Dobbs.
Chain Supermarkets-Kroger; National; Altadonna's.
Other Chain Stores-Firestone; Western Auto; Singer; Natl. Cash Register; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Radio Shack; Mode O'Day; Fredman; True Value Hardware; Kirlin's; Nobil Shoes; National Foot.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 17,630; (S) 18,394; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Fetgatter, Adv, Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3, County Seat. Education center. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Western; Amtrak.
Airlines-Ozark; Britt; Piedmont.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Swallow; Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; Loc. Est. 95,065
Champaign 80 Cen. 58,133; Loc. Est. 58,220
Urbana 80 Cen. 35,978; Loc. Est. 36,845
PMA-ABC: (80) 99,115; (83) 99,600
Bal. in PMA-ABC: (80) 151,426; (83) 152,800
County/MSA 80 Cen. 168,392; Loc. Est. 169,239
Total PMA-ABC: (80) 250,541; (83) 252,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; Loc. Est. 34,730
Champaign 80 Cen. 21,238; Loc. Est. 21,999
Urbana 80 Cen. 12,155; Loc. Est. 12,731
PMA-ABC: (80) 35,445; (83) 36,800
Bal. in PMA-ABC: (80) 53,170; (83) 55,800
County/MSA 80 Cen. 58,405; Loc. Est. 61,329
Total PMA-ABC: (80) 88,615; (83) 92,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 78,524

7 - ELECTRIC METERS: Residence 44,051

8 - GAS METERS: Residence 36,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 7,000; Construction 1,700; Trade 19,600; Services 11,700; Federal Govt. 30,600; Agriculture 2,850; University of Illinois 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreen, IGA, Eisner, K mart, Krogers
Country Fair(36)	NA	Zayre, Target
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. thru Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y; Huey's.
Discount Stores-Zayre; K mart.
Chain Drug Stores-Walgreen 2; Osco 4; Cavett; Revco 2.
Chain Supermarkets-Eisner 5; Kroger 2; IGA 6; Aldi; Eagles 2.
Other Chain Stores-Baskin Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS GAZETTE (all day-mon to fri) 48,157; (m-sat) 46,987; (S) 50,269; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Retail Mgr., NEWS-GAZETTE, 48-52 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Papert Companies.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Airlines-Britt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 19,355; Loc. Est. 19,757
CZ-ABC: (80) 19,355; (83) 20,300
Bal. in PMA-ABC: (80) 23,604; (83) 23,700
County 80 Cen. 52,992; Loc. Est. 53,072
Total PMA-ABC: (80) 42,959; (83) 44,000

4 - HOUSEHOLDS:
City 80 Cen. 5,978; Loc. Est. 6,487
County 80 Cen. 18,919; Loc. Est. 19,755
CZ-ABC: (80) 5,978; (83) 6,500
Bal. in PMA-ABC: (80) 8,881; (83) 9,300
Total PMA-ABC: (80) 14,859; (83) 15,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$58,000,000
Savings & Loan	4	$22,000,000

6 - PASSENGER AUTOS: County 23,716

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Truck & Trailer Mfg. 370; Railroad 200; Shoes 435; Const. 162; Printing, Bus. Forms 208; Ceramic & Stone Pdts. 313; Hardware 75.
Principal Pay Days-Fri. & Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Eisners
Lincoln Vlg.	NA	Stop 'N Go
University(8)	NA	
Wilb Walker's(4)	NA	Ben Franklin, Coast-to-Coast

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Pooles.
Chain Drug Stores-Walgreen; Osco; Sav-Mor.
Chain Supermarkets-Eisner; IGA; Walker's.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 6,870; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (In Chicago PMSA), E&P Map D-1. Industrial, wholesale, retail, financial, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads-Amtrak headquarters.
Motor Freight Carriers-More than 300 intercity common motor freight carrier concerns. More than 1,100 local trucking companies.
Intercity Bus Lines-Continental Trailways; Greyhound; Indian Trail; Indiana Motor Bus; Peoria-Rockford Bus Co.
Airlines-Aer Lingus; Air Canada; Air Florida; Air France; Air Illinois; Air Jamaica; Air Wisconsin; Alia; Alitalia; American; British Air; Britt Airways; Capitol; Continental; Decatur Aviation; Delta; Direct Air Inc.; Eastern; Evergreen; Icelandair; KLM; Lakeland; Lufthansa; Mexicana; Mid-Continental; Mid State; Midway; Mississippi Valley; Northwest; Ozark; Pan American; Phillips; Piedmont; Republic; SAS; Sabena; Swiss Air; TWA; Trans American; USAir; United; World.
Approx. 588,838 scheduled planes handled. 38,600,000 scheduled passengers handled.
Three Big Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; Loc. Est. 2,947,400
PMA-ABC: (80) 538,861; (83) 570,500
Bal. in PMA-ABC: (80) 4,686,457; (83) 4,814,500
Total PMA-ABC: (80) 7,746,405; (83) 7,762,800

CZ-ABC: (80) 3,059,948; (83) 2,948,300
RTZ-ABC: (80) 4,566,641; (83) 4,688,300
County 80 Cen. 5,253,190; Loc. Est. 5,165,200
PMSA 80 Cen. 6,059,091; Loc. Est. 6,129,918
City & RTZ-ABC: (80) 7,626,589; (83) 7,636,600

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; Loc. Est. 1,091,087
County 80 Cen. 1,878,977; Loc. Est. 1,882,400
PMSA 80 Cen. 2,150,209; Loc. Est. 2,274,845
PMA-ABC: (80) 182,319; (83) 199,700
Bal. in PMA-ABC: (80) 1,585,050; (83) 1,690,300
Total PMA-ABC: (80) 2,700,968; (83) 2,806,100
CZ-ABC: (80) 1,115,918; (83) 1,115,800
RTZ-ABC: (80) 1,545,904; (83) 1,647,500
City & RTZ-ABC: (80) 2,661,822; (83) 2,763,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	184	$27,893,734,760
Commercial	412	$86,558,806,000

6 - PASSENGER AUTOS: City 1,023,428; County 1,383,909

7 - ELECTRIC METERS: Residence 2,722,806; Large Comm. & Industrial 884; Small Comm. & Industrial 235,562.

8 - GAS METERS: Residence 1,942,000; Commercial 139,000; Industrial 15,000.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage): Manufacturing 657,000 ($371); Wholesale Trade 235,100 ($366); Retail Trade 500,200 ($194); Electrical Machinery 101,300 ($313); Construction 89,800 ($644); Primary Metals 39,400 ($457); Printing & Publishing 68,400 ($424); Food Products 60,000 ($383); Chemical Products 47,300 ($415); Rubber and Plastic Products 29,300 ($287). There is an average of 3,106,300 employed in the Chicago metropolitan area. Income from wages and salaries: $67,800,000,000; Retail Trade $38,300,000,000.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 47-69; Summer 57-80; Fall 30-50; Winter 20-38. First killing frost, Oct. 12. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: Principal Shopping Centers-The PMSA has 62 separate and distinct retail shopping areas (322 shopping centers). The most important of these is the Chicago Loop. The principal offices of Sears & Montgomery Ward are located here.

Principal Shopping Days-Loop Stores Sat. & Mon. Outlying Stores Thurs., Mon., Sat. & Sun. Grocery Stores Thurs., Fri., Sat.

Stores Open Evenings-Dept. Mon. & Thurs.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-14 stores: 1 in Chicago, 13 in suburbs; JCPenney-14 stores: 3 in Chicago, 11 in suburbs; Marshall Field & Co.-16 stores: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-17 stores: 2 in Chicago, 15 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Wieboldt's, Inc.-14 stores: 4 in Chicago, 10 in suburbs.

Discount & Variety Stores-K mart; Venture; Zayre; Service Merchandise.

Chain Supermarkets-Dominick's; Eagle; Hillman's; Jewel; White Hen Pantry.

Cooperative Food Stores-Centrella; Certified; Progressive.

Chain Drug Stores-DeKoven; Family Drug Center; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Walgreen's.

14 - NEWSPAPERS: CALUMET (e) 8,069; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 9120-24 S. Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000.

National Representative: U.S. Suburban Press, Inc.

DEFENDER (m-mon to thurs) 14,501; (m-sat) 17,965; Mar. 31, 1982 ABC (latest statement available).

Local Contact for Advertising and Merchandising Data: Leonidas G. Nelson, Adv. Dir., DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.

National Representative: Amalgamated Publishers.

HERALD (m) 59,742; (S) 57,940; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: S. Walsh, V.P., Paddock Publications, HERALD, 217 W. Campbell St., PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.

National Representative: U.S. Suburban Press, Inc.

SOUTHTOWN ECONOMIST (e-mon to fri) 14,706 paid; 9,904 controlled; (S) 27,968 paid; 6,691 controlled, Sept. 30, 1982 VAC.

Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S. Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.

National Representative: U.S. Suburban Press, Inc.

SUN-TIMES (m-mon to fri) 654,957; (m-sat) 490,360; (S) 688,970; Mar. 28, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Robert R. Reese, V.P. Adv., SUN-TIMES, 401 N. Wabash, Chicago, IL 60611; Tel. (312) 321-3000.

National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach.

TRIBUNE (all day-mon to fri) 756,877; (sat) 607,846; (S) 1,127,778; Mar. 27, 1983 ABC.

Local Contact for Advertising and Merchandising Data: George H. Van Wagner, Adv. Dir., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.

National Representatives: Offices in New York, Detroit, Miami, Hollywood, Dallas, Los Angeles, San Francisco.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; Loc. Est. 8,303
County 80 Cen. 18,108; Loc. Est. 18,801

4 - HOUSEHOLDS:
City 80 Cen. 3,193; Loc. Est. 3,416
County 80 Cen. 6,841; Loc. Est. 7,397

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 9,212

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Copper Tubing 250; Houseware Mfg. 375; Ill. Central RR 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,969; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: R. Michael Tompkins, Pub., JOURNAL, PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago PMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport has no commercial airline affiliation.

3 - POPULATION:
Corp. City 80 Cen. 18,590; Loc. Est. 18,700
PMA-CZ-ABC: (80) 18,590; (83) 19,800
Bal. in PMA-ABC: (80) 76,797; (83) 83,000
Total PMA-ABC: (80) 95,387; (83) 102,800
County 80 Cen. 147,724; Loc. Est. 149,979
PMSA 80 Cen. 6,059,091; Loc. Est. 6,129,918

4 - HOUSEHOLDS:
City 80 Cen. 6,191; Loc. Est. 6,396
County 80 Cen. 49,015; Loc. Est. 52,106
PMSA 80 Cen. 2,150,209; Loc. Est. 2,274,845
PMA-CZ-ABC: (80) 6,191; (83) 6,800
Bal. in PMA-ABC: (80) 25,568; (83) 28,800
Total PMA-ABC: (80) 31,759; (83) 35,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$101,213,874
Savings & Loan	3	$124,601,420

6 - PASSENGER AUTOS: County 84,965

7 - ELECTRIC METERS: Residence 6,720

8 - GAS METERS: Residence 2,280

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Retailing 1,228 ($170); Equipment Manufacturing 2,240 ($200); Printing 468 ($220); Farm Equip. & Landscaping 461 ($175); Utilities 583 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks downtown and a major shopping center (30 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Woodfield Mall	25	Sears, Field, JCPenney
Lakehurst Mall	20	Sears, Field, JCPenney
Meadowdale(52)	10	Wieboldt's
Spring Hill Mall	10	Fields, Bergner's, Sears, JCPenney

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Joseph Spiess; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Walgreen.
Other Chain Stores-Minnesota Fabrics; Krusoe & Cummins; 84 Lumber; Edward Hines Lumber; Armanetti Liquors; Darken's for Sports; Kinney Shoes; Browse-A-Round Books; Stuart's; Jackie's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 9,148; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Renee Burgett, Free Press Newspaper Group, PO Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: None.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis; 95 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; Louisville & Nashville.
Motor Freight Carriers-34.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; Loc. Est. 38,294
CZ-ABC: (80) 59,931; (83) 58,900
RTZ-ABC: (80) 85,289; (83) 85,100
County 80 Cen. 95,222; Loc. Est. 96,021
City & RTZ-ABC: (80) 145,220; (83) 144,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; Loc. Est. 15,696
County 80 Cen. 35,371; Loc. Est. 37,298
CZ-ABC: (80) 22,886; (83) 23,300
RTZ-ABC: (80) 30,698; (83) 31,900
City & RTZ-ABC: (80) 53,584; (83) 55,200

5 - BANKS	20	
Savings	5	$331,054,057

6 - PASSENGER AUTOS: County 47,616

7 - ELECTRIC METERS: Res. & Comm. 32,792

8 - GAS METERS: Res. & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Foundry 2,800; Ballasts 1,700; R.R. Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Pdts. N.A.; Vitamin Mfg. N.A.; Hair Accessories (Ann. Payroll $193,000,000; Employing 11,355). (1981).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Vermillion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermillion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Holiday Sq.(11)	NA	Zayres
K mart(2)	NA	K mart, Kar Kleen
Village Mall(28)	NA	Ayr-way, Meis
Towne Center	0	Super Valu, SupeRx

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergners; Sears; Gerry's; Meis.
Variety Stores-S.S. Kresge.
Discount Stores-K mart; Zayre's; Target; K's Merchandise Mart.
Chain Drug Stores-Danville Discount Drugs; Harding 6; Prescription Shop 3; Haag 2; SupeRx 2.
Chain Supermarkets-Kroger; Eisner 4; Foodliner 4; A&P; Eagle 2.
Other Chain Stores-Leaths' (furn.); Rhodes-Buford (furn.); Firestone; Singer Co.; Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hardware 3; Blacks Hardware; Ace Hardware.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 28,165; (S) 30,832; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Miller, Adv. Dir., COMMERCIAL NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett Newspaper Advertising Sales.

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW from Chicago; 123 mi. NE from St. Louis; 155 mi. W from Indianapolis. Agricultural area, soybean center, manufacturing.

2 - TRANSPORTATION: Railroads-Norfolk and Western; B&O; Illinois Central; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit, Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 94,081; Loc. Est. 94,922
County/MSA 80 Cen. 131,375; Loc. Est. 133,008
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; Loc. Est. 37,982
County/MSA 80 Cen. 48,294; Loc. Est. 51,130

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 75,054 (1981)

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250 Av. Wkly. Wage, all industry $280. (1980).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's and Carson Pirie Scott, Kohls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brettwood Vlg(18)	2	A&P
Colonial(19)	2	Family Drug, Tollys
Fairview(25)	2	Kresge's, Walgreen, Kroger
Northgate(12)	2	Venture
Northland(9)	2	Family Drug
Pines(7)	1	Wrigley, Walgreen
South Shores(8)	1	Bergner's, Eagle

Principal Shopping Days-Mon., Fri., Sat. & Sun.

Stores Open Evenings-Dept.-Mon., Fri. Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's 2; Carson Pirie Scott; JCPenney; Montgomery Ward; Sears; Kohls.
Variety Stores-Woolworth; Kresge, Ben Franklin 4.
Discount Stores-K mart 2; Venture.
Chain Drug Stores-Walgreen 2, Family Drug 2; SupeRx; Enloe's 2; Raycraft 2; Wrigley; Osco 2.
Chain Supermarkets-Eisner 3; A&P 3; Kroger 3; Tolly's; Eagle 2; Cloyd's 2.
Other Chain Stores-Leath Furn, Carson's; Zale's; Black (hardware); Thom McAn; Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich; Hooker Paint & Wallpaper; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Dutch Mill (candies); Barker's; Kinney; Wilkerson's (shoes); Hill Bros. (shoes); General Tire Co.; American Self Service (shoes); Radio Shack; Team Electronics; Playback; Cloth World.

14 - NEWSPAPERS: HERALD & REVIEW (m) 54,040; (S) 57,175; sworn Mar. 31, 1982 (latest statement available).
Local Contact for Advertising and Merchandising Data: W.L. Zeaman, Nat'l Adv. Mgr., HERALD & REVIEW, 601 E. William, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 33,099; Loc. Est. 32,932
CZ-ABC: (80) 42,318; (83) 42,700
RTZ-ABC: (80) 49,195; (83) 50,000
County 80 Cen. 74,624; Loc. Est. 75,211
City & RTZ-ABC: (80) 91,513; (93) 92,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; Loc. Est. 9,902
County 80 Cen. 24,353; Loc. Est. 25,666
CZ-ABC: (80) 13,134; (83) 13,800
RTZ-ABC: (80) 17,031; (83) 18,000
City & RTZ-ABC: (80) 30,165; (83) 31,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$224,173,000
Savings & Loan	2	$139,141,000

6 - PASSENGER AUTOS: County 34,938

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,688

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Hourly Wage) Heavy Equipment 396 ($8.00); Fabricating 390 ($7.00) Agronomy Research 400 ($6.00); University Teaching Faculty 1,025 ($572, 9 months); University Staff 1,275 ($5.00); University Students 22,506.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11. Last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Kalb(5)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe.
Northland(8)	NA	
Junction(6)	NA	Brouhaha, Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(4)	NA	Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; M. F. Malone; Henderson's; Schultz Bros.; Sears (catalog); Reliable.
Discount Stores-K mart.
Chain Drug Stores-Lehan 3; Perry Drugs.
Chain Supermarkets-Eagle; Jewel; Safari; Aldi.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,329; (S) 11,700; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26, 52 and Interstate 5.

2 - TRANSPORTATION: Railroads-Illinois Central (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659; Loc. Est. 15,222
CZ-ABC: (80) 15,701; (83) 15,000
RTZ-ABC: (80) 55,372; (83) 56,200
County 80 Cen. 36,328; Loc. Est. 36,756
City & RTZ-ABC: (80) 71,073; (83) 71,200

4 - HOUSEHOLDS:
City 80 Cen. 5,642; Loc. Est. 5,729
County 80 Cen. 12,649; Loc. Est. 13,449
CZ-ABC: (80) 5,657; (83) 5,600
RTZ-ABC: (80) 19,569; (83) 20,600
City & RTZ-ABC: (80) 25,226; (83) 26,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 18,435

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prod. 175; State Highway Dept. 575; Commercial Prod. 200; Electronics 750; Overhead Garage Doors 385; Public Utilities 559; Misc. 300. Wholesalers & Dist. 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9. Last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.
Shopping Centers-Pamida Discount Center.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. & Mon. (limited)

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Eagle; Red Carpet Mkt.; Red Fox; Jack & Jill.
Other Chain Stores-True Value; Ace Hardware; Western Auto; Klines; Spurgeons; Coast to Coast; Sherwin Williams; Pamida.

14 - NEWSPAPERS: TELEGRAPH (e) 11,232; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154, U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gulf, Mobile & Ohio.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
City 80 Cen. 6,594; Loc. Est. 6,394
County 80 Cen. 21,714; Loc. Est. 21,872

4 - HOUSEHOLDS:
City 80 Cen. 2,692; Loc. Est. 2,668
County 80 Cen. 8,137; Loc. Est. 8,616

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 10,600

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Coal Mining 950; Meat Pkg. 400; Apparel 325; Ry. 125; Timber 200; Const. 175; Metal Fabricating 500; Dairy Prod. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shopping Center; Pinckneyville; 4 on Square; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington Hickory St.; retail outlets on U.S. 51, Pinckneyville. E. Water and S. Main.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Wal-Mart; Friedman's; P. N. Hirsch (Pinckneyville).
Discount Stores-Value; Lot-O-Savings; Cousin Fred; H.L.'s Discount.
Variety Stores-Economy; Ben Franklin 2; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Walgreen 2; Revco.
Chain Supermarkets-Kroger 2; Gann & Bender; Green's IGA; Perry County IGA; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,577; sworn Sept. 30, 1982.
Local Contact for Advertising ond Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON
See ALTON

EAST DUBUQUE
See DUBUQUE, IA

EAST MOLINE
See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In Alton-Granite City PMSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy 55; State Hwy 112, 159, 143.

2 - TRANSPORTATION: Railroads-Wabash Nickel Plate; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; Loc. Est. 13,039
PMA-ABC: (80) 48,326; (83) 49,500
PMSA 80 Cen. 268,209; Loc. Est. 268,972
County 80 Cen. 247,671; Loc. Est. 247,992

4 - HOUSEHOLDS:
City 80 Cen. 4,992; Loc. Est. 5,198
County 80 Cen. 93,675; Loc. Est. 93,267
PMSA 80 Cen. 95,823; Loc. Est. 100,540
PMA-ABC: (80) 17,316; (83) 18,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$140,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 131,619

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Gilk's; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ballweg; Schwartz's Rexall.
Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,963; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Otto Wick, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Hearst Advertising Service.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map G-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; Interstates 70 & 57.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; Loc. Est. 11,185
CZ-ABC: (80) 11,270; (83) 11,700
RTZ-ABC: (80) 56,345; (83) 58,800
County 80 Cen. 30,944; Loc. Est. 31,190
City & RTZ-ABC: (80) 67,615; (83) 70,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; Loc. Est. 4,427
County 80 Cen. 10,637; Loc. Est. 11,242
CZ-ABC: (80) 4,325; (83) 4,600
RTZ-ABC: (80) 19,541; (83) 21,200
City & RTZ-ABC: (80) 23,866; (83) 25,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$49,000,000
Commercial	3	$116,000,000

6 - PASSENGER AUTOS: County 15,770

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Conditioners 700; Gloves 160; Coats & Aprons 125; Commercial Printing 1,500.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Village Sq.(40)	NA	JCPenney, Murphy's
Westgate(8)	NA	TG&Y
K mart Plz.(3)	NA	K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Spurgeon's; Jansen's; Ellman's; P.N. Hirsch; JCPenney.
Variety Stores-G.C. Murphy, Scott's; K mart.
Chain Drug Stores-Rexall; SupeRx.
Discount Stores-Midstate; Sav-U.
Chain Supermarkets-Kroger; IGA; AG Stores 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,597; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Barker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,198; Loc. Est. 6,030
County 80 Cen. 27,360; Loc. Est. 29,635

4 - HOUSEHOLDS:
City 80 Cen. 2,176; Loc. Est. 2,537
County 80 Cen. 10,815; Loc. Est. 12,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$12,387,000
Savings & Loans	NA	1,213,000

6 - PASSENGER AUTOS: County 13,338

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Products; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,706; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: George Q. Wilson, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook and Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial and residential center. 38 mi. NW of Chicago and 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin; Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 63,798; Loc. Est. 66,305
CZ-ABC: (80) 85,772; (83) 88,700
RTZ-ABC: (80) 528,194; (83) 549,600
Chicago PMSA 80 Cen. 6,059,091; Loc. Est. 6,129,918
Aurora-Elgin PMSA 80 Cen. 315,607; Loc. Est. 327,018
Counties 80 Cen. 5,531,595; Loc. Est. 5,579,927
  Cook 80 Cen. 5,253,190; Loc. Est. 5,291,399
  Kane 80 Cen. 278,405; Loc. Est. 288,528
City & RTZ-ABC: (80) 613,966; (83) 638,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463; Loc. Est. 25,673
Counties 80 Cen. 1,972,706; Loc. Est. 2,081,732
  Cook 80 Cen. 1,878,977; Loc. Est. 1,979,969
  Kane 80 Cen. 93,729; Loc. Est. 101,763
Chicago PMSA 80 Cen. 2,150,209; Loc. Est. 2,274,845
Aurora-Elgin PMSA 80 Cen. 105,771; Loc. Est. 114,773
CZ-ABC: (80) 31,239; (83) 33,600
RTZ-ABC: (80) 171,152; (83) 184,900
City & RTZ-ABC: (80) 202,391; (83) 218,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 166,287; Cook County 1,383,909

7 - ELECTRIC METERS. Residence 23,994

8 - GAS METERS: Residence 15,264

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Oak(10)	1	H & R Block
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field Bergners, JCPenney
Town & Country(12)	1	Eagle
Wing Park Manor(10)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thu., Fri., Sat., & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thu. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph Spiess; Ackemann's; JCPenney; Wieboldt's; Sears; Bergners.
Discount Stores-K mart; Zayre's.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Sun.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5.
Other Chain Stores-Kinney's; Carl's; Leath. (furn.); Pittsburgh Plate Glass; Ace Hardware; National Cash Register; Fanny May; V&S Hdwr. 2; Wickes Lumber.

14 - NEWSPAPERS: COURIER-NEWS (e) 33,531; (S) 33,592; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker Co.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi, S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.
Intercity Bus Lines-Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379; Loc. Est. 5,432
County 80 Cen. 15,283; Loc. Est. 15,552

4 - HOUSEHOLDS:
City 80 Cen. 2,141; Loc. Est. 2,217
County 80 Cen. 5,800; Loc. Est. 6,211

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 7,543

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Oil Industry 200; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electronic Parts 100; Oil Field Service 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Cousin Fred's; True Valu Home Center; Furniture Stores: Richs; Vaughns.
Variety Stores-Jaco; Ben Franklin.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot Grocery.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Western Auto; Davis Tire; JCPenney (catalog).

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 3,642; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL

2 - TRANSPORTATION: Railroads-(passenger)-Amtrak via Illinois Central Gulf; (freight)-Illinois Central Gulf, Chicago.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Scenic Stage.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; Loc. Est. 25,760
CZ-ABC: (80) 26,266; (83) 25,800
RTZ-ABC: (80) 61,982; (83) 63,100
County 80 Cen. 49,536; Loc. Est. 49,835
City & RTZ-ABC: (80) 88,248; (83) 88,900

4 - HOUSEHOLDS:
City 80 Cen. 10,642; Loc. Est. 10,961
County 80 Cen. 18,439; Loc. Est. 19,466
CZ-ABC: (80) 10,642; (83) 10,800
RTZ-ABC: (80) 21,884; (83) 23,200
City & RTZ-ABC: (80) 33,526; (83) 34,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$140,403,438
Commercial	3	$193,673,238

6 - PASSENGER AUTOS: County 26,793

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: 10,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing Total: 8,300. Elec. Machy. 4,800; Fabricated Metal 375; Misc. Durable Goods 800; Nondurables 1,975; Food 200; Printing 150; Retail Total 9,150; Retail Trade 2,550; Finance/Ins./Real Est. 2,275; Wholesale 675; Mine & Const. 450; Transp. 350; Comm. & Public Util. 225; Service & Misc. Ind. 2,625; Gov't. Total 2,200; Local 1,925; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., includes an 11 yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets betw. Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; South Galena Ave. from Spring St. to Float St.; South West Ave., between Empire Street and Yellow Creek; Lincion Mall Shopping Center West on U.S. 20, West South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
T.G.&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon. & Fri.; Shopping Center & Major Chain, Mon. thru Fri.
Stores Open Sundays-Drugs, discounts, most foods.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-Woolworth; TG&Y 2.
Chain Drug Stores-Walgreen; Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu.
Other Chain Stores-Fannie May Candy; Leath Furn.; Lane's Women's Wear; Brown Shoes; Nobil Shoes; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; Farm & Fleet; Jo Ann Fabric; Kelly Tire.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 18,563; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John L. Altman, JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; Loc. Est. 34,992
County 80 Cen. 61,607; Loc. Est. 61,964
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; Loc. Est. 13,926
County 80 Cen. 22,837; Loc. Est. 23,986

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$428,000,000
Commercial	4	$266,000,000

6 - PASSENGER AUTOS: County 30,277

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industy, Number of Wage Earners (Av. Wkly. Wage)-Steel Fabr. 750 ($380); Power Mowers, Outboard Motor Parts & Acces. 600 ($440); Rubber Hose 550 ($400); Home Appliances 2,100 ($385).
Principal Industrial Pay Days-Fri., 13 & 28.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15. Last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-North Henderson St.; Grand Avenue; North Seminary; Monmouth Blvd. and East Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Henderson	1	Hornsby's, Eagle, Wards, Jacks, Kroger, K mart
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.; Food-Mon. thru Sat.
Stores Open Sundays-Discount drug & supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's; Hornsby's.
Variety Stores-Kresge's; Jacks.
Discount Stores-Wards; Kroger Family Center; Jacks; K mart.
Chain Drug Stores-Walgreen; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Kroger; Eagle 2; Hi-Lo 2; Rons Super Value; Super Valu.
Other Chain Stores-Leath's (furniture); R. Kinney; Montgomery Ward; Sherwin-Williams; Zales; Gallenkamp Shoes; Brooks Fashions; Walden Books; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hardware; Stiles Ace Hardware.

14 - NEWSPAPERS: REGISTER-MAIL (e-mon to fri; m-sat) 21,914; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 9,322; Loc. Est. 9,789
County 80 Cen. 27,360; Loc. Est. 29,635

4 - HOUSEHOLDS:
City 80 Cen. 3,848; Loc. Est. 3,998
County 80 Cen. 10,815; Loc. Est. 12,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$158,000,000

6 - PASSENGER AUTOS: County 13,338

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days-Fri., 10, 20, 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq.(10 Stores-K mart, Kroger).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Bob's; Wal-Mart; K mart.
Variety Stores-Kresge; Federated; Ben Franklin.
Chain Drug Stores-Rainbow's Rexall; SupeRx.
Chain Supermarkets-Foodland; IGA; Colonial Mkts.; Kroger.

14 - NEWSPAPERS: REGISTER (e) 7,085; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: Joe M. Jackson, Adv. Dir., REGISTER, 35 S. Vine, PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7734.
National Representative: None.

HERRIN

See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; Loc. Est. 19,993
CZ-ABC: (80) 23,666; (83) 23,700
RTZ-ABC: (80) 64,584; (83) 65,100
County 80 Cen. 37,502; Loc. Est. 37,631
City & RTZ-ABC: (80) 88,250; (83) 88,800

4 - HOUSEHOLDS:
City 80 Cen. 7,349; Loc. Est. 7,581
County 80 Cen. 17,160; Loc. Est. 14,336
CZ-ABC: (80) 8,746; (83) 9,100
RTZ-ABC: (80) 24,171; (83) 25,400
City & RTZ-ABC: (80) 32,917; (83) 34,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 18,290

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 State Institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers-Lincoln Square, 22 Stores, JCPenney, A&P, Mont. Ward, Klines, Singer Sewing, Radio Shack.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; Danner's; S-Bartt; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Warga's Walgreen 2; Osco.
Chain Supermarkets-A&P; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores Kinney; Firestone; Goodrich; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward (catalog), Crown ShoeRack; Sears(catalog); Ace Hardware.

14 - NEWSPAPERS: JOURNAL (m-tue to sat) 8,147; COURIER (e-mon to fri) 8,222; comb (m&e) 16,369; JOURNAL (S) 16,986; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Peterson, Gen. Adv. Mgr., JOURNAL-COURIER, 235 W. State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County (In Joliet PMSA) E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing, Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; Loc. Est. 72,702
CZ-ABC: (80) 124,263; (83) 133,200
RTZ-ABC: (80) 251,115; (83) 267,400
PMSA 80 Cen. 355,042; Loc. Est. 362,191
County 80 Cen. 324,460; Loc. Est. 330,872
City & RTZ-ABC: (80) 375,378; (83) 400,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; Loc. Est. 27,445
County 80 Cen. 103,071; Loc. Est. 110,018
PMSA 80 Cen. 113,841; Loc. Est. 121,551
CZ-ABC: (80) 43,381; (83) 48,200
RTZ-ABC: (80) 76,995; (83) 85,100
City & RTZ-ABC: (80) 120,376; (83) 133,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$431,752,135
Commercial	25	$616,000,000

6 - PASSENGER AUTOS: County 165,418

7 - ELECTRIC METERS: Residence County 84,500

8 - GAS METERS: Residence County 71,347

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire; Roofing & Road Machy.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gordon(6)	3	Jewel Food, Osco
Hillcrest(25)	5	Walgreen, Service Merch.
Honiotes Bros.(5)	2	Food Mart
Jackson Park(5)	NA	Zayre
Jefferson Plaza(7)	2	Tandy
Jefferson Square(68)	2	Wiebolts, Wards, Walgreens, Zales
Marycrest(25)	2	Fayva
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	La-Z-Boy Recliners
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon thru Fri.

13 - RETAIL OUTLETS: Department Stores-Wiebolt's; Montgomery Ward; Kline Bros.; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Gaylord's; Zayre; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6.
Chain Supermarkets-Jewel 5; Eagle 3; Maichins 2; Dominicks; Aldi; EZPickins.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-way Liquors; Foremost Liquors; Bottom Half; Zales Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 47,275; (S) 48,219; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker Co.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.
Motor Freight Carriers-12
Intercity Bus Lines-Continental Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; Loc. Est. 29,448
CZ-ABC: (80) 57,476; (83) 59,700
RTZ-ABC: (80) 103,756; (83) 104,200
County/MSA 80 Cen. 102,926; Loc. Est. 103,635
City & RTZ-ABC: (80) 161,232; (83) 163,900

4 - HOUSEHOLDS:
City 80 Cen. 10,959; Loc. Est. 11,163
County/MSA 80 Cen. 34,930; Loc. Est. 36,723
CZ-ABC: (80) 19,857; (83) 21,300
RTZ-ABC: (80) 35,451; (83) 37,000
City & RTZ-ABC: (80) 55,308; (83) 58,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$463,676,000
Savings & Loan	3	$384,574,438

6 - PASSENGER AUTOS: County 50,978

7 - ELECTRIC METERS: Residence 35,000 (1980)

8 - GAS METERS: Residence 24,750 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Home Appliances 600; Furniture 750; Outdoor Prod. 200; Paints 330; Plastic Floor Prod. 350; Food Processing 1,510; Water Heaters 850; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrial Batteries 425; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Prod. 250; Steel Pdcts. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreen); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte 50 North and North St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown Mon. & Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Hornsby's; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen's 2; Osco 2: Jaffe's 4; Ryan's 3; Econo.
Chain Supermarkets-Kroger 2; Tent-T-Marts 3; Jewel 2; Eagle.
Other Chain Stores-Fannie May Candies; Ted's; Lewis Bros.; Father & Son; Maling; Singer Co.; Mae Paints; D&D Paints; Wilson Paints.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 32,081; (S) 34,105; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel (815) 937-3355.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2, Industrial and agricultural center, large hog producing area; corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,508; Loc. Est. 13,736
CZ-ABC: (80) 14,508; (83) 14,000
RTZ-ABC: (80) 50,898; (83) 52,200
MSA 80 Cen. 383,958; Loc. Est. 388,226
County 80 Cen. 57,968; Loc. Est. 58,354
City & RTZ-ABC: (80) 65,406; (83) 66,200

4 - HOUSEHOLDS:
City 80 Cen. 5,637; Loc. Est. 5,606
County 80 Cen. 20,527; Loc. Est. 21,262
MSA 80 Cen. 138,256; Loc. Est 146,393
CZ-ABC: (80) 5,637; (83) 5,700
RTZ-ABC: (80) 18,403; (83) 19,600
City & RTZ-ABC: (80) 24,040; (83) 25,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$67,700,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 29,630

7 - ELECTRIC METERS: Residence 5,731

8 - GAS METERS: Residence 5,489

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners: Machine Spindle 50; Boilers, Heat Exchangers 300; Farm Implements 125; Leather Goods 112; Steel Door Frames Alum. Windows 50; Heavy Equip. Trailers 250; Semi-Trailers, 110.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Carson Pirie Scott; JCPenney; Martha Brown; Spurgeon's.
Variety Stores-Jupiter; Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co (TSC);Coast-to-Coast; Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 9,215; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Scott Nichols, Adv. Dir., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. SW of Chicago; 65 mi. NE of Peoria. 65 mi. W of Joliet. On Illinois deep waterway.

2 - TRANSPORTATION: Railroads-CB&O; CMStP&P, IC, La Salle & Bureau County; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Peoria-Rockford.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; Loc. Est. 31,634
  LaSalle 80 Cen. 10,347; Loc. Est. 10,673
  Peru 80 Cen. 10,886; Loc. Est. 11,018
  Oglesby Cen. 3,979; Loc. Est.4,071
  Spring Valley 80 Cen. 5,822; Loc. Est. 5,872
CZ-ABC: (80) 32,530; (83) 32,500
RTZ-ABC: (80) 46,580; (83) 46,900
Counties 80 Cen. 148,253; Loc. Est. 151,981
  La Salle 80 Cen. 109,139; Loc. Est. 112,844
  Bureau 80 Cen. 39,114; Loc. Est. 39,137
City & RTZ-ABC: (80) 79,110; (83) 79,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920; Loc. Est. 12,297
  LaSalle 80 Cen. 4,173; Loc. Est. 4,358
  Peru 80 Cen. 4,113; Loc. Est. 4,166
  Oglesby 80 Cen. 1,487; Loc. Est. 1,526
  Spring Valley 80 Cen. 2,147; Loc. Est. 2,247
Counties 80 Cen. 54,257; Loc. Est. 57,139
  La Salle 80 Cen. 40,005; Loc. Est. 42,223
  Bureau 80 Cen. 14,252; Loc. Est. 14,916
CZ-ABC: (80) 12,412; (83) 12,900
RTZ-ABC: (80) 16,814; (83) 17,600
City & RTZ-ABC: (80) 29,226; (83) 30,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$234,264,870
Savings & Loan	5	$438,592,775

6 - PASSENGER AUTOS: Counties-La Salle 57,114; Bureau 18,245

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Electrical 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline: hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated.

12 - RETAILING: Principal Shopping Centers-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers, with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Pe[illegible]	NA	Wagner Home Ctr., Denier's Mkt.
Park P[illegible](Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Montgomery Ward, JCPenney, Bergners

Principal Shopping Days-Sat., Sun., Mon., Thurs.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner; Montgomery Ward.
Discount Stores-Jupiter; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Denier's; Ferretti's; Urbanowski's; Eagle; Gregorich's 4; Aldi.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslies Shoe; Maurices; Radio Shack; Zales Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Circle K Western; Claire's Boutique; Family Tree; Fashion Bug Plus; Jean Nicole; Lerner; Limited; Motherhood Maternity; Payless Shoesource; Browns Sporting Goods; Jat-Bee Toys; Kirlin's Hallmark; Naked Furniture; Stay 'N' Touch; Things Remembered; Waldenbooks; Waterbed Boutique; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 20,989; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: L.A. Lesniak, Adv. Dir., NEWS-TRIBUNE, 426 2nd St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Indiana, on State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 5,652; Loc. Est. 5,520
County 80 Cen. 17,807; Loc. Est. 17,746

4 - HOUSEHOLDS:
City 80 Cen. 2,307; Loc. Est. 2,352
County 80 Cen. 6,754; Loc. Est. 6,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,252

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Oil Refining; Telephone Equip. Mfg.; Electric Refrigerator Components; Petroleum By-Products; Insurance.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-[illegible]'S Plaza (5 stores-IGA Mkt.)
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Western Auto; Montgomery Ward (catalog); Dick Fessel, Store for Men; Yosowitz; Black's Jewelry & Gift; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Abernathy Hardware; Tresslar's; Smith Sales; Coast-to-Coast Hdwr.; Hedde's Tots to Teens; The Gallery.
Chain Drug Stores-Sav-a-Lot; Hedde's Pharmacy; Studley's Rexall.
Discount Stores-Dollar General Store.
Chain Supermarkets-Neeley's Key Mkt., Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,067; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Josie L. Hayes, Adv. Mgr., RECORD, 1209 State St., PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; Loc. Est. 16,237
CZ-ABC: (80) 16,327; (83) 15,900
RTZ-ABC: (80) 15,475; (83) 15,300
County 80 Cen. 31,802; Loc. Est. 31,885
City & RTZ-ABC: (80) 31,802; (83) 31,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; Loc. Est. 6,301
County 80 Cen. 12,249; Loc. Est. 11,885
CZ-ABC: (80) 6,041; (83) 6,100
RTZ-ABC: (80) 5,249; (83) 5,400
City & RTZ-ABC: (80) 11,290; (83) 11,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,027,000
Savings & Loan	2	$1,713,175,586

6 - PASSENGER AUTOS: County 15,307

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Store Fixtures 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16. Last killing frost, April 6.

11 - TAP WATER: Neutral, very hard; flouridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago and Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plaza (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plaza.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog); Spurgeon's; JCPenney; Landauers.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx; Haag Drug; Hook Drug.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,992; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: "Billie" Cheek, Nat'l. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. south of Springfield, IL; Located at intersection of I-55 & IL. Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.
Motor Freight Carriers-24 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.
Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; Loc. Est. 7,095
County 80 Cen. 31,686; Loc. Est. 31,698

4 - HOUSEHOLDS:
City 80 Cen. 2,792; Loc. Est. 2,858
County 80 Cen. 11,963; Loc. Est. 12,584

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 15,684

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip. 75 ($275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furniture Mfg. 20 ($250); Flower Growing 15 ($300); Packaging 45 ($200).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores ; 2 blocks on Kirkham, 2 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; Fashion Lane; Sav-Mor.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National Foods; Aldi Discount Foods.
Other Chain Stores-S&L Auto Supply; Western Auto; Montgomery Ward (catalog); Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,386; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, P.O. Box 160, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67; 136.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; Loc. Est. 20,211
CZ-ABC: (80) 19,863; (83) 19,900
RTZ-ABC: (80) 42,049; (83) 42,300
County 80 Cen. 37,236; Loc. Est. 38,549
City & RTZ-ABC: (80) 61,912; (83) 62,200

4 - HOUSEHOLDS:
City 80 Cen. 5,848; Loc. Est. 6,227
County 80 Cen. 12,429; Loc. Est. 13,448
CZ-ABC: (80) 5,942; (83) 6,200
RTZ-ABC: (80) 16,038; (83) 16,800
City & RTZ-ABC: (80) 21,980; (83) 23,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 15,589

7 - ELECTRIC METERS: Residence 7,066

8 - GAS METERS: Residence 5,392

9 - PRINCIPAL INDUSTRIES: (Number of Employees) Haeger Pottery 130; McGraw Edison 253; Bower Bearing 651; Western Illinois Univ. 1,700 (Enrollment 14,300); Hospital 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Maclan Plaza; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, Sears; JCPenney; Spurgeon's; P.N. Hirsch; Scripps-Reno; Ring's.
Discount Stores-Adams; Farm King; TG&Y; Wal-Mart; K mart.
Chain Drug Stores-Osco Drug.
Chain Supermarkets-Kroger; Eagle; HyVee; Niemann Foods.

14 - NEWSPAPERS: JOURNAL (e) 9,317; (S) 9,098; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullins, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.
Airlines-Britt (Williamson County Airport).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 14,031; Loc. Est. 14,589
County 80 Cen. 56,538; Loc. Est. 58,141

4 - HOUSEHOLDS:
City 80 Cen. 5,791; Loc. Est. 6,149
County 80 Cen. 21,825; Loc. Est. 23,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$88,975,000
Savings & Loan	2	$23,000,000

6 - PASSENGER AUTOS: County 27,104

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fabricating Bldg., Oil Processing.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-6 blocks on 3 streets around public square and Westmore Plaza; Lincoln Square; Town & Country; Marion Shopping Plaza (22 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marion Plaza(22)	NA	Baskin-Robbins, Payless Shoes
Marion Plaza West(14)	NA	Coast-to-Coast, Teen Fashion
Westmore Plaza	NA	A&P, Texaco, Tempo

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser.
Chain Supermarkets-IGA; Kroger; Food Towne; Big Star; Smalls; Bays.
Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's.

14 - NEWSPAPERS: REPUBLICAN (e) 5,460; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agricultural oil, industrial, manufacturing and railroad center. At junction of Illinois Central and Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana IL.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Airlines-Britt.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound, IL Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,293; Loc. Est. 18,186
CZ-ABC: (80) 19,055; (83) 18,800
RTZ-ABC: (80) 36,519; (83) 38,100
County 80 Cen. 52,992; Loc. Est. 53,072
City & RTZ-ABC: (80) 55,574; (83) 56,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; Loc. Est. 8,117
County 80 Cen. 18,919; Loc. Est. 19,755
CZ-ABC: (80) 7,775; (83) 8,000
RTZ-ABC: (80) 12,933; (83) 14,100
City & RTZ-ABC: (80) 20,708; (83) 22,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 23,716

7 - ELECTRIC METERS: Residence 8,950

8 - GAS METERS: Residence 7,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of

Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 200 ($175); Road Machy. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Block Machy. 200 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 600 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoride added.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on six streets. A shopping center is located on east edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 stores-IGA).
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings- Daily except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; JCPenney; Young's; Meis; Bergners.
Discount Stores-Mattoon Warehouse Sales; Danner's; K mart.
Chain Drug Stores-Thrifty 9; Walgreen, Osco.
Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.
Other Chain Stores-Bergner's; Sherwin Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing; P.N. Hirsch; Smith-Alsop Paints; OK Tire Store; Ace Hardware; Neal Tire Store; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Walden Book Store; Mode O'Day; Radio Shack; Bresler's Ice Cream; Maurice's, Garbe Ace Hdwe.; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (e) 12,688; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwy. 34 and 67.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 10,706; Loc. Est. 10,670
CZ-ABC: (80) 10,706; (83) 10,600
RTZ-ABC: (80) 14,021; (83) 14,200
County 80 Cen. 21,943; Loc. Est. 22,239
City & RTZ-ABC: (80) 24,727; (83) 24,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; Loc. Est. 4,068
County 80 Cen. 7,887; Loc. Est. 8,355
CZ-ABC: (80) 3,974; (83) 4,100
RTZ-ABC: (80) 5,023; (83) 5,300
City & RTZ-ABC: (80) 8,997; (83) 9,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$110,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 10,339

7 - ELECTRIC METERS: Residence 4,500 (1980)

8 - GAS METERS: Residence 4,000 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Pottery 244; Garments 200; Animal Food Ingredients 200; Warehousing 150; Meat Packing 500.
Principal Pay Days-Thu., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart.
Chain Supermarkets-Super Value; Red & White; Easter's Giant; Eagle's.
Other Chain Stores-Coast-to-Coast; Fullerton (lumber); Bowman Shoes; Montgomery Ward (catalog); True Value Hardware; Radio Shack; Super America (Food Convenience); Les-on Drugs.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 5,419; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Homewood, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: None.

MORRIS

1 - LOCATION: Grundy County, (In Joliet PMSA). E&P Map C-2, County Seat.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; Loc. Est. 8,849
County 80 Cen. 30,582; Loc. Est. 31,319
PMSA 80 Cen. 355,042; Loc. Est. 362,191

4 - HOUSEHOLDS:
City 80 Cen. 3,475; Loc. Est. 3,639
County 80 Cen. 10,770; Loc. Est. 11,533
PMSA 80 Cen. 113,841; Loc. Est. 121,551

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$84,186,806
Savings & Loan	2	$85,368,200
Commercial	2	$120,004,000

6 - PASSENGER AUTOS: County 16,417

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Federal Paper Board 500 ($200); Nuclear Power Station 320 ($210); Amax Aluminum 500 ($200); Northern Petro 425 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Baum's; Marben's.
Variety Stores-Hornsby Family Center.
Chain Drug Stores-Walgreen 2; Rexall 2.
Chain Supermarkets-National Tea; Kroger; Eagle.

Other Chain Stores-Bowman Shoes; Coast-to-Coast; Sears (catalog); Montgomery Ward (catalog); Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,258; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 124 E. Washington St., Morris, IL 60450; Tel. (815) 842-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Highway 1, 15, 65.

2 - TRANSPORTATION: **Railroads**-Southern; Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; Loc. Est. 9,333
County 80 Cen. 13,713; Loc. Est. 14,239

4 - HOUSEHOLDS:
City 80 Cen. 3,405; Loc. Est. 3,728
County 80 Cen. 5,160; Loc. Est. 5,630

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: 7,238

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 150 ($400-500); Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch.
Variety Stores-Index Notion.
Discount Stores-Gibson; Last Stop Discount; Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Key Mkt.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,871; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Michael Mosbarger, Adv. Mgr., REPUBLICAN-REGISTER, Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative: American Newspaper Representatives.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Highway and Interstate I-57, I-64 & I-24.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Southern; C&EI; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Airline-Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 16,995; Loc. Est. 16,700
CZ-ABC: (80) 17,952; (83) 18,200
RTZ-ABC: (80) 38,431; (83) 39,900
County 80 Cen. 36,354; Loc. Est. 36,903
City & RTZ-ABC: (80) 56,383; (83) 58,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; Loc. Est. 7,147
County 80 Cen. 13,894; Loc. Est. 14,740
CZ-ABC: (80) 7,353; (83) 7,700
RTZ-ABC: (80) 14,540; (83) 15,800
City & RTZ-ABC: (80) 21,893; (83) 23,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,773,283
Savings & Loan	3	$1,338,692,096

6 - PASSENGER AUTOS: County 18,927

7 - ELECTRIC METERS: Residence 16,671

8 - GAS METERS: Residence 7,723

9 - PRINCIPAL INDUSTRIES: Electrical Apparatus; Foundries; Radiators; Tires; Locomotive; Magazine Printing.

10 - CLIMATE: Min. & Max. Temps-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Retailers (45 stores); Park Plaza (6 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mammoth; P.N. Hirsch; Goodyear; Sears; JCPenney.
Discount Stores-Dobbs; Under Cost; Danner's; Wal-Mart; K mart.
Chain Variety Stores-Woolworth; Dollar General.
Chain Drug Stores-Rexall; SupeRx; Byrd Watson.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: REGISTER-NEWS (e) 12,653; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. Hank Adkins, Adv. Mgr. REGISTER-NEWS, 118 N. 9th St., Mt. Vernon, IL 62864; Tel. (618) 242-0113.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGTON

NORTH CHICAGO
See WAUKEGON

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Indiana. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: **Railroads**-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 9,026; Loc. Est. 8,843
County 80 Cen. 17,587; Loc. Est. 17,481

4 - HOUSEHOLDS:
City 80 Cen. 3,724; Loc. Est. 3,771
County 80 Cen. 6,721; Loc. Est. 7,003

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 9,820

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prod.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temps.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Mon.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sherman's; Don's; Sears; Hirsch.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.
Other Chain Stores-Goodrich; Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Western Auto; Fab 'n Trim.

14 - NEWSPAPERS: MAIL (e) 7,130; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres.; Carol Schwartzlose, Adv. Mgr., MAIL, 206 Whittle Ave., Olney, IL 62450; TEl. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: **Railroads**-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; Loc. Est. 18,712
PMA-CZ-ABC: (80) 28,487; (83) 27,700
Bal. in PMA-ABC: (80) 31,913; (83) 33,000
Total PMA-ABC: (80) 60,400; (83) 60,700
County 80 Cen. 109,139; Loc. Est. 112,844
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; Loc. Est. 7,287
County 80 Cen. 40,005; Loc. Est. 43,223
PMA-CZ-ABC: (80) 10,709; (83) 10,800
Bal. PMA-ABC: (80) 10,718; (83) 11,600
Total PMA-ABC: (80) 21,427; (83) 22,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$120,459,894
Savings & Loan	2	$253,286,555

6 - PASSENGER AUTOS: County 58,210

7 - ELECTRIC METERS: Residence 7,939

8 - GAS METERS: Residence 7,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Silica Sand 115 ($350); Tools 130 ($352); Pressed Glass 55 ($275); Plastics 240 ($368); Chemicals 320 ($412); Auto Parts 177 ($269); Safety Glass 1,009 ($356).

Principal Industrial Pay Days-Thu., & Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 27-91; Summer 51-96; Fall 1-86; Winter 20-60; First killing frost, Oct. 23. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (63 Stores); 3 on Columbus St.
Neighborhood Shopping Centers-State & Center St.; North LaSalle St. & Norris Dr.; Chestnut St. & Norris Dr.; W. Madison St. & Clay St; South Towne Mall Rte 23 & Mckinley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Newman's, Handy Foods, K mart, Spurgeons
Norris Drive	2	Kroger's, SupeRx, E.Z. Pickins
North Ottawa	NA	Value City, Farm'N Fleet

Principal Shopping Days-Thurs., Sat & Mon.
Stores Open Evenings-Mon. Fri.

13 - RETAIL OUTLETS:
Department Stores-Sears; Carson Pirie Scott; JCPenney; Famous; Spurgeons.
Discount Stores-K mart; Value City.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen's; SupeRx.
Chain Supermarkets-Kroger's; Eagle; Warehouse; E.Z. Pickens.
Other Chain Stores-Montgomery Ward (catalog); Farm & Fleet; Tractor Supply; Gallenkamp Shoes; Leslie's Shoes; Wit & Wisdom; Sue Ann Shoppe; Hines Lumber; Plywood Minn.; Royal Schwinn; Kirlin's; Hallmark; Maurices; Nobil Shoe; Radio Shack; Fashion Bug; Waldenbooks; The Fly; Disc Jockey; Anderman's; Thumm's; Turk's.

14 - NEWSPAPERS: TIMES (e) 13,451; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres. /Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; Loc. Est. 9,792
County 80 Cen. 21,725; Loc. Est. 21,638

4 - HOUSEHOLDS:
City 80 Cen. 3,979; Loc. Est. 4,110
County 80 Cen. 8,332; Loc. Est. 8,729

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 10,764

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N. Main St.; Jefferson Ave.; East Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch.
Discount Stores-K mart.
Variety Stores-Index.
Chain Supermarkets-Kroger; Bridwell's; Paris; Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,063; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Paul J. Van Gilder, Gen. Adv. Mgr., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans; Nickel Plate R.R.: Peoria to Sandusky, Ohio.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 4,258; Loc. Est. 4,264
County 80 Cen. 15,265; Loc. Est. 15,043

4 - HOUSEHOLDS:
City 80 Cen. 1,626; Loc. Est. 1,675
County 80 Cen. 5,739; Loc. Est. 5,923

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 8,303

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Broom Mfg. 150 ($150); TV-Radio Transformers 220 ($125); Telephone Jacks 100 ($175); Cooling Tower Mfg. 100 ($260); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thu., Fri., and Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Carlson's; Georgia's.
Variety Stores-Index; Hornsby's; Priced Rite Discount.
Chain Supermarkets-IGA; Eisners; Tom's Market; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hardware.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,470; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County. (In Peoria MSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM, NYC; AT&SF; IL Cen. (Freight) C&NW (Freight).
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers-34.
Two large river terminals, 1 airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; Loc. Est. 34,105
CZ ABC: (80) 33,967; (83) 34,700
RTZ-ABC: (80) 100,792; (83) 105,000
MSA 80 Cen. 365,864; Loc. Est. 368,007
County 80 Cen. 132,078; Loc. Est. 133,858
City & RTZ-ABC: (80) 134,759; (83) 139,700

4 - HOUSEHOLDS:
City Cen. 80 12,928; Loc. Est. 13,728
County 80 Cen. 46,383; Loc. Est. 49,142
MSA 80 Cen. 130,767; Loc. Est. 137,423
CZ-ABC: (80) 12,928; (83) 13,700
RTZ-ABC: (80) 34,395; (83) 37,100
City & RTZ-ABC: (80) 47,323; (83) 50,800

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 68,839

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Corn Prod.; Distilling; Electricity; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Processing; Iron Foundry; Non-ferrous Metal Processing; Automotive Parts; Chemical.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Derby St.; 1500 Block on N. Eighth St. East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	3	JCPenney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; N. Reuling; Bergner's; Sears.
Discount Store-K mart; Miracle Mart.
Chain Drug Stores-SupeRx 3; Walgreen.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; 14th St.; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zabs; Gordon's; Radio Shack; So Fro; Jo Ann Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 19,922; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Eric A. Neste, Adv. Dir., TIMES, 20 S. 4th St., Pekin, IL 61554; Tel. (309) 346-1111.
National Representative: Papert Companies.

PEORIA

1 - LOCATION: Peoria County, E&P Map C-3 (MSA). County Seat. Industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; C&NW; IL Central; IL. Terminal N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago Northwestern; Illinois & Midland.
Motor Freight Carriers-145.
Intercity Bus Lines-Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-Ozark; Continental; Britt; Byerly; Mt. Hawley; Federal Express; TWA.
Barge Lines-Jubilee Materials; Kingston River Service; Peoria Barge Terminal; Peoria Harbor & Fleeting Service.

3 - POPULATION:
Corp. City 80 Cen. 124,160; Loc. Est. 125,152
CZ-ABC: (80) 226,315; (83) 233,200
RTZ-ABC: (80) 239,046; (83) 241,300
MSA 80 Cen. 365,864; Loc. Est. 375,451
County 80 Cen. 200,466; Loc. Est. 202,669
City & RTZ-ABC: (80) 465,361; (83) 474,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; Loc. Est. 49,267
County 80 Cen. 73,329; Loc. Est. 77,589
MSA 80 Cen. 130,737; Loc. Est. 138,625
CZ-ABC: (80) 82,635; (83) 88,100
RTZ-ABC: (80) 84,784; (83) 89,000
City & RTZ-ABC: (80) 167,419; (83) 177,100

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	20	$1,125,191,000
Savings & Loan	8	$1,066,974,000

6 - PASSENGER AUTOS: County 106,612

7 - ELECTRIC METERS: Residence 80,697

8 - GAS METERS: Residence 64,369

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Earth Moving Eqpt. Diesel Eng. 24,925 ($515); Primary Metals 4,350 ($500); Printing & Publishing 2,100 ($380); Total Mfg. 37,950 ($485).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Primary Shopping Centers-Metro Central Business District; Northwoods; Westlake; Pekin Mall; Sheridan Village; Madison Park; Junction City; Metro Centre.
Important Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Cherrytree; Fondulac Plaza; Wardcliff Plaza.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Carson, Pirie, Scott & Co., Bergner's 4; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers.
Variety Stores-Ben Franklin 2; Fogler; J & M; L's Sundries; Kresge; Prospect; Hornsby.
Chain Drug Store-Bogard's 6; Green 2; Walgreen 3; SupeRx 7; W. R. Smith 2; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Supermarkets-Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Standard 3; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi Foods; Stop & Save; 7-Eleven.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Lyn & Co.; Varsity Shop; Strawberry Patch; Maurices Apparrel; Worths; Eve, Inc., Allens Vogue; Spare Change; Susie's Casuals; D. Schaffer's-J.Ringness; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; Mademoiselle Shop; PLB'S Fashion Plus LTD.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; For Gentlemen Only 2; Big & Tall Men's Shop; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Pappagallo; Thom McAn; Dr. Scholl's; Kinneys 2; Fannie May 3, Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Singer Co.; The Outlet; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers.

14 - NEWSPAPERS: JOURNAL STAR (all day) 99,904; (S) 119,026; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald Menser, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU
See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. N central part of state. Shipping center for county agricultural and dairy area. Misc. light manufacturing, N central part of state. Illinois State Penitentiary 100 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
Inter-City Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; Loc. Est. 11,589
CZ-ABC: (80) 11,227; (83) 11,400
RTZ-ABC: (80) 32,249; (83) 32,500
County 80 Cen. 41,381; Loc. Est. 42,089
City & RTZ-ABC: (80) 43,476; (83) 43,900

4 - HOUSEHOLDS:
City 80 Cen. 3,610; Loc. Est. 3,889
County 80 Cen. 14,077; Loc. Est. 14,967
CZ-ABC: (80) 3,610; (83) 3,800
RTZ-ABC: (80) 11,222; (83) 11,700
City & RTZ-ABC: (80) 14,832; (83) 15,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,466,668
Savings & Loan	2	$1,160,249,313

6 - PASSENGER AUTOS: County 19,555

7 - ELECTRIC METERS: Residence 4,299

8 - GAS METERS: Residence 4,247

9 - PRINCIPAL INDUSTRIES: (Number of Wage Earners): Gloves 98; Printing 650; Furniture 300; Steel Prod. 320; State Penitentiary 500; Quarries 100; Diesel Motor Co. 600; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31. Last killing frost, Apr. 11.

11-TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main, Madison, Washington and Mill (around Square).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plaza(15)	2	Spurgeon's, K mart Coast-to-Coast
Hornsby's	2	Hornsby's

Principal Shopping Days-Fri., Sat., & Mon.
Stores Open Evenings-Food Chains-every night and Sun.; Others-Fri. & Sat.; Shopping Centers-till 9 p.m.; Sun. till 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Hornsby's; K mart; G.C. Murphy.
Chain Supermarkets-Neimann's; Eisners.
Other Chain Stores-Montgomery Ward (catalog); Convenient Foods; Sears; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack.

14 - NEWSPAPERS: LEADER (e) 8,853; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: None.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Intercity Bus Lines-Jacksonville; Continental Trailways; Kirksville-Quincy.
Airlines-Air Illinois; Britt Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,554; Loc. Est. 41,483
CZ-ABC: (80) 53,396; (83) 52,900
RTZ-ABC: (80) 145,226; (83) 146,000
County 80 Cen. 71,622; Loc. Est. 72,245
City & RTZ-ABC: (80) 198,622; (83) 198,900

4 - HOUSEHOLDS:
City 80 Cen. 16,718; Loc. Est. 17,014
County 80 Cen. 26,423; Loc. Est. 27,914
CZ-ABC: (80) 20,269; (83) 20,800
RTZ-ABC: (80) 54,314 (83) 56,800
City & RTZ-ABC: (80) 74,583; (83) 77,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$344,840,935
Savings & Loan	3	$1,132,385,518

6 - PASSENGER AUTOS: County 36,201

7 - ELECTRIC METERS: 20,903

8 - GAS METERS: 17,718

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1. Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Bergners, Sears, Kroger, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; State Street Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; Quincy Supply; K mart 2; K's Merchandise Mart.
Chain Drug Stores-Walgreen; Skagg Drug; Brown's 3; Revco Discount Drugs; SupeRx.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Kamber's (men's); Hush Puppies; Athletic Foot; Gordon Jewelry; Zale Jewelry; GNC; Waldenbooks; York Steak House; Bowman Bros. (shoes); Carl Shoe; Kinney Shoes; Firestone; Goodyear; Sherwin-Williams; JoAn Fabrics; Gallenkamp Shoes; Montgomery Ward (catalog); Wickes Lumber; Radio Shack; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 30,577; (e-sat) 24,986; (S) 33,623; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., Quincy, IL 62301; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; Loc. Est. 7,466
County 80 Cen. 20,818; Loc. Est. 21,607
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; Loc. Est. 3,256
County 80 Cen. 8,050; Loc. Est. 8,735

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$25,190,459
Commercial	5	$137,546,586

6 - PASSENGER AUTOS: County 11,214

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Shoes 183 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers-West Gate; Outer E. Main & Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	Gibson

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Root's; P. N. Hirsch; Tresslar's; Gibson; Pool's.
Variety Stores-Index Notion.
Chain Drug Stores-Bertram's (Rexall); Kook & Link.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,634; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150, I-80, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; River Trails Transit; Trailways.
Airlines-United; Ozark; Mississippi Valley Commuter; Britt Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; Loc. Est. 114,409
  Rock Island 80 Cen. 46,928; Loc. Est. 46,355
  Moline 80 Cen. 46,278; Loc. Est. 46,862
  East Moline 80 Cen. 20,907; Loc. Est. 21,192
CZ-ABC: (80) 294,266; (83) 293,600
RTZ-ABC: (80) 176,234; (83) 179,600
City & RTZ-ABC: (80) 470,500; (83) 473,200
County 80 Cen. 165,968; Loc. Est. 167,809
MSA 80 Cen. 383,958; Loc. Est. 388,226
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; Loc. Est. 45,461
  Rock Island 80 Cen. 17,472; Loc. Est. 18,266
  Moline 80 Cen. 18,034; Loc. Est. 19,001
  East Moline 80 Cen. 7,716; Loc. Est. 8,194
County 80 Cen. 61,052; Loc. Est. 64,674
MSA 80 Cen. 138,256; Loc. Est. 146,393
CZ-ABC: (80) 108,126; (83) 111,800
RTZ-ABC: (80) 60,678; (83) 64,400
City & RTZ-ABC: (80) 168,804; (83) 176,200

5 - BANKS	NUMBER	DEPOSITS
Savings	37	$1,887,484,069
Savings & Loan	10	$795,934,412

6 - PASSENGER AUTOS: County 102,594

7 - ELECTRIC METERS: Residence 116,107

8 - GAS METERS: Residence 113,136

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 36,350 (Farm Equip., Aluminum Mill); Non-manufacturing 82,375; Public Sector (Gov't) 25,625. Total Employment 160,900. Avg. Wkly. Wage $433 (mfg.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th, 16th & 17th Aves. between 7th & 13th Sts. from 7th to 12th Sts.
Neighborhood Shopping Centers-11th St. bet. 18th Ave. & 42nd Ave. 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; Blackhawk Rd. & 38th St.; Moline-City Line Plaza, 1st St. & 9th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island		
11th St.	3	Geifman
30th St.	3	Eagle, Supreme TV
Watchtower Plz.(6)	3	Eagle
K mart	3	K mart
Moline		
Highland	2	Aldi, Haag
Uptown	2	Uptown Bank, Haag
Orchard Ctr.(6)	3	Sears, Walgreens
Kings Plaza(8)	3	Sears, Geifman, Trevor Hdwe.
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture, Midwest Bank
So. Park Mall(115)	3	Petersen's, Mont. Ward, Younkers, JCPenney
Southwest	2	Hoist-Kakert
City Line Plaza(8)	2	Jewel, Osco
East Moline		
Kennedy Plaza(6)	234	Jewel, Osco
Ridgewood(8)	5	Geifman

Principal Shopping Days-Dept. Stores-Mon., Fri. & Sat.; Food-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. thru Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores-McCabes; Younkers 3; Petersen-Harned von Maur 4; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; Zayre; K mart 4.
Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter; Scott.
Chain Drug Stores-Haag 13; Walgreen 10; Osco 3; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 13; Randall's 6; Geifman's 11; Jewel Food 3; 7-Eleven 23; Aldi 4; Convenient Foods 11; County Market; Food-for-Less.
Independent Buying Groups-Royal Blue 6; Jack & Jill 3; Super Valu 2.
Other Chain Stores-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 5; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Wall-Paper-To-Go; Ardan's 2; Radio Shack 6; Mosenfelder's 4.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 20,301; (S) 21,126; Mar. 31, 1983 ABC.
MOLINE DISPATCH (e-mon to fri) 35,449, (S) 37,649; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: ROCK ISLAND ARGUS and MOLINE DISPATCH-Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific; Chicago & North West; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines.
Airlines-Mississippi Valley Air Lines.

3 - POPULATION:
Corp. City 80 Cen. 139,712; Loc. Est. 137,983
PMA-ABC: (80) 496,465; (83) 500,000
County 80 Cen. 250,884; Loc. Est. 254,472
MSA 80 Cen. 279,514; Loc. Est. 284,001
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; Loc. Est. 54,279
County 80 Cen. 89,408; Loc. Est. 94,832
MSA 80 Cen. 99,122; Loc. Est. 105,270
PMA-ABC: (80) 176,681; (83) 184,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$1,167,524,000
Savings & Loan	8	$995,157,403

6 - PASSENGER AUTOS: County 141,448

7 - ELECTRIC METERS: Estimate 91,000 (1979)

8 - GAS METERS: Estimate 77,100 (1979)

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 12 employ over 1,000 each.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 20. Last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on W State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg.(20)	6	Eagle Foods, Revco

Cherry Vale(108)	8	Marshall Field, Sears, H.C. Prange
Colonial Vlg.(32)	5	JCPenney, Bergner's
Downtown Mall(25)	0	JCPenney, Osco
East Gateway(16)	4	Pacemaker, Ben Franklin
Eastwind Mall(25)	4	East Wind Hobby & Craft
Highcrest(13)	5	D.J. Stewart
Liberty Sq.(12)	5	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Machesney Pk.(94)	8	JCPenney, H.C. Prange
Park Plaza(24)	6	Love Drug, Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreen's
Rockton Ave. Centre(14)	4	Logli Food Store
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P

Principal Shopping Days-Mon., Fri., Sat. Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall Field & Co.; Montgomery Ward; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's.
Discount Stores-K mart; Prange-Way; Union Hall.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens 3; Lenz; Rexall 3; Osco 4; Nihan & Martin 2; One-Stop 4; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 8; Hilander 4; IGA 13; A&P; Jewel 2; Logli 3; Pacemaker 3; Aldi Discount Foods 2.
Other Chain Stores-Ardan Jewelers; Insurance Liquidators.

14 - NEWSPAPERS: REGISTER STAR (m) 75,123; (S) 87,129; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett Newspaper Advertising Sales.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur, 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads-Mo Pac.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; Loc. Est. 5,452
County 80 Cen. 23,923; Loc. Est. 24,173

4 - HOUSEHOLDS:
City 80 Cen. 2,044; Loc. Est. 2,108
County 80 Cen. 8,707; Loc. Est. 9,189

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 11,136

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Farm Eqpt.; Plastic Cups; Hairpins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Johnstowne Mall, Shelbyville, 3 stores; Con Dov Shopping Mall, Shelbyville, 5 stores; Downtown Mini-Mall.
Principal Shopping Days-Wed. and Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Variety Stores-Index; Ben Franklin; U&S.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,384; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 66, 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Chicago & Illinois Midland; Illinois Terminal; Amtrak.
Motor Freight Carriers-38 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Ozark; Britt; Charter service by Capitol Aviation; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 100,054; Loc. Est. 101,365
CZ-ABC: (80) 126,150; (83) 129,200
RTZ-ABC: (80) 343,168; (83) 348,700
MSA 80 Cen. 187,789; Loc. Est. 190,190
County 80 Cen. 176,070; Loc. Est. 178,462
City & RTZ-ABC: (80) 469,318; (83) 477,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; Loc. Est. 43,565
County 80 Cen. 68,022; Loc. Est. 72,141
MSA 80 Cen. 72,219; Loc. Est. 76,532
CZ-ABC: (80) 51,386; (83) 54,600
RTZ-ABC: (80) 124,492; (83) 131,500
City & RTZ-ABC: (80) 175,878; (83) 186,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,040,461,000
Savings & Loan	8	$429,853,000

6 - PASSENGER AUTOS: County 97,291

7 - ELECTRIC METERS: 62,462 (1981)

8 - GAS METERS: 48,786 (1981)

9 - PRINCIPAL INDUSTRIES: Machinery; Tractors, Road Machines; Farm Equipment; Flour and Feed Mills; Boilers (Fab. Metal Prod.); Mattresses; Insurance; Finance Gov't.; Tourism. Total Avg. Employment 89,774.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	NA	Zayre
Fairhill's(20)	NA	Eisner-Osco
K mart Plaza	NA	K mart
Laketown(12)	NA	IGA
Sangamon(7)	NA	Myers-Bergner
Town & Country(24)	NA	Venture, National
White Oaks Mall(115)	NA	Famous-Barr, Sears, Bergner, Mont. Ward

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown-Fri.; Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping centers & discount stores.

13 - RETAIL OUTLETS: Department Stores-Herndon's; Bergners; Sears; JCPenney; Famous-Barr; Montgomery Ward.
Discount Stores-K mart 3; Venture; Zayre's.
Chain Drug Stores-Walgreen 2; SupeRx/Thrifty 11; Osco 3; Flynn Hippard; Mummert's; Schafer's; Watt Bros. 4; Ideal.
Chain Supermarkets-Eisner 3; Kroger 4; National Food Stores 3; IGA 4; Red Fox 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; General Tires; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; V&S 2; Thom McAn; Kenney's; Gallenkamp; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry; S&H; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Botton Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; JoAnn Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wdg's Restaurant; Walden Books; Zale Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE-JOURNAL-REGISTER (m-mon to fri) 60,588; (e) 9,337; (m-sat) 71,050; (S) 71,489; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, P.O.Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads-C&NW; CB&Q.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; Loc. Est. 26,955
  Sterling 80 Cen. 16,273; Loc. Est. 16,256
  Rock Falls 80 Cen. 10,624; Loc. Est. 10,699
CZ-ABC: (80) 33,154; (83) 33,100
RTZ-ABC: (80) 50,071; (83) 51,200
County 80 Cen. 65,970; Loc. Est. 66,805
City & RTZ-ABC: (80) 83,225; (83) 84,300

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; Loc. Est. 10,366
  Sterling 80 Cen. 6,128; Loc. Est. 6,425
  Rock Falls 80 Cen. 3,767; Loc. Est. 3,941
County 80 Cen. 23,200; Loc. Est. 24,687
CZ-ABC: (80) 11,990; (83) 12,400
RTZ-ABC: (80) 17,280; (83) 18,400
City & RTZ-ABC: (80) 29,270; (83) 30,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$280,000,000
Savings & Loan	2	$100,000,000

6 - PASSENGER AUTOS: County 34,254

7 - ELECTRIC METERS: Residence 10,600 (1980)

8 - GAS METERS: Residence 9,300 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 3,500 ($200); Bldrs. Hdwr. 1,200 ($150); Bolts & Nuts 400 ($150); Barber Supplies 170; Foundries 100; Food Proc. 100. (1980)

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12. Last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Weise's, JCPenney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust Ave.; Rock Falls-5 blocks on 1st. Ave., and vicinity.
Principal Shopping Days-Downtown-Mon. & Fri. Northland Mall Sat. & Sun.
Stores Open Evenings-Downtown-Mon. & Fri.; Northland Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Harlan's; Kline's; Weise's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco.
Chain Drug Stores-Walgreen; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwr. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,302; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Nat. Adv. Mgr., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County, E&P Map C-2. Sc[illegible]and, LaSalle County. Agricultural area. Diversified manufacturing. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington; Wabash; Amrtak; GM&O.
Motor Freight Carriers-11.

3 - POPULATION:
City 80 Cen. 14,795; Loc. Est. 15,112
CZ-ABC: (80) 19,473; (83) 19,200
RTZ-ABC: (80) 31,557; (83) 31,100
County 80 Cen. 109,139; Loc. Est. 112,844
City & RTZ-ABC: (80) 50,030; (83) 50,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; Loc. Est. 5,896
County 80 Cen. 40,005; Loc. Est. 43,223
CZ-ABC: (80) 7,300; (83) 7,730
RTZ-ABC: (80) 10,568; (83) 11,500
City & RTZ-ABC: (80) 17,868; (83) 18,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,188,000
Savings & Loan	4	$83,437,000

6 - PASSENGER AUTOS: County 58,210

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equipment 400 ($268).
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plaza; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	TG&Y, SupeRx Drugs, Spurgeons, Kroger
Westgate Plz.	NA	Top Save Disc., Hornsby, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Discount Stores-Top Save; TG&Y.
Variety Stores-G.C. Murphy; Jupiter; Hornsby.
Chain Supermarkets-Streator Food; Thompson Food Basket; Buehler; Meadow-King; Thrif-T-Mart; Baldwin's; Kroger; Novotneys Bi-Rite.

14 - NEWSPAPERS: TIMES-PRESS (e) 10,582, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 672-2111.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat 26 mi. SE of Springfield. On State Hwys 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western B&O; C&IM.

3 - POPULATION:
City 80 Cen. 11,386; Loc. Est. 11,645
CZ-ABC: (80) 13,042; (83) 13,100
RTZ-ABC: (80) 27,030; (83) 27,200
County 80 Cen. 36,446; Loc. Est. 36,926
City & RTZ-ABC: (80) 40,072; (83) 40,300

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,789
County 80 Cen. 13,685; Loc. Est. 14,542
CZ-ABC: (80) 5,089; (83) 5,300
RTZ-ABC: (80) 9,854; (83) 10,300
City & RTZ-ABC: (80) 14,943; (83) 15,600

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$20,346,859
Savings & Loan	2	$68,928,805

6 - PASSENGER AUTOS: County 18,270

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Equipment 420; Grain & Seed Processing 133; Mining Machinery 200; Coal Mining 1,000; Greeting Cards 225; Paper Manufacturing 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline; 10 degrees hardness raw; 6 degrees hardness after treatment.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	0	Wal-Mart, Kroger, Payless
Jewell(9)	1	Frank's IGA, Sherwin-Williams, True Value Hardware
Grand Plz.(12)	1	A&P, Pamida

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mondays and Fridays.

13 - RETAIL OUTLETS: Department Stores-Sherman's Blakely's; JCPenney; Montgomery Ward; Sears (catalog); Hirsch.
Variety Stores-Woolworth.
Discount Stores-Pamida; Wal-Mart.
Chain Drug Stores-Walgreen; Revco; SupeRx.
Chain Supermarkets-A&P; Kroger; IGA.

14 - NEWSPAPERS: BREEZE-COURIER (e) 8,212; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Prom. Mgr., BREEZE-COURIER, 212 S. Main St., Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E. and W. and Rte. 1, N. and S., also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; L&N.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; Loc. Est. 5,722
County 80 Cen. 32,976; Loc. Est. 33,287

4 - HOUSEHOLDS:
City 80 Cen. 2,168; Loc. Est. 2,249
County 80 Cen. 12,060; Loc. Est. 12,745

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 16,887

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe; Business Forms.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Value Village; K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Hagen's Red Fox; Quality; E-2-Pickens.
Other Chain Stores-Montgomery Wards (catalog); Sears (catalog); Lasser's Furniture; McCord's; Goodyear; True Value Hardware.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,112; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bette Schmid, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers-12.
Intercity Bus Lines-Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; Loc. Est. 102,335
Waukegan 80 Cen. 67,653; Loc. Est. 66,995
N. Chicago 80 Cen. 38,774; Loc. Est. 35,340
CZ-ABC: (80) 106,427; (83) 103,500
RTZ-ABC: (80) 310,411; (83) 330,000
PMSA 80 Cen. 440,372; Loc. Est. 452,210
County 80 Cen. 440,372; Loc. Est. 452,210
City & RTZ-ABC: (80) 416,838; (83) 433,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; Loc. Est. 31,135
Waukegan 80 Cen. 24,134; Loc. Est. 24,564
N. Chicago 80 Cen. 6,999; Loc. Est. 6,571
County 80 Cen. 139,715; Loc. Est. 150,075
PMSA 80 Cen. 139,715; Loc. Est. 150,075
CZ-ABC: (80) 31,133; (83) 31,800
RTZ-ABC: (80) 100,770; (83) 110,600
City & RTZ-ABC: (80) 131,903; (83) 142,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$365,139,133
Savings & Loan	7	$439,575,023

6 - PASSENGER AUTOS: County 238,986

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceuticals 5,300; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Tanning 409; Chemical 367; Hospital Supply.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Genesee St.; 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Goldblatt's, Dominick's, Walgreen, Woolworth
Lakehurst(129)	NA	Carson, Pine & Scott JCPenney, Weibolt's, Lane Bryant
Lewis Ave.(20)	3	Jewel, Fotomat
Grand Ave.(18)	4	Jewel Food, Osco Drug, Baskin-Robbins
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreen
Century Town Hawthorne(140)	NA	Marshall Fields, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount & chain drug.

13 - RETAIL OUTLETS: Department Stores-Globe; Hein's; Sears; Montgomery Ward; JCPenney; Goldblatt's; Polk Bros.; Wiebolt's; Carson, Pirie & Scott; Lord & Taylor; Marshall Fields; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores-Woolworth 2.
Discount Stores-Bell Discount; Big 11; Zayre; K mart.
Chain Drug Stores-Druce Rexall 4; Osco 3; Walgreen 3.
Chain Supermarkets-IGA 3; A&P 2; Jewel Food 3; CO-OP 4; Eagles 2; Dominick's.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Polk Bros.; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwr.; U.S. Royal Tire; Ace Hdwr.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e) 41,648; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roy L. Dupuis, Gen'l. Adv. Mgr., NEWS-SUN, 100 W. Madison St., Waukegann, IL 60085; Tel. (312) 336-7000.
National Representative: None.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; Illinois Central; OB&Q.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 9,437; Loc. Est. 9,659
County 80 Cen. 43,201; Loc. Est. 45,023

4 - HOUSEHOLDS:
City 80 Cen. 3,852; Loc. Est. 4,072
County 80 Cen. 16,978; Loc. Est. 18,566

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$106,460,000

6 - PASSENGER AUTOS: County 21,173

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Manufacturing 550 ($150-$180).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78 Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Marlo's; Chandler's.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Big John's; Glenn's Foodway; Food Park.
Other Chain Stores-Fashion Shop; Sears (catalog); Spiegel (catalog); Montgomery Ward (catalog); Mode O'Day; Sycamore; Payless Shoes.

14 - NEWSPAPERS: AMERICAN (e) 4,609; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2416.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1, County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-West Town.
Motor Freight Carriers-3.
Airport-O'Hare Int'l Airport (Chicago); Du Page County Airport.

3 - POPULATION:
Corp. City 80 Cen. 43,043; Loc. Est. 45,388
CZ-ABC: (80) 43,043; (83) 46,700
RTZ-ABC: (80) 420,695; (83) 456,700
PMSA 80 Cen. 6,059,091; Loc. Est. 6,129,918
County 80 Cen. 658,177; Loc. Est. 688,540
City & RTZ-ABC: (80) 463,738; (83) 503,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; Loc. Est. 1[illegible],873
County 80 Cen. 221,795; Loc. Est. 242,770
PMSA 80 Cen. 2,150,209; Loc. Est. 2,274,845
CZ-ABC: (80) 14,379; (83) 16,200
RTZ-ABC: (80) 139,420; (83) 157,300
City & RTZ-ABC (80) 153,799; (83) 173,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,703,000
Savings & Loan	1	$145,662,308

6 - PASSENGER AUTOS: County 405,165

7 - ELECTRIC METERS: Residence 18,101

8 - GAS METERS: Residence 12,042

9 - PRINCIPAL INDUSTRIES: Insurance; Ptg. & Pub.; Engineering; Film; Windows; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts. Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thu. through Sun.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Colson's; McAllister-Wallace; Montgomery Ward; Venture. Marshall Field; Carson Pirie Scott & Co.; Wieboldt's.
Discount Stores-Turnstyle; K mart.
Chain Drug Stores-Walgreen; Rexall; Osco; Hawthorne 2.
Chain Supermarkets-Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 4; Pick 'N Save.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,511; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Brunetto, Nat'l Adv. Mgr., JOURNAL, 362 S. Schmale Rd., Wheaton, IL 60187; Tel. (312) 653-1100.
National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

WOODSTOCK

1 - LOCATION: McHenry County (In Chicago PMSA). E&P Map C-1, County Seat. Industrial, dairying and residential center. Geographical center of county. 51 mi. NW of Chicago. On U.S. Hwy. 14; State Hwys. 120, 47 and 176.

2 - TRANSPORTATION: Railroads-C&NW; Regional Transportation Authority.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 11,725; Loc. Est. 11,427
County 80 Cen. 147,724; Loc. Est. 149,979
PMSA 80 Cen. 6,059,091; Loc. Est. 6,129,918
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,420; Loc. Est. 4,355
County 80 Cen. 49,015; Loc. Est. 52,106
PMSA 80 Cen. 2,150,209; Loc. Est. 2,274,845

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$102,247,000
Savings & Loan	3	$425,000,000

6 - PASSENGER AUTOS: County 84,965

7 - ELECTRIC METERS: Residence 4,805

8 - GAS METERS: Residence 3,874

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Die Casting; Machine Shop; Electrical Parts; Wood Working; Lamp Shade Mfg.; Electrical Research; Pickle Canning; Steel Fabricating; Packaging; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 50-102; Fall 10-86; Winter -20-56.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ackemenn's.
Discount Stores-Hornsby; K mart.
Chain Drug Stores-Walgreen; Osco.
Chain Supermarkets-Eagle; Jewel.
Other Chain Stores-Sears (catalog); Ace Hardware; True Value Hardware; Farm & Fleet; Floor To Ceiling.

14 - NEWSPAPERS: SENTINEL (e) 8,159; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: William Burfeindt, Pub., Steve Hunter, Asst. Pub., SENTINEL, 109 S. Jefferson, Woodstock, IL 60098; Tel. (815) 338-1300.
National Representative: None.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-Tippecanoe County.
Louisville, Ky.-Ind.-Bullitt, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1976	1980	1984
Under 5 Years	456	419	424
5-14 Years	1,076	888	899
15-24 Years	918	1,048	1,061
25-44 Years	1,223	1,488	1,506
45-64 Years	1,031	1,062	1,075
65 and Over	492	585	592
TOTAL	5,196	5,490	5,557

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	625	994	1,421
General Mdse	1,694	2,393	3,585
Food	2,400	3,665	6,192
Automobiles	2,419	4,168	6,107
Gasoline Stations	968	1,702	3,185
Apparel	484	737	1,118
Furniture	535	787	1,197
Eat-Drink Places	904	1,520	2,985
Drugs	422	640	1,101
TOTAL SALES	11,467	18,266	29,724

ANDERSON

1 - LOCATION: Madison County (MSA), E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695; Loc. Est. 61,764
CZ-ABC: (80) 67,109; (83) 63,200
RTZ-ABC: (80) 79,508; (83) 79,300
County/MSA 80 Cen. 139,336; Loc. Est. 137,966
City & RTZ-ABC: (80) 146,617; (83) 142,500

4 - HOUSEHOLDS:
City 80 Cen. 24,609; Loc. Est. 24,941
County/MSA 80 Cen. 49,985; Loc. Est. 51,765
CZ-ABC: (80) 25,535; (83) 25,000
RTZ-ABC: (80) 27,036; (83) 28,000
City & RTZ-ABC: (80) 52,571; (83) 53,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$419,153,347
Savings & Loan	2	$369,959,406

6 - PASSENGER AUTOS: 73,578

7 - ELECTRIC METERS: Residence 33,736

8 - GAS METERS: Residence 28,896

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive 19,700 ($500); Corrugated Containers 417 ($450); Meat Packaging 410 ($400); Periodical Pub. 223 ($400).

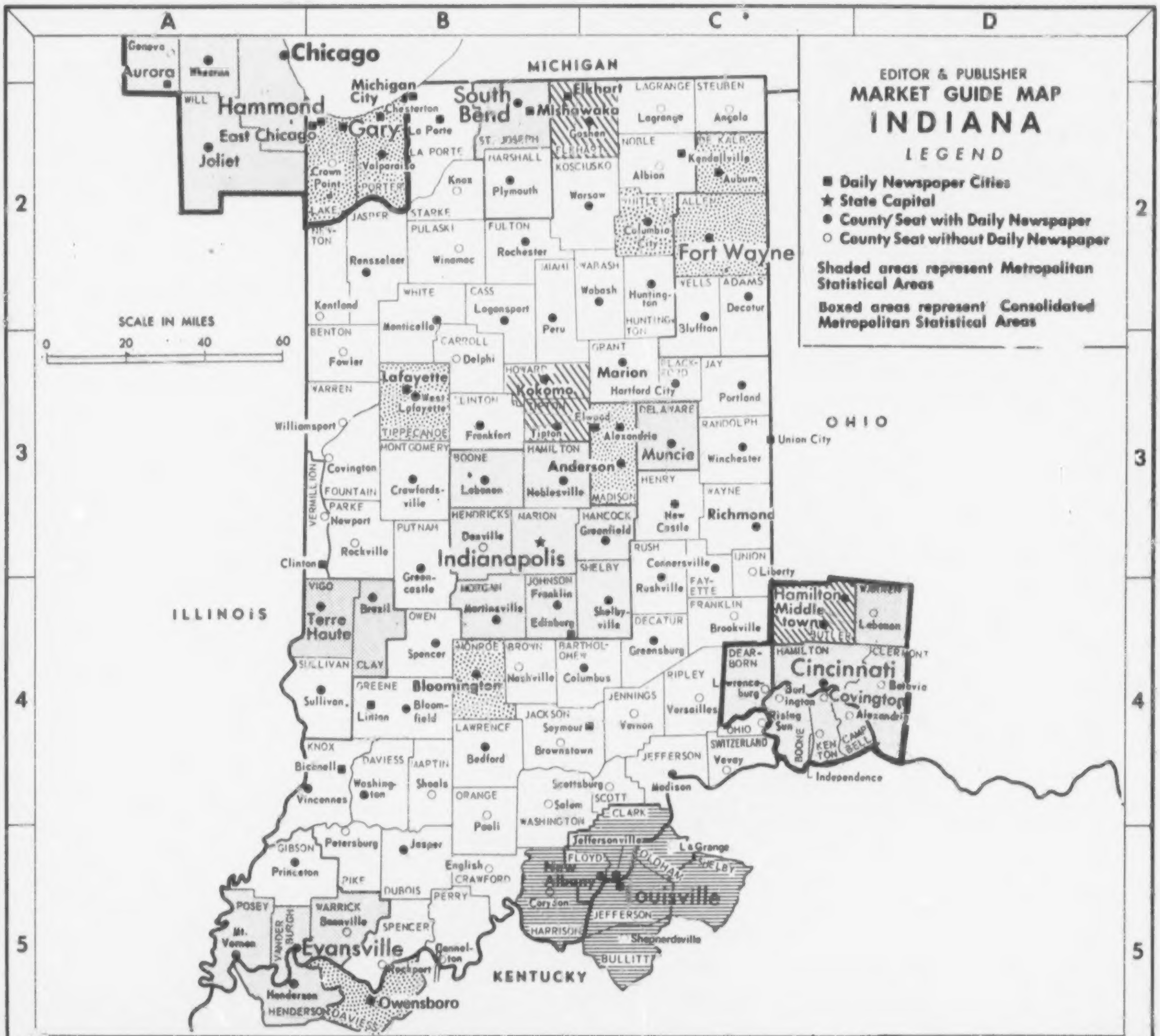
10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Meridian, Main and Jackson Sts.
Neighborhood Shopping Centers-38th & Main; Cross & Broadway; E. 8th & S. R. 109; E. 10th & S. R. and Park Rd.; 29th and Main; S. R. 67 & Columbus Ave.; 109 Bypass No. of Hwy. 32; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale(9)	4	K mart, Guarantee Auto, Hook Drug, Radio Shack
Target	5	Payless, Target
Edgewood Plz.(15)	3	Hook's Drug
Edgewood Shops(5)	4	Edgewood Sporting


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
2
3
4
5
MICHIGAN
ILLINOIS
OHIO
KENTUCKY
Chicago
Hammond
East Chicago
Gary
Joliet
Aurora
Michigan City
South Bend
Mishawaka
Elkhart
Goshen
Fort Wayne
Lafayette
West Lafayette
Kokomo
Marion
Muncie
Anderson
Richmond
Indianapolis
Terre Haute
Bloomington
Columbus
Cincinnati
Hamilton
Middletown
Covington
New Albany
Jeffersonville
Louisville
Evansville
Henderson
Owensboro
Vincennes
Madison

Holiday Plaza	2	Eavey, Joan Fabrics, Hills
Mounds Mall(31)	2	SupeRx, Meis Bros., JCPenney

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown Dept. Mon. & Fri.; Food and Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Weilers; Meis Bros.; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Thrift Dollar Store; Target; Hills.
Chain Drug Stores-Hook's 6; Haag's; Gwinn's 5; Marsh 2; Dearing Drug 2; May Drug; Beacon Drive-In; SupeRx.
Chain Supermarkets-Super 6; Payless 4; Mathew's 2; Marsh-Foodliner 3; Eavey 2; Harvest Markets 3.
Other Chain Stores-Zales; Goodyear; Schiff Shoes; Regal Shoes; Paul Harris.

14 - NEWSPAPERS: HERALD (m-tue to sat) 20,959; BULLETIN (e) 16,397; HERALD (S) 23,453; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Nat'l. and Ret. Adv. Mgr., HERALD, 1133 Jackson St., Anderson, IN 46016; Tel. (317) 643-5371.
National Representative: Branham/Newspaper Sales.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA). E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.

3 - POPULATION:
City 80 Cen. 8,122; Loc. Est. 8,172
MSA 80 Cen. 354,156; Loc. Est. 355,820
County 80 Cen. 33,606; Loc. Est. 33,653

4 - HOUSEHOLDS:
City 80 Cen. 3,025; Loc. Est. 3,150
County 80 Cen. 11,437; Loc. Est. 12,016
MSA 80 Cen. 124,905; Loc. Est. 131,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$82,900,000
Savings & Loan	1	$134,000,000

6 - PASSENGER AUTOS: County 17,771 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence. 1,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Auto Parts 650; Metal Parts 575; Printing 350; Rubber Pdts. 600; Utilities 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Blackwell's; Heck's; Radio Shack; Murphy's Mart; Sears.

14 - NEWSPAPERS: STAR (e) 6,254; sworn Sept. 24, 1982.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world; 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: Railroads-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Capitol; (City Bus)-Transit Bus Authority of Stone City. Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 14,410; Loc. Est. 14,409
CZ-ABC: (80) 20,569; (83) 19,900
RTZ-ABC: (80) 44,633; (83) 45,200
County 80 Cen. 42,472; Loc. Est. 42,677
City & RTZ-ABC: (80) 65,202; (83) 65,100

4 - HOUSEHOLDS:
City 80 Cen. 5,874; Loc. Est. 6,402
County 80 Cen. 15,525; Loc. Est. 16,315
CZ-ABC: (80) 7,978; (83) 8,000
RTZ-ABC: (80) 15,684; (83) 16,600
City & RTZ-ABC: (80) 23,662; (83) 24,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$249,995,720
Credit Union	1	$10,981,152
Savings & Loan	1	$41,845,627

6 - PASSENGER AUTOS: County 22,113

7 - ELECTRIC METERS: Residence 10,428

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 1,162 ($480); Limestone 350 ($330); Textile 250 ($155); Naval Weapons Support Center 4,300 ($421); Electronics 400 ($235); Transportation Equipment 343 ($485); Cememt 153 ($515).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shopping Plaza. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.
Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plaza (7); Danner's Shopping Center (3); Stone City Shopping Center (35).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri., Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Danner's 3-D; George's; K mart.
Variety Stores-K mart; Danner's 3-D.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Firestone; Maurice's; Payless Shoe Store; Gallenkamp Shoes; The Fly; Fancy This; Merle Norman; Jo-Anne Fabrics; Vance Music Center; Sears (catalog); Western Auto; Goodyear; Montgomery Ward (catalog); Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,597; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Landon Associates.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes Coach.

3 - POPULATION:
City 80 Cen. 4,713; Loc. Est. 5,072
County 80 Cen. 41,838; Loc. Est. 41,901

4 - HOUSEHOLDS:
City 80 Cen. 1,880; Loc. Est. 2,192
County 80 Cen. 15,481; Loc. Est. 16,236

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 21,173

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil Factory 75; Apex Alloys 125; Coal Mines 360.
Principal Pay Days-Sat., Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Second St.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Stores-Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Vash Electronics.
Variety Stores-Tresslar's.
Discount Stores-Bicknell Discount.
Chain Supermarkets-IGA; Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (e-mon to fri) 2,500; Publisher's statement Feb. 1983.
Local Contact for Advertising and Merchandising Data: Michael Carnahan, Owner, KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 2,705; Loc. Est. 2,723
County 80 Cen. 30,416; Loc. Est. 31,333

4 - HOUSEHOLDS:
City 80 Cen. 1,148; Loc. Est. 1,195
County 80 Cen. 11,509; Loc. Est. 12,772

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,583,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 14,879

7 - ELECTRIC METERS: Residence 1,404

8 - GAS METERS: 1,108

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on town square.
Neighborhood Shopping Centers-S. Washington St.; Hwy. 231 South; S. Seminary and Mill Sts.; E. Main St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Ben Franklin; Dollar General Store.
Chain Drug Stores-Hooks; Pielemeier Drugs; Family Phcy.
Chain Supermarkets-IGA Foodliner; White's Regal Foods.
Other Chain Stores-Freelands Apparel; The Paint Paddle Store; True Value Hdwe.; Ace Hdwe.; Russ Tire Service; Bloomfield Furniture; Bloomfield Liquors; Jerrells Jewelry.

14 - NEWSPAPERS: WORLD (e-mon to fri) 4,039; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA), E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); L & N System.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; Loc. Est. 54,500
County/MSA 80 Cen. 98,387; Loc. Est. 101,300
Herald-Telephone:
CZ-ABC: (80) 73,811; (83) 73,900
RTZ-ABC: (80) 48,604; (83) 50,100
City & RTZ-ABC: (80) 122,415; (83) 124,000
Sunday Herald-Times:
Total PMA-ABC: (80) 186,239; (83) 187,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; Loc. Est. 18,200
County/MSA 80 Cen. 33,829; Loc. Est. 35,100
Herald-Telephone:
CZ-ABC: (80) 25,498; (83) 26,500
RTZ-ABC: (80) 17,104; (83) 18,300
City & RTZ-ABC: (80) 42,602; (83) 44,800
Sunday Herald-Times:
Total PMA-ABC: (80) 65,796; (83) 68,900

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$298,295,746
Savings & Loan	3	$175,004,929
Credit Union	2	$78,126,978

Indianapolis
Terre Haute
Owen
Monroe
Brown
Bloomington
Greene
Bedford
Lawrence
Martin
Orange
Scott
Evansville
Louisville
ABC

BLOOMINGTON—BEDFORD
Home Counties and % Reach Only of Trade Area Counties measures:

165,200 People
59,700 Households
$1,276,494,000 E.B.I.,
626,932,000 Retail Sales
168,975,000 Food Sales
62,506,000 Eat & Drink

(c) SAMM/S SP, July '83

Represented Nationally by LANDON ASSOCIATES

Circulation Up Again!
Comb. Daily **42,128**
Sunday **43,073**
ABC FAS FAX 3/31/83

We Can Brighten Your Sales and Share This Year in South Central Indiana!

Our balanced industry leads Indiana in Productivity. Our quality of life is significant in desirable lifestyle definitions . . . highlighted by citizen-community involvement, arts, culture, education, recreation, sports. We're younger than the Indiana age averages, above the average in education . . . more professionals, thought-leaders and skilled . . . and have just about everything that speaks of up-scale lifestyles and consumers who enjoy life.

THIS IS AN INDIANA MARKET THAT CONTINUES TO GROW!

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON—BEDFORD
Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

6 - PASSENGER AUTOS: County 43,289

7 - ELECTRIC METERS: Residence County 33,571

8 - GAS METERS: Residence (City Zone) 13,801

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electrical, Machinery, TV and Appliances 7,816 ($326); Stone Quarries & Mills 295 ($334); Indiana University 30,017 degree enrollment, 6,789 faculty and staff employees ($420).
Principal Pay Days-1, 15, 30; Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 58-100; Fall 25-85; Winter -20-70. First killing frost, Oct. 21. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks Downtown around Square; College Mall; Highland Village.
Neighborhood Shopping Centers-5 blocks E. Kirkwood & Indiana; Colstone Square (8 units); Crosstown (22 units); Williamsburg Village (14 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall(93)	3	L.S. Ayres, Blocks. JCPenney, Sears, Target
Eastland Plaza(14)	3	Service Mdse., Hook's, JoAnn Fabrics
Jackson Creek(8)	3	Hills, Kroger
K mart(4)	3	K mart, Standard
Cascades(8)	3	IGA, Value Plus Drugs
Southgate(6)	2	Marsh, Hooks
Highland Vlg.(14)	4	Marsh, Eisner, IGA, K mart, Danners 3D, Osco, People's

Principal Shopping Days-Department Stores-Sat., Fri., Sun.; Food-Fri. and Sat.
Stores Open Evenings-Dept.-Fri.; Food, Drugs and Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-Aldens; Schmalz; JCPenney; Sears; Wm. H. Block; L.S. Ayres.
Variety Stores-Jupiter; Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; 3-D Discount; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; Walgreen; SupeRx 2; Osco 2.
Chain Supermarkets-Eisner 2; Kroger 2; Marsh Foodliner 2; Standard No-Frills; IGA 4; 7-Eleven 3.
Other Chain Stores-Firestone; Fleenor Auto; Guarantee Auto; JoAnn Fabrics; Monique Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Foxmoor; Paul Harris 2; The Limited; Maurice's; Jean Nicole; Stuarts; Sycamore Shop; Worths; Harry Levinson; Top Hat Tuxedo; Webster's Men's Wear; BeeGee Shoes; Butler; Fayva; Gallenkamp; Hanover; Kinney; Naturalizer; Open Country; Payless; Regal; Athlete's Foot; Athletic Department; Carpetland U.S.A.; Hoosier Photo; Animal Empire; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Goodman Jewelry; Gordon's; Rost; Shane; Zales.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 27,574; HERALD-TIMES (S) 43,073; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., Bloomington, IN 47402, Tel. (812) 332-4401.
National Representatives: Landon Associates.

BLUFFTON

1 - LOCATION: Wells County, E&P Map C-2, County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,705; Loc. Est. 8,821
County 80 Cen. 25,401; Loc. Est. 25,892

4 - HOUSEHOLDS:
City 80 Cen. 3,350; Loc. Est. 3,568
County 80 Cen. 8,848; Loc. Est. 9,434

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$110,000,000

6 - PASSENGER AUTOS: County 13,975

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,830

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Machy. 110 ($250); Rubber 400 ($200); Glass 400 ($325); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-Surplus Variety Sales; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's Maloley's; Lowell's; Scott's.
Other Chain Stores-True Value Hardware; Ace Hardware; Haiflich's Shoes.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,640; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St., Bluffton, IN 47614; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County, E&P Map B-4 (In Terre Haute MSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
City 80 Cen. 7,852; Loc. Est. 7,724
MSA 80 Cen. 137,067; Loc. Est. 137,385
County 80 Cen. 24,862; Loc. Est. 25,175

4 - HOUSEHOLDS:
City 80 Cen. 3,097; Loc. Est. 3,156
County 80 Cen. 9,232; Loc. Est. 9,807
MSA 80 Cen. 49,510; Loc. Est. 51,879

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$23,920,000
Commercial	3	$149,725,000

6 - PASSENGER AUTOS: County 12,483 (1981)

7 - ELECTRIC METERS: Residential County 12,300

8 - GAS METERS: Residential 3,775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clay Products 100 ($225); Coal Mining 450 ($450); Retail & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agriculture 835 ($400).
Principal Pay Days-Fri.; 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 2 mi. along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shopping Plaza at East edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thu.; Fri. & Sat.
Stores Open Evenings-Dept. Fri. & Sat.; Food; Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D Store; A to Z Store.
Chain Drug Stores-Rexall; Hooks; Haag.
Chain Supermarkets-IGA; Kroger; Super-Valu.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,677; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Landon Associates.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: **Railroads**-Amtrak; C&O; EI&E.
Motor Carriers-4.

3 - POPULATION:
City 80 Cen. 8,531; Loc. Est. 8,651
PMSA 80 Cen. 642,781; Loc. Est. 641,268
County 80 Cen. 119,816; Loc. Est. 121,380

4 - HOUSEHOLDS:
City 80 Cen. 3,002; Loc. Est. 3,150
County 80 Cen. 39,146; Loc. Est. 41,648
PMSA 80 Cen. 214,244; Loc. Est. 223,701

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 66,152 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12-RETAILING: **Shopping District**-Calumet Rd. and Broadway; Indian Oak Mall, IN 49 By-Pass.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin.
Chain Drug Stores-Hook's; Walgreen; Agency.
Supermarkets-Smedman's; Big T.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,339; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3 Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,267; Loc. Est. 4,994
County 80 Cen. 18,229; Loc. Est. 17,883

4 - HOUSEHOLDS:
City 80 Cen. 2,181; Loc. Est. 2,163
County 80 Cen. 6,924; Loc. Est. 7,106

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$87,000,000
Savings & Loan	1	$143,000,000

6 - PASSENGER AUTOS: County 9,146

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chemical 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Rosenblatt's; JCPenney; G.C. Murphy.
Variety Stores-Horney's.
Chain Supermarkets-Al's Super Foods; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,618; sworn Feb. 11, 1983.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main Clinton, IN 47842; Tel. (317) 832-2443.
National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County, (In Fort Wayne MSA). E&P Map C-2, County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 5,091; Loc. Est. 5,014
County 80 Cen. 26,215; Loc. Est. 26,506
MSA 80 Cen. 354,156; Loc. Est. 355,820

4 - HOUSEHOLDS:
City 80 Cen. 2,065; Loc. Est. 1,982
County 80 Cen. 9,065; Loc. Est. 9,578
MSA 80 Cen. 124,905; Loc. Est. 131,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$35,000,000

6 - PASSENGER AUTOS: County 13,765 (1981)

7 - ELECTRIC METERS: Residence 2,431

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Weatherhead-Dana ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27. Last killing frost, May 27.

11 - TAP WATER: Very hard, fluoridated naturally.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, P.N. Hirsch, Western Auto
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Coast-to-Coast Haag Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri., Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hirsch.

Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Haag Drug, Thomburg's; Hooks Drug.
Chain Supermarkets-Kroger; William's Super Valu; Scott's Discount Foods.
Other Chain Stores-Gamble; Firestone; Western Auto; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast.

14 - NEWSPAPERS: COMMERCIAL MAIL & POST (e) 5,334; sworn April 1, 1982. (latest statement available.)
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL & POST, 116 N. Chauncy St., PO Box 128, Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; Loc. Est. 30,252
CZ-ABC: (80) 37,012; (83) 36,900
RTZ-ABC: (80) 84,206; (83) 85,600
County 80 Cen. 65,088; Loc. Est. 65,002
City & RTZ-ABC: (80) 121,218; (83) 122,500

4 - HOUSEHOLDS:
City 80 Cen. 11,544; Loc. Est. 11,999
County 80 Cen. 22,804; Loc. Est. 23,805
CZ-ABC: (80) 13,867; (83) 14,400
RTZ-ABC: (80) 27,645; (83) 29,100
City & RTZ-ABC: (80) 41,512; (83) 43,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$357,859,000
Savings & Loan	4	$336,938,000

6 - PASSENGER AUTOS: County 35,499 (1981)

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 9,000 ($210); Elec. Apl. 2,720 ($165); Elec. Motors 675 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Washington St. and including Court House Mall.

Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 South and Beam Road; SR 46 and I-65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	TG&Y, Fleener's
E. State St.	1	Hook's Drugs, Jay C. Grocery
Eastbrook Plz.(21)	3	Standard, Hook's
Columbus(25)	3	JCPenney, Hills, P. Harris
Northern Village	3	Target, Corvairs
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C. Grocery
Cloverleaf	3	Osco, Marsh

Principal Shopping Days-Thurs., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-TG&Y; Danner's.
Discount Stores-Target; 3D Discount; Hills.
Chain Drug Stores-Hook's 3; Taylor's; Osco.
Chain Supermarkets-Kroger-Savon; Jay C. 3; Standard; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Goodrich; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Montgomery Ward; Corvairs; Fleener's.

14 - NEWSPAPERS: REPUBLIC (e) 22,662; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David A. Miller, Mktg Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade center for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis and Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Norfolk Western (freight only).
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,023; Loc. Est. 16,268
County 80 Cen. 28,272; Loc. Est. 28,115

4 - HOUSEHOLDS:
City 80 Cen. 6,322; Loc. Est. 6,310
County 80 Cen. 9,960; Loc. Est. 10,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,084,000
Savings & Loan	2	$84,478,511

6 - PASSENGER AUTOS: 13,744 (1981)

7 - ELECTRIC METERS: Residence 6,214

8 - GAS METERS: Residence 5,262

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp.$295 Avg. Weekly Wage.
Principal Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting streets.
Neighborhood Shopping Centers-Connersville Plaza, 30th St.; K mart; 3-D; Grandview Center, 30th St.
Principal Shopping Days-Sat., Thu., Fri., Mon.
Stores Open Evenings-Grandview Center; Connersville Plaza, 2 Discount Stores and Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; 3D; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Cox; No Frills; Mace; IGA.
Other Chain Stores-Guarantee Tire; Rogers Jewelry; Montgomery Ward (catalog); Sears (catalog); Val Corp.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,210; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Charles E. Morris, Gen. Mgr., NEWS-EXAMINER, 406 Central Ave., Box 287, Connersville, IN 47331; Tel. (317) 825-0585.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3. County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago. 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325; Loc. Est. 13,105
CZ-ABC: (80) 13,325; (83) 12,700
RTZ-ABC: (80) 45,358; (83) 45,400
County 80 Cen. 35,501; Loc. Est. 36,016
City & RTZ-ABC: (80) 58,683; (83) 58,100

4 - HOUSEHOLDS:
City 80 Cen. 5,200; Loc. Est. 5,323
County 80 Cen. 12,967; Loc. Est. 13,754
CZ-ABC: (80) 5,204; (83) 5,200
RTZ-ABC: (80) 15,950; (83) 16,400
City & RTZ-ABC: (80) 21,154; (83) 21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$272,590,890
Savings & Loan	3	$190,361,520

6 - PASSENGER AUTOS: County 17,610

7 - ELECTRIC METERS: Residence 7,580

8 - GAS METERS: Residence 6,199

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 400 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 300 ($155).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65, Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigborhood Shopping Centers-South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
So. Blvd. Plaza	1	Danner's, Loeb's, Kroger, Target, JCPenney
S.Washington St.	1	Crawford's
West on U.S. 136	2	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza(5)	1	3-D, Kroger, People's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Blvd. Mall-every evening to 9 P.M.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Loeb's; Town & Country HWI Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target.
Chain Drug Stores-Rexall 3; Hook's 3; SupeRx; People's.
Chain Supermarkets-A&P; Kroger 2; Marsh; Shopwright; Crawford's 3.
Other Chain Stores-Gallenkamp; Goodyear; Andies (candy); Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,901; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Landon Associates.

DECATUR

1 - LOCATION: Adams County, E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION. Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; Loc. Est. 8,512
County 80 Cen. 29,619; Loc. Est. 29,886

4 - HOUSEHOLDS:
City 80 Cen. 3,163; Loc. Est. 3,263
County 80 Cen. 9,625; Loc. Est. 10,109

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$100,000,000
Commercial	2	$130,000,000

6 - PASSENGER AUTOS: County 14,645 (1981)

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Motors; Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14. Last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Sears, Revco
Gerber Cntr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; P.N. Hirsch; Sears (catalog); Val's.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's IGA.
Chain Drug Stores-Revco; Hook's; Village Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,857; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur IN 46733; Tel. (219) 724-2121.
National Representative: American Newspaper Representatives.

EAST CHICAGO
See HAMMOND

ELKHART

1-LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Manufacturing center of diversified products such as recreational transportation vehicles, drug products and musical instruments. Agricultural, dairy and fruit area.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 38 carriers
Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; Loc. Est. 39,661
CZ-ABC: (80) 78,973; (83) 77,400
RTZ-ABC (80) 86,849; (83) 87,300
County/MSA 80 Cen. 137,330; Loc. Est. 138,007
City & RTZ-ABC: (80) 165,822; (83) 164,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; Loc. Est. 16,522
County/MSA 80 Cen. 48,148; Loc. Est. 50,576
CZ-ABC: (80) 28,363; (83) 28,800
RTZ-ABC: (80) 29,679; (83) 31,000
City & RTZ-ABC: (80) 58,042; (83) 59,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$630,880,808
Savings & Loan	2	$343,341,644

6 - PASSENGER AUTOS: County 75,875

7 - ELECTRIC METERS: Residence 32,764 (1981)

8 - GAS METERS: Residence 21,117 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Electrical Mach. 2,918 ($214); Non-Elect. Mach. [illegible]364 ($280); Transportation Equipment ($[illegible]); Furniture & Fixtures 1,727 ($161); Lumber & Wood Pdts. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10. Last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-(Number of Stores): Bower St. 4; Nappanee St. 12; Bypass 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	2	Ward's, Robertson's, JCPenney
Parkmor(25)	1	P.N. Hirsch, Ben Franklin
Pierre Moran(52)	2	Zeisel's, Kroger, Sears
Shop Easy Place(16)	1	Wilt, Cooks, Kroger
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	NA	Wilt Food Ctr.
K mart(4)	NA	K mart
University Park Mall(100)	14	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Thu. thru Sun.
Stores Open Evenings-Most shopping centers every evening till 9 pm. Sunday to 6.

13 - RETAIL OUTLETS: Department Stores-Ziesel's 2; Robertson's; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart; Rinks.
Variety Stores-Ben Franklin; P.N. Hirsch; Perry 2.
Chain Drug Stores-Judd's 6; Hook's 3; Newman 2; Osco 2; Revco; Alick's.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; General Nutrition; JoAnn Fabrics; McCrory; Milady Shop; National Shirt; Orange Bowl; Soundmasters; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Fleet Supply; Paul Harris; Wig Fair; Singer Co.; SoFro; Nobel Shoes; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Regal Shoe; Grinnell; Ganto's.

14 - NEWSPAPERS: TRUTH (e-mon to fri) 28,983; (m-sat) 31,529; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrent, Adv. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28 & 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867; Loc. Est. 10,602
County/MSA 80 Cen. 139,336; Loc. Est. 137,996

4 - HOUSEHOLDS:
City 80 Cen. 3,968; Loc. Est. 4,099
County/MSA 80 Cen. 49,985; Loc. Est. 51,477

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 73,578

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Can Mfg. 321; Jet Engine Blades 750; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elwood Plaza(4)	2	
K mart Plaza	2	K mart, Carters, SupeRx

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-R.L. Leeson.
Discount Stores-K mart.
Variety Stores-Dollar General Stores.
Chain Drug Stores-Hook's 2; SupeRx.
Chain Supermarkets-Marsh Foodliner; Carters Super Market; Harvest Market.
Other Chain Stores-Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Hardees; Jim Dandy; Fox TV & Appliances.

14 - NEWSPAPERS: CALL-LEADER (e) 5,023; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Robert L. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY MSA). E&P Map A-5. 167 mi. S of Indianapolis; 170 mi. E of St. Louis; 156 mi. NW of Nashville; 126 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65 & 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Illinois Central; Gulf; Southern; Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Wabash-Arrow Lines; Evansville & Ohio Valley Ry.; Gulf Transit.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; Comair; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 130,496; Loc. Est. 128,310
CZ-ABC: (80) 160,753; (83) 154,800
RTZ-ABC: (80) 341,125; (83) 344,700
MSA 80 Cen. 276,252; Loc. Est. 280,147
County 80 Cen. 167,515; Loc. Est. 168,175
City & RTZ-ABC: (80) 501,878; (83) 499,500

4 - HOUSEHOLDS:
City 80 Cen. 51,310; Loc. Est. 53,048
County 80 Cen. 64,030; Loc. Est. 67,293
MSA 80 Cen. 101,528; Loc. Est. 107,633
CZ-ABC: (80) 61,837; (83) 61,900
RTZ-ABC: (80) 120,200; (83) 126,200
City & RTZ-ABC: (80) 182,037; (83) 188,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$779,731,000
Commercial	4	$1,206,603,000

6 - PASSENGER AUTOS: County 92,121

7 - ELECTRIC METERS: 172,666

8 - GAS METERS: 54,417

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Fixtures 2,000; Fabricated Metal Products 3,000; Machinery 9,500; Refrigeration & Air-Conditioning Equipment 7,600; Misc. Durable Goods 8,100; Food Products 2,900; Textile & Apparel 1,000; Printing & Pub. 2,000; Rubber & Misc. Plastics 3,500; Glass 250; All Other Nondurable Goods 4,700; Mining 2,500; Construction 7,700; Trans., Comm. & Utilities 6,700; Wholesale & Retail Trade 31,200; Finance Ins. & Real Estate 4,400; Services 23,500; Government 12,200; All Other Nonagricultural 8,900; Agricultural 1,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-86; Summer 63-89; Fall 45-81; Winter 24-55. First killing frost, Oct. 24. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-21 blocks Riverside to 7th; Vine to Locust.
Neighborhood Shopping Centers (Number of Stores)-Target North (14); Covert & Vann (4); Fairlawn (6); Harrison Village (8); K mart (4); K mart Plaza (5); K mart South (4); Schnucks-Walgreen (2); Shamrock Acres (9); Village Square Mall (4); Weinbach (15).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ross Center(14)	4	Lois Fashions
Town Center(29)	4	Kuester's
West Side(8)	2	Moutoux, Jerry's
Covert & Lodge(11)	3	Simpson's
Lincoln & Weinbach	3	Wesselman's
Lawndale(20)	6	Target, Wesselman's, People's Drugs
North Park(32)	5	De Jongs, Kuester's, Wesselman's
North Brook(24)	5	Schnucks, Walgreen, Baby Shop
Division & Weinbach	3	Wesselman's, Heyden & Steber, Weinbach's
Washington Square(141)	6	Sears, Stewart's
Eastland Place	6	Fashions Galore, Duffs, People's, Shoe Carnival
Eastland Mall(100)	6	JCPenney, Lazarus, Snyder's
Morgan & Boeke	4	K mart
Diamond Ave. & St. Joe	6	K mart
S. 41 & Southland Drive	3	K mart
Washington & Green River	6	Schnucks, Walgreen
Plaza West(81)	4	Hills, Great Scot
Plaza East(15)	7	Hills, Great Scot
North First Ave.	5	Target

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Department Stores-Fri.; Downtown Shopping Center-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Naborhood; People's 8; SupeRx 2; Walgreen 2; Osco 3; Hook's 5.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Columbia; Great Scot 4; Simpson's; Key 10; Spaulding's 5; Schnucks 2.
Other Chain Stores-Shoes: Burt's Baynham's, Rieckens 2, Barker's, Kinney's; Women's Apparel: Jean Nicole; Tires: Firestone, United, Raben, General, Goodyear; Fabric: Jo Ann Fabrics, Cloth World, Fabrific, House of Fabrics; Hardware: Kuesters, TSC, Heyden-Steber; Misc: Singer Center, Sherwin-Williams, Color Tile, Pittsburgh Plate Glass, Glidden Paint, Radio Shack, Red Spot.

14 - NEWSPAPERS: COURIER (m) 63,768; PRESS (e) 41,450; COURIER & PRESS (S) 117,210; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Gen. Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 464-7644.
National Representative: Story & Kelly Smith.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2, County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33 and 30, I-69; State Hwys. 1, 3, 14, 37 and 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-72.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines-Delta; United; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 172,349; Loc. Est. 167,623
CZ-ABC: (80) 238,844; (83) 231,800
RTZ-ABC: (80) 522,755; (83) 527,300
County 80 Cen. 294,335; Loc. Est. 295,661
MSA 80 Cen. 354,156; Loc. Est. 355,820
City & RTZ-ABC: (80) 761,599; (83) 759,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; Loc. Est. 68,095
County 80 Cen. 104,403; Loc. Est. 109,707
MSA 80 Cen. 124,905; Loc. Est. 131,301
CZ-ABC: (80) 87,501; (83) 88,100
RTZ-ABC: (80) 176,707; (83) 185,300
City & RTZ-ABC: (80) 264,208; (83) 273,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,663,864,000
Savings & Loan	4	$471,401,518

6 - PASSENGER AUTOS: County 163,419

7 - ELECTRIC METERS: Residence City & Suburbs 77,568

8 - GAS METERS: Residence County 73,218

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Elec. Mach. & Equip. 11,300 ($455); Automotive Equip. 7,900 ($601); Non-Electrical Mach. 5,400 ($434); Food Products 3,900 ($464).

10 - CLIMATE: Avg. yearly min. & max. temp.-20-85. Precipitation 36" annually. First killing frost, Oct. 17. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Maloley's
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Maloley's
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Maloley's
Del Mart Plaza(7)	6	White Swan, Hooks
Diplomat Plaza(18)	3	Scott's
East State	3	Maloley's
Georgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plaza	3	Nobbson Village
Homewood	3	Leath Furniture
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Maloley's, Radio Shack
New Haven Plaza	7	Maloley's
North Anthony(41)	3	Maloley's, Rogers Mkts.
Northcrest(24)	3	Kroger
Northwood Plz.(23)	5	Kroger, Target
Oakbrook & Quimby Village(25)	2	Value City, Maloley's
Park West(20)	2	Scott's, Mr. Wiggs
Pinevalley Mall	9	Scott's
Riviera Plaza(14)	4	Rogers Mkts.
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hutners, Hook's, Maier's
Southgate Plz.(33)	3	Kroger, Radio Shack
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Merchandise
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Maloley's
Uncommons(21)	3	Dollar General, Cash'N Carry
Washington Sq.(15)	4	Rogers Mkts.
West State Plaza(9)	2	Woolworth, Maloley's
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2.
Variety Stores-Murphy; Belmont 5; Woolworth; Barrett 2; Dollar General 2.
Chain Drug Stores-Hook's 14; Revco 5; Walgreen 6; Gerding; Keltsch 9; Vita-Fair; Chronister 5.
Discount Stores-Target 3; K mart 4; Heck's 3; TSC; Tepe; O.G. Wilson; Fleet Supply; Value City; Service Merchandise.
Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Maloley Bros. 11; Scott's 9; Burger Dairy 2; Didier Bros.; Pio 2; 7-Eleven 2.
Other Chain Stores-Shoes: Buster Brown, Fayva, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, Naturalizer, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros; Jewelers: Kay, Rost, Zales, Gordon, Armstrong, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susies Casuals, Paul Harris, Lerner's; Yard goods: Northwest Fabrics; Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: S&H Green Stamps, M&M Gold Stamps, Top Value Stamps, Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdw., Tru Value Hdwe., TSC Stores, Frank's Nursery; Bldg. Mats.: Furrows, Wickes, Wolohan, Canfield Lumber, Sutherland, 84 Lumber; Fretter Appliance.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 56,802; NEWS-SENTINEL (e) 62,932; JOURNAL GAZETTE (S) 110,535; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Books, Mktg. Serv. Mgr., Fort Wayne Newspapers, Inc., Agent, 600 Main St., Fort Wayne, IN 46802; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales, Inc.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail; Louisville & Nashville.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; Loc. Est. 14,941
County 80 Cen. 31,545; Loc. Est. 31,293

4 - HOUSEHOLDS:
City 80 Cen. 5,691; Loc. Est. 5,816
County 80 Cen. 11,325; Loc. Est. 11,720

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$207,033,387
Savings & Loan	2	$122,455,080

6 - PASSENGER AUTOS: County 16,136 (1981)

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Cabinets; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (4 stores); East Wabash Commercial Strip (12 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; others daily.

13 - RETAIL OUTLETS: **Department Stores**-Thrasher's; JCPenney; Sears; Freedman's; Montgomery Ward
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Hook; Merritt (Rexall); Peoples Drugs.
Chain Supermarkets-Kroger; Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Cato, Mode O'Day; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 7,938; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr., TIMES, PO Box 9, 251 Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Landon Associates.

FRANKLIN-GREENWOOD

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Education and agricultural center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 30,890; Loc. Est. N.A.
  Franklin 80 Cen. 11,563; Loc. Est. 11,040
  Greenwood 80 Cen. 19,327; Loc. Est. N.A.
PMA-ABC: (80) 42,290; (83) 43,700
RTZ-ABC: (80) 34,950; (83) 36,100
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,417
County 80 Cen. 77,240; Loc. Est. 79,302
Total PMA & RTZ-ABC: (80) 77,240; (83) 79,800

4 - HOUSEHOLDS:
Cities 80 Cen. 10,856; Loc. Est. N.A.
  Franklin 80 Cen. 3,808; Loc. Est. 3,721
  Greenwood 80 Cen. 7,048; Loc. Est. N.A.
PMA-ABC: (80) 14,277; (83) 15,400
RTZ-ABC: (80) 11,068; (83) 11,800
MSA 80 Cen. 25,345; Loc. Est. 27,237
County 80 Cen. 418,536; Loc. Est. 440,848
Total PMA & RTZ-ABC: (80) 25,345; (83) 27,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 42,738

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Automotive Parts; Electrical Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on 8 streets; Greenwood Center (63 units); Northwood Center (15 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro(14)	8	Haag Drug
Greenwood Park(116)	9	Sears, Blocks, Lazarus, Bennet's L.S. Ayres, JCPenney
Northwood(23)	NA	Murphy's Mart, Guarantee Auto, Kroger, Haag Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All Fri.; Shopping centers nightly ex. Sat. (closed Sun.).

13 - RETAIL OUTLETS: Department Stores Newkirk's; Whitesides; Lazarus; L.S. Ayres; Sears; Block's; JCPenney; Service Mdse.
Discount Stores-Franklin; Murphy's Mart; Val's; Greenwood; K mart; Zayre; Ary-Way; Value City.
Chain Drug Stores-Franklin; Hook's; Haag's; Greenwood; SupeRx.
Chain Supermarkets-Franklin; Kroger; Regal; IGA; Marsh; Rays; Greenwood; Shurfine; Big E; Standard.
Other Chain Stores-Guarantee Auto; Western Auto; Lord's Greenwood; Goodyear; Singer Co.; Firestone.

14 - NEWSPAPERS: JOURNAL (e) 14,092; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Moss, Adv. Dir., JOURNAL, PO Box 366, Franklin, IN 46131; Tel. (317) 736-7101.

National Representative: Landon Associates.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55 & 65 end in Gary.

2 - TRANSPORTATION: Railroads-Main lines of Conrail: Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend Railroads.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; Loc. Est. 145,273
CZ-ABC: (80) 277,079; (83) 263,500
Bal. in PMA-ABC: (80) 173,340; (83) 173,300
County 80 Cen. 522,965; Loc. Est. 519,888
PMSA 80 Cen. 642,781; Loc. Est. 641,268
Total PMA-ABC: (80) 450,419; (83) 436,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; Loc. Est. 51,239
County 80 Cen. 175,098; Loc. Est. 182,053
PMSA 80 Cen. 214,244; Loc. Est. 223,701
CZ-ABC (80) 90,229; (83) 89,100
Bal. in PMA-ABC: (80) 55,894; (83) 57,800
Total PMA-ABC: (80) 146,123; (83) 146,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 263,560

7 - ELECTRIC METERS: 64,600

8 - GAS METERS: 56,845

9 - PRINCIPAL INDUSTRIES: Steel and Related Indus. 96,000 emp. $450 average weekly wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated

12 - RETAILING: Principal Shopping Center-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz.(9)	NA	Jewel, Lyttons
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Mont. Ward
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pirie
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Wards, Service Merchandise, Burlington Coat Factory
Twin Towers(12)	NA	Bank of Indiana
Griffith Park(16)	NA	Venture, Zayre
Portage Mall(40)	NA	Coast-to-Coast
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Valparaiso: Lowenstine's, JCPenney, Wards, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreen 4; Walgreen Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thrift-T-Mart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros; Danners; Aldies; Coronet; Thom McAn; Dr. Scholl; Kinneys; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto Stores; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: POST-TRIBUNE (e) 80,570; (S) 93,705; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dobrian, Nat'l. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales, Inc.

GOSHEN

1-LOCATION: Elkhart County (In Elkhart-Goshen MSA), E&P Map C-2, County Seat. On U.S. Hwy 33; State Hwy. 15. 12 mi. S of East-West Indiana toll road.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,447; Loc. Est. 19,798
CZ-ABC: (80) 19,665; (83) 19,600
RTZ-ABC: (80) 56,307; (83) 56,500
County/MSA 80 Cen. 137,330; Loc. Est. 138,007
City & RTZ-ABC: (80) 75,972; (83) 76,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; Loc. Est. 7,588
County/MSA 80 Cen. 48,148; Loc. Est. 50,576
CZ-ABC: (80) 7,291; (83) 7,500
RTZ-ABC: (80) 18,366; (83) 19,200
City & RTZ-ABC: (80) 25,657; (83) 26,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$556,817,784
Savings & Loan	1	$226,000,000

6 - PASSENGER AUTOS: County 75,209 (1981)

7 - ELECTRIC METERS: Residence 7,131

8 - GAS METERS: Residence 5,842

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,150 ($304); Electronics 1,300 ($316); Farm Equipment 200 ($216); Recreation Vehicles 360 ($268); Plastics 200 ($296).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: Principal Shopping Centers-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	NA	JCPenney, Montgomery Ward, Robertson's
Lin-Way(8)	NA	Coast-to-Coast, Murphy

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Robertson's; Kline's; Spurgeon's; JCPenney; P.N. Hirsch; Sears.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory.
Chain Drug Stores-Judd's; Hook's; Osco.
Chain Supermarkets-Kroger.
Other Chain Stores-Harlan's; Western Auto; K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet.

14 - NEWSPAPERS: NEWS (e) 13,833; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, 114 S. Main St., Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: None.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 bet. U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: Railroads-Conrail; Lousville & Nashville.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,403; Loc. Est. 7,901
County 80 Cen. 29,163; Loc. Est. 28,775

4 - HOUSEHOLDS:
City 80 Cen. 2,682; Loc. Est. 2,543
County 80 Cen. 9,404; Loc. Est. 9,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,527

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Crushed Stone and Agricultural Limestone; IBM; Mallory Capacitors; Greencastle Mfg. Co. (Foundry); Lone Star Industries (cement).

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: Hard

12 - RETAILING: Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Prevo's; Montgomery Ward; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook's; People's.
Chain Supermarkets-Kroger; Marsh; Big E.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 6,043; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA), E&P Map C-3. County Seat. Mostly residential.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,439; Loc. Est. 11,696
CZ-ABC: (80) 11,439; (83) 11,200
RTZ-ABC: (80) 32,500; (83) 34,100
County 80 Cen. 43,939; Loc. Est. 44,521
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,417
City & RTZ-ABC: (80) 43,939; (83) 45,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954; Loc. Est. 4,056
CZ-ABC: (80) 3,954; (83) 4,000
RTZ-ABC: (80) 10,518; (83) 11,500
County 80 Cen. 14,472; Loc. Est. 15,248
MSA 80 Cen. 418,536; Loc. Est. 440,848
City & RTZ-ABC: (80) 14,472; (83) 15,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$207,976,000
Savings & Loan	1	$199,694,937

6 - PASSENGER AUTOS: County 32,133

7 - ELECTRIC METERS: Residence 3,527

8 - GAS METERS: Residence 2,242

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Machinery 170 ($250).

10 - CLIMATE: Min. & Max. Temp-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(20)	NA	Kroger, P.N. Hirsch, 3-D, Hook's
Northgate(15)	NA	Ben Franklin, Marsh Mkt.
Weston Vlg.(12)	NA	A&P, Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Dollar.
Variety Stores-Ben Franklin.
Discount Stores-K mart; 3-D.
Chain Drug Stores-Hook's; SupeRx; Reasner's.
Chain Supermarkets-A&P; Marsh; Ranch Mkt.; Kroger; Ernie's.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: REPORTER (e) 6,052; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., REPORTER, 212 E. Main, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Landon Associates.; U.S. Suburban Press, Inc.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; Loc. Est. 9,333
CZ-ABC: (80) 9,254; (83) 9,000
RTZ-ABC: (80) 23,350; (83) 23,400
City & RTZ-ABC: (80) 32,604; (83) 32,400
County 80 Cen. 23,841; Loc. Est. 23,862
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; Loc. Est. 3,480
CZ-ABC: (80) 3,336; (83) 3,400
RTZ-ABC: (80) 7,733; (83) 8,000
City & RTZ-ABC: (80) 11,069; (83) 11,400
County 80 Cen. 8,069; Loc. Est. 8,463

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$142,249,069
Savings & Loan	2	$27,895,567

6 - PASSENGER AUTOS: County 7,120

7 - ELECTRIC METERS: County 8,755

8 - GAS METERS: County 2,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Pdts. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Minear's, Inc.; Lerman Bros.; Little Angel's; Gol-

den Rule Store; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores-G.C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores-Val Discount; TG&Y; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,438; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C.F. McClughan, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (in Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; I-94, 80, 90, I-65; West end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Passenger Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municpal Airport; 45 minutes drive to Chicago's O'Hare Int'l. Airport; 30 minutes to Midway Airport, commercial & private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; Loc. Est. 129,700
Hammond 80 Cen. 93,714; Loc. Est. 91,200
East Chicago 80 Cen. 39,786; Loc. Est. 38,500
County 80 Cen. 522,965; Loc. Est. 518,200
PMSA 80 Cen. 642,781; Loc. Est. 644,500
CZ-ABC: (80) 302,266; (83) 296,400
Bal. in PMA-ABC: (80) 173,872; (83) 166,300
Total PMA-ABC: (80) 476,138; (83) 462,700

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; Loc. Est. 47,600
Hammond 80 Cen. 34,280; Loc. Est. 34,100
E. Chicago 80 Cen. 13,687; Loc. Est. 13,500
County 80 Cen. 175,098; Loc. Est. 177,200
PMSA 80 Cen. 214,244; Loc. Est. 219,400
CZ-ABC: (80) 107,557; (83) 109,400
Bal. in PMA-ABC: (80) 54,548; (83) 53,900
Total PMA-ABC: (80) 162,105; (83) 163,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Hammond	3	$606,129,000
East Chicago	4	$369,711,000

6 - PASSENGER AUTOS: County 282,500

7 - ELECTRIC METERS: County Residence 192,161

8 - GAS METERS: County 166,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Mills 49,100 ($552); Fabricators, Foundries 2,300 ($490); Refineries 2,700 ($584); Chemical 2,000 ($553).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source, Lake Michigan.

12 - RETAILING: Principal Shopping Centers-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Goodman Mall & Downtown Hammond; Hohman Ave.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; Corner River Oaks Dr.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd. 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave; Merrillville: U.S. 30 - Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Griffith Plaza	7	Venture, Service Merchandise
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Jewel Foods, Marshall's
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Calumet (Munster)	4	Montgomery Ward, SupeRx, Sterks
So. Lake Mall (Merrillville)	14	Sears, Carson's, Minas, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Montgomery Ward, Burlington Coat Factory, Service Merchandise

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thurs., Fri.; Woodmar; Mon. thru Fri.; River Oaks: Mon. thru Fri.; Zayre, K mart, Saxon: Mon. thru Fri.; So. Lake: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Edward C. Minas Co.; JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Merchandise; Marshall Field & Co.; L.S. Ayres.
Discount Stores-K mart 5; Zayre 2; L.S. Ayres; T.J. Maxx; Venture 3; Saxon; Toys R Us 2.
Variety Stores-Newberry's; Woolworth.
Chain Drug Stores-Walgreen's 5; Osco 4; Ribordy's 11; Perry Drug; Physician's Phcy. 3; SupeRx; Harbor Phcy. 2; Calaldi.
Chain Supermarkets-Wiseway 3; J&M Foods 3; Strack & Van Til 4/Ultra; Aldi's 2; Jewel 4; Burgers 4.
Other Chain Stores-Apparel: Winkleman's, Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes, John M. Smyth; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Bayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 70,853; (S) 78,724; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A. David Trewin, Adv. Dir., or William A. Lostoski, Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46325; Tel. (219) 932-3100.
National Representative: Knight-Ridder Newspaper Sales, Inc.

HARTFORD CITY

1 - LOCATION: Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 7,439
County 80 Cen. 15,570;Loc. Est. 15,505

4 - HOUSEHOLDS:
City 80 Cen. 2,887; Loc. Est. 2,962
County 80 Cen. 5,577; Loc. Est. 5,845

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$44,000,000
Savings & Loan	3	$24,000,000

6 - PASSENGER AUTOS: County 8,114 (1981)

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 370; Glass 130; Thermo-Fax 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marsh	NA	
N Walnut St.(2)	NA	Hook Drugs, TSC

Principal Shopping Days-Fri., Sat.
Stores Open Evenings- Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Val Discount.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Hook's; Marsh.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; ISC; True Value.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,920; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: George Pettigrew, Adv. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County, E&P Map C-2, County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; Loc. Est. 15,887
County 80 Cen. 35,596; Loc. Est. 35,136

4 - HOUSEHOLDS:
City 80 Cen. 5,910; Loc. Est. 6,032
County 80 Cen. 12,363; Loc. Est. 12,724

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$69,000,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 18,253

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 2,124; Rubber Goods 267; Asbestos Goods 200; Heating Air Cond. 225; Cranes 100; Chemical 122; Ptg. 342; Avg. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11. Last killing frost, May 4.

11 - TAP WATER: Neutral, softened; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Target.
Variety Stores-P.N. Hirsch.
Chain Drug Stores-SupeRx; Hook's.
Chain Supermarkets-Bob's; Stop 'N' Go Dairies 6; Maloley's.
Other Chain Stores-Wards; Burger Dairy Stores; Sears; Guarantee Auto Stores.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 9,009; (S) 9,406; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mark Saddler, Mktg. Mgr., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (in Indianapolis MSA). E&P Map B-3. State capital, County Seat. Industrial, wholesale, retail, cultural, medical and educational center. On White River in geographical center of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie Systems; Conrail; Family Line System; Illinois Central; Norfolk & Western.
Motor Freight Carriers-49.
Intercity Bus Lines-ABC; Greyhound; Indianapolis & Vincennes; Indiana Motor Bus; Trailways.
Airlines-American; Continental; Delta; Eastern; Frontier; Ozark; Pan American; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 700,807; Loc. Est. 691,200
CZ-ABC: (80) 765,233; (83) 731,700
MSA 80 Cen. 1,166,929; Loc. Est. 1,179,200
County 80 Cen. 765,233; Loc. Est. 755,500
RTZ-ABC: (80) 942,578; (83) 949,500
City & RTZ-ABC: (80) 1,707,811; (83) 1,681,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 260,167; Loc. Est. 263,200
County 80 Cen. 285,092; Loc. Est. 290,800
MSA 80 Cen. 418,536; Loc. Est. 434,600
CZ-ABC: (80) 285,092; (83) 282,900
RTZ-ABC: (80) 323,392; (83) 337,700
City & RTZ-ABC: (80) 608,484; (83) 620,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$5,511,411,000
Savings & Loan	7	$1,402,269,466

6 - PASSENGER AUTOS: County 428,992

7 - ELECTRIC METERS: Residence 335,116

8 - GAS METERS: Residence 212,103

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metals 82,800 ($496); Fabricated Metals 45,200 ($390); Non-electrical Machinery 58,900 ($400); Transportation Equipment 69,900 ($486); Food Products 33,900 ($384); Paper & Allied Products 10,700 ($363); Printing & Publishing 28,600 ($339); Chemicals 27,700 ($464); Rubber & Misc. Plastic Products 31,600 ($326); Construction 67,400 ($553); Trans. Comm. & Utilities 99,500 ($421); Finance, Insurance & Real Estate 103,700 ($221); Service, Misc. & Mining 372,900 ($361); Government 334,800 (N.A.); Stone, Clay, Glass Products 17,900 ($374); Electrical Machinery 78,300 ($409); Wholesale & Retail Trade 439,700 ($200); General Merchandise 47,300 ($162).

10 - CLIMATE: Min. & Max. Temp. (30-yr. avg.)Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: Principal Shopping Centers-Downtown-6 blocks on Washington St.; 5 on Market St.; 2 on Ohio St.; 1 on Massachusetts Ave.; 2 on Illinois St.; 3 on Meridian St.; 4 on Pennsylvania St.; 2 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
NORTH:		
Keystone Square(26)	15	Wooden Key, Ed Schock's Toy & Hobby Shop
Castleton Square(113)	13	Lazarus, Sears, JCPenney, Goodman Jewelers, Waldenbooks Jewelers
Castleton Plaza	13	Frank's Nursery, Wheeling Bikes
Castleton Shoppes	13	Computerland, Shane
Castleton Place	13	Wallpapers-to-go
Castle Creek Plaza	13	Wilking Music, Marsh, Haag Drug
Glendale(110)	7	L.S. Ayres, Wm. H. Block, Roderick St. John's, B. Dalton Books, Davidson Furs
Keystone At The Crossing(67)	10	Habitat, Rosie O'Brien's American Folkart, Bar & Stool, Emporium
Meridian North(17)	10	Lord Byron's British Club, Constance Ann's Needlepoint
Nora Plaza(32)	9	Target, Flower City, Radio Shack
EAST:		
Eastgate Consumer Mall(40)	6	Burlington Coat Factory, Crystal and China Outlet, Linens and Things
Washington Square(140)	10	L.S. Ayres, Wm. H. Block, Lazarus, JCPenney, Sears
Washington Shoppes(24)	10	Radio Shack, Haag Drug, Computer Ctr.
Cherry Tree Plaza(16)	10	T.J. Maxx, Frank's Nursery
Windridge(19)	6	Hook's

SOUTH:		
Greenwood Park(130)	9	Cafe, Sears, JCPenney, Service Merchandise
County Line Mall(32)	11	Target, Les Kids, Jo-Ann Fabrics
Greendale Plaza	11	Hook's, Marsh
Margate Plaza	9	Continental Shoes, Frank's Nursery
Southern Plaza(37)	5	Wm. H. Block, JCPenney, Em-Roe
WEST:		
Chapel Hill(24)	8	Baby World 'N Teens, Hook's Drugs, Ginger & Spice
Eagledale(43)	4	Athletic Dept., Hook's, Ye Olde Shoppe
Lafayette Square(103)	6	JCPenney, Sears, Lazarus
Georgetown Plaza(30)	6	Cloth World, Wheeling Bikes
Honey Creek Plaza	4	Children's Palace, Marshall's
Speedway(48)	6	JCPenney, Lemon Tree, Olympia Health Spa

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Wm. H. Block 5; Lazarus 4; JCPenney 6; Sears 5.
Discount Stores-Target 12, K mart 10; Liberty Bell; Murphy Mart; Value City 2; Zayre 4.
Variety Stores-S.S. Kresge 2; G.C. Murphy 3; F. W. Woolworth 2.
Chain Drug Stores- Fairco 4; People's 33; Hook's 61; Osco 10; SupeRx 18; Value Plus 3.
Chain Supermarkets-A&P 12; Big E Warehouse Foods 8; IGA 4; Kroger 30; Marsh 21; Preston-Safeway 12; 7-Eleven 6; Shurfine Food Centers 4; Super Standard 24.
Convenience Food Stores-Convenient Food Mart 20; Majik Markets 14; O'Malia 7; Short Stop Mkts. 4; Stop-N-Go Foods 5; Village Pantry 53.
Other Chain Stores-Auto Suppliers: Carquest, CarX, Fleenor, Firestone, Guarantee Auto, Hiway Parts, NAPA, Nationwide, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto; Bakeries: Cookie Factory, Dunkin' Donuts, Jeanne Marie, Roselyn, Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bottomhalf, Brooks Brothers, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, Roly's, Silverman's, L. Strauss, Style Store for Big & Tall, Thoroflare; Women's Apparel: Catherine's Stout Shoppes, Dorothy's, Foxmoor Casuals, Frederick's of Hollywood, Jean Lauder's, Lemon Tree, Lerner, Limited, Morrison's, Paul-Harris, Stuart's, Sycamore Shops; Furniture Stores: Kittle's 4, Value City 2; Hardware: Ace 15, Central 4, True Value 18.

14 - NEWSPAPERS: STAR (m) 224,353; NEWS (e) 136,123; STAR (S) 373,897; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, PO Box 145, Indianapolis, IN 45206; Tel. (317) 633-1132.
National Representatives: Million Market Newspapers; American Publishers Representatives; Leonard Company.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville; 79 mi. W of Louisville.

2 - TRANSPORTATION: Railroads-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; Loc. Est. 9,009
County 80 Cen. 34,238; Loc. Est. 34,498
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; Loc. Est. 3,365
County 80 Cen. 11,201; Loc. Est. 11,856

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$348,460,000
Savings & Loan	2	$17,268,892

6 - PASSENGER AUTOS: County 21,142

7 - ELECTRIC METERS: Residence 4,440

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub.30; Chemical 29; Rubber 125; Coal, Stone, Clay & Glass 124; Primary Metals 5; Fabric Metals 114; Mach. (except elec.) 42; Transp. Equip. 78. Avg. Wkly Wage $245.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal area-Vicinity of Court House Square.
Neighborhood Shopping Districts-U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
3-D Plaza(15)	NA	Mont. Ward, R&B Men's Wear, Danner's 3-D

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon., Wed. & Fri.; five Supermarkets open on Sunday.

13 - RETAIL OUTLETS: Department Stores-Reising's; Siebert's; Mr. & Ms. Wardrobe.
Variety Stores-Ben Franklin Family Center.
Discount Stores-Danner's 3-D Center; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-IGA 4; Red & White; Dippel's.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Montgomery Ward; Haas Hallmark; Guarantee Auto; Sound of Music (Radio Shack); Gamble's; True Value Hardware; Ashley's Outlet Store.

14 - NEWSPAPERS: HERALD (e) 11,738; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. Fourth St, Jasper, IN 47546; Tel. (812) 482-2500.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana MSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, Kentucky.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; Loc. Est. 20,589
County 80 Cen. 88,838; Loc. Est. 88,994
MSA 80 Cen. 956,844; Loc. Est. 959,325

4 - HOUSEHOLDS:
City 80 Cen. 7,972; Loc. Est. 8,016
County 80 Cen. 31,021; Loc. Est. 32,633
MSA 80 Cen. 340,989; Loc. Est. 357,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving & Loan	2	$102,111,000
Commercial	3	$190,222,561

6 - PASSENGER AUTOS: County 47,951 (1981)

7 - ELECTRIC METERS: County 26,000

8 - GAS METERS: County 17,487

9 - PRINCIPAL INDUSTRIES: Chemicals; Textiles; Ordnance; Foundries; Wood Prod.; U.S. Census Bureau; Jeff Boat Works; Colgates.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	NA	General Store
Gateway Plz.(6)	NA	Gateway
Grant Plz.(7)	NA	Winn-Dixie
Greentree(42)	NA	JCPenney, Sears
Youngstown(30)	NA	Bacon's
K mart Plz.(9)	NA	K mart
Value City(3)	NA	Value City
Wyckshire(7)	NA	Schmidt's
Eastgate(3)	NA	K mart

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Bacon's; JCPenney; Sears; Ben Snyders; Danner's.
Variety Stores-Woolworth's; Thrift Dollar Store.
Discount Stores-K mart; Counsolidated Sales; Target.
Chain Drug Stores-Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco.
Chain Supermarkets-Key Market; Krogers; Gateway; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; One-Stop Mart.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; National Shirt; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Tape Centre; Singer Co.; Walgreen's; Will Sales; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World.

14 - NEWSPAPERS: NEWS (e) 17,423; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jessie Napier, Adv. Mgr., NEWS, 225 Spring St., PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: None.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,299; Loc. Est. 7,255
County 80 Cen. 35,443; Loc. Est. 35,886

4 - HOUSEHOLDS:
City 80 Cen. 2,727; Loc. Est. 2,504
County 80 Cen. 12,065; Loc. Est. 12,817

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$88,000,000
Savings & Loan	2	$23,000,000

6 - PASSENGER AUTOS: County 19,725

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Electrical Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11. Last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown(10)	NA	Val Discount Center
Publix(6)	NA	Mont. Ward, Hirsch, Bellmont, Roger's,
Kendallville	NA	Murphy's Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Friday night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-Fisher's; JCPenney; Hirsch; Murphy's Mart; Val Discount; Bellmont Stores.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's; Walgreen.
Chain Supermarkets-Roger's; Harman's IGA.
Other Chain Stores-Hallmark; True Value; Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV.

14 - NEWSPAPERS: NEWS-SUN (e) 6,471; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St., Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (MSA). E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31-35-22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2 - TRANSPORTATION: Railroads-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; Loc. Est. 47,860
CZ-ABC: (80) 52,504; (83) 52,000
RTZ-ABC: (80) 77,745; (83) 75,500
County 80 Cen. 86,896; Loc. Est. 85,843
MSA 80 Cen. 103,715; Loc. Est. 102,475
City & RTZ-ABC: (80) 130,249; (83) 127,500

4 - HOUSEHOLDS:
City 80 Cen. 18,240; Loc. Est. 19,253
County 80 Cen. 31,050; Loc. Est. 32,073
MSA 80 Cen. 37,043; Loc. Est. 38,235
CZ-ABC: (80) 19,891; (83) 20,400
RTZ-ABC: (80) 25,815; (83) 26,000
City & RTZ-ABC: (80) 45,706; (83) 46,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 49,522 (1981)

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 250; Primary Metals 5,313; Fabricated Metals 587; Machy. (ex. Elec.) 434; Electric Machy. 11,000; Trans. Equip. 3,800; Avg. Wkly. Wage (Mfg.) $385.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	A&P, Hook Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	Murphy's, JCPenney, Mont. Ward
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri. Food Chains-every evg., Sun. to 6, Shop. Centers-every evg.

13 - RETAIL OUTLETS: Department Stores-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Spiegel's; Wm. H. Block Co.; Service Merchandise.
Variety Stores-G.C. Murphy; Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook 6; Muir's; Haag 2; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); A&P 2; Mace's Stop-N-Go 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Guarantee Auto Supply; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hardware; Greggs Inc. 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zales Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,891; (S) 28,384; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D.W. Gentry, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Branham/Newspaper Sales.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (MSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville; Norfolk & Western; Lafayette Union Belt; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; Loc. Est. 62,844
Lafayette 80 Cen. 43,011; Loc. Est. 41,327
West Lafayette 80 Cen. 21,247; Loc. Est. 21,517
CZ-ABC: (80) 64,258; (83) 62,100
RTZ-ABC: (80) 187,232; (83) 188,300
County/MSA 80 Cen. 121,702; Loc. Est. 123,401
City & RTZ-ABC: (80) 251,490; (83) 250,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; Loc. Est. 25,028
Lafayette 80 Cen. 17,069; Loc. Est. 17,468
West Lafayette 80 Cen. 7,259; Loc. Est. 7,560
County/MSA 80 Cen. 40,681; Loc. Est. 43,103
CZ-ABC: (80) 24,328; (83) 24,300
RTZ-ABC: (80) 62,869; (83) 66,000
City & RTZ-ABC: (80) 87,197; (83) 90,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$810,379,841
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 57,293

7 - ELECTRIC METERS: Residence 40,357

8 - GAS METERS: Residence 25,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Prods. 3,700; Antibiotics & Chemicals 1,800; Electrical Prods. 1,700; Food & Related 1,500; Plastic & Paper 700; Misc. 1,000.
Principal Pay Days-1st & 15th; Metal and Rubber Prods., Fri. & Wed.; Others, Thu., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers-2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jefferson Sq.(16)	3	Eisner, Danner's People's Drug
K mart	4	K mart
Lafayette Sq.(30)	4	Hills, Marsh Mkt.
Market Sq.(44)	3	Ayre's, Eisner
Purdue Center(16)	2	Nichol's Thriftway Mkt.
Three Sons(8)	2	No Frills
Tippecanoe(60)	4	Loebs, Osco Drug, JCPenney
Wabash Shores(6)	3	Marsh Mkt., K mart
Zayre(5)	3	Zayre
Target Plz.(19)	2	Payless, Target, Hook's
Sagamore Park Centre(9)	3	Payless, Hook's
Lafayette Plz. South(10)	4	Payless, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Loeb's 2; Sears; JCPenney; L.S. Ayres; Hills; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 5; Arth 4; People's 2; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-National Tea; No Frills; Eisner 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target.
Other Chain Stores-Shoes: Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Sycamore Shop, Maurice's, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Candy: Fannie May; Glass: Pittsburgh Plate Glass; Paint: M.A.B., Sherwin-Williams, Glidden.

14 - NEWSPAPERS: JOURNAL & COURIER (e) 38,234; (S) 38,563; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett Newspaper Advertising Sales.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from east-west toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; branches of Chessie Systems; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 21,796; Loc. Est. 21,382
CZ-ABC: (80) 23,472; (83) 22,600
RTZ-ABC: (80) 99,450; (83) 97,700
County 80 Cen. 108,632; Loc. Est. 108,487
City & RTZ-ABC: (80) 122,922; (83) 120,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; Loc. Est. 8,553
County 80 Cen. 37,405; Loc. Est. 39,027
CZ-ABC: (80) 9,152; (83) 9,200
RTZ-ABC: (80) 33,164; (83) 33,800
City & RTZ-ABC: (80) 42,316; (83) 43,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$197,072,000
Savings	1	$47,204,000
Savings & Loan	2	$93,603,000

6 - PASSENGER AUTOS: County 51,000

7 - ELECTRIC METERS: Residence 8,743

8 - GAS METERS: Residence 7,551

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Mach. 300; Sponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 385; Food Slicing & Packaging Machines 200; Precision Castings 900; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Foods 325; Corrugated Cartons 100; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-Levine's; JCPenney.
Discount Stores-Wonderland; K mart.
Variety Stores-Harvey's; Danner's.
Chain Drug Stores-Hook's 2; Hilbish; Ribordy Drug; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's Supermarkets 2.
Other Chain Stores-TG&Y; Sears (catalog); Firestone; M.A.B.; Delaney Furniture; Montgomery Ward Automotive Center (catalog & service); Radio Shack; Northwest Fabrics; Nobil Shoes; Newman's; Pic Way Shoes; Quality Farm & Fleet.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,671; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3 (In Indianapolis MSA). County Seat. 24 mi NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456; Loc. Est. 12,057
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,417
County 80 Cen. 36,446; Loc. Est. 38,422

4 - HOUSEHOLDS:
City 80 Cen. 4,760; Loc. Est. 4,755
County 80 Cen. 13,493; Loc. Est. 13,484
MSA 80 Cen. 418,536; Loc. Est. 440,848

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$121,533,761
Savings & Loan	1	$51,871,230

6 - PASSENGER AUTOS: County 28,234

7 - ELECTRIC METERS: Residence 5,659

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Filters 220 ($200); Industrial Blowers 75 ($200); Business Forms 132 ($200); Plastics 200 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25. Last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Plz.(9)	NA	K mart, Radio Shack, Sycamore Shop
Northfield(10)	NA	Kroger, Hook's, Dollar General
Westgate Plz.(3)	NA	Kentucky Fried Chicken

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; 3-D; Dollar General.
Chain Supermarkets-Standard; IGA; Kroger's.
Chain Drug Stores-Hook's; E. W. Star.
Other Chain Stores-Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Goodyear; Montgomery Ward; Sycamore Shop.

14 - NEWSPAPERS: REPORTER (e) 6,706; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press, Inc.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county. 33 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; Loc. Est. 6,555
County 80 Cen. 30,416; Loc. Est. 31,333
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,585; Loc. Est. 2,824
County 80 Cen. 11,519; Loc. Est. 12,409

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 14,571

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Sat., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hooks; P.N. Hirsch; Sears; Rhodenbeck's; Pirtle's; Danners 3-D.
Variety Stores-G.C. Murphy; Western Auto; Guarantee Auto.
Chain Supermarkets-IGA 3; Shurway; Red & White.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,068; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Charles M. Faulkner, Pub., CITIZEN, Box 151, 79 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative: Landon Associates.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for northcentral part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Motor Freight Carriers-9.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,899; Loc. Est. 17,144
CZ-ABC: (80) 19,353; (83) 19,000
RTZ-ABC: (80) 102,693; (83) 101,700
County 80 Cen. 40,936; Loc. Est. 40,999
City & RTZ-ABC: (80) 122,046; (83) 120,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; Loc. Est. 7,102
County 80 Cen. 14,715; Loc. Est. 15,414
CZ-ABC: (80) 7,570; (83) 7,700
RTZ-ABC: (80) 36,304; (83) 36,900
City & RTZ-ABC: (80) 43,874; (83) 44,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$230,965,000
Savings & Loan	2	$93,536,333

6 - PASSENGER AUTOS: County 21,358

7 - ELECTRIC METERS: Residence 6,528

8 - GAS METERS: Residence 6,365

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Elec. Controls Mfg. 400 ($190); Meat Processing 920 ($278); Air & Hydraulic Operated Machine Tools 135 ($238); Mech. Springs 375 ($300); Rubber Prod-Automotive 170 ($237); Aluminum Dye Cast, Heat Treating & Machine Shop 105 ($170); Electric Stor. Bat. 50 ($240); Cement Mfg. 70 ($260); Switches & Relays Automotive Elect. Components 600 ($170); Custom Stamping Press & Slide 425 ($235); Friction Products Mfg. 165 ($240); Conrail & Norfolk & Western R.R. 300 ($300)
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-59. First killing frost, Nov 29. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logansport Mall(38)	3	Radio Shack, Woolworth, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, A&P, People's

Principal Shopping Days-Department Stores-Mon., Fri.; Food-Thurs., Fri. & Sat.
Stores Open Evenings-Downtown Shopping Area Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; People's; Kesling.
Chain Supermarkets-A&P; Marsh; Corral.
Other Chain Stores-Gallenkamp Shoes; Aldi; Indiana Cashway Stores; Sire Shop Men's & Boy's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Paul Harris; Regis Beauty Salon; Hang-Up; Waterbed Room.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 16,009; (S) 16,594; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 50 mi. SW of Cincinnati; 85 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges, 2.

3 - POPULATION:
Corp. City 80 Cen. 12,472; Loc. Est. 12,535
County 80 Cen. 30,419; Loc. Est. 32,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638; Loc. Est. 4,835
County 80 Census 10,288; Loc. Est. 11,317

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$173,619,670
Savings & Loan	2	$74,676,615

6 - PASSENGER AUTOS: County 14,453

7 - ELECTRIC METERS: Residence City 5,810; County 13,588

8 - GAS METERS: Residence 4,893

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Work Clothes 50; Shoes 421; Metal Heating Equip. 119; Hydraulic Lifts 175; Electric Motors Fractional 517; Heavy Road Machinery 190; Auto Parts 495; Silicones 326; Electric Generation 380; Diesel Turbo 147; Leather Fabrication 112; Aluminum 367; Chemicals 320; Government Proving Ground 447.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clifty Plz.	NA	P.N. Hirsch, Save-A-Lot, Firestone
Madison Plaza(10)	NA	Jay C Supermart, TG&Y, Sycamore,
Jefferson Court(6)	NA	Kroger, Hecks, Hook's, McDonalds,
Village Square(16)	NA	Sears, G-Auto, Hook's

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat. until 9, Downtown Fri. until 8.

13 - RETAIL OUTLETS: Department Stores-Mills.
Variety Stores-TG&Y; Bargain World; Dollar General.
Discount Stores-Danner's 3-D; K mart; Heck's.
Chain Drug Stores-Hook's; Haags; Rite-Aid.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (Catalog); Big Blue; Singer; G/Auto; Payless Shoes; Knotts Shoes; Dunlap's Home Center; Furniture Liquidators; Sycamore Ace Hardware; Mister Hardware.

14 - NEWSPAPERS: COURIER (e) 10,221; sworn Mar. 29, 1983.
Local Contact for Advertising and Merchandising Data: Ron Wehner, Prom. Dir., COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (160 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western; Conrail.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Hines Coach; Twin City.

3 - POPULATION:
Corp. City 80 Cen. 35,874; Loc. Est. 34,773
CZ-ABC: (80) 61,828; (83) 58,900
RTZ-ABC: (80) 67,898; (83) 66,000
County 80 Cen. 80,934; Loc. Est. 80,302
City & RTZ-ABC: (80) 129,726; (83) 124,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; Loc. Est. 13,397
County 80 Cen. 27,943; Loc. Est. 28,976
CZ-ABC: (80) 21,895; (83) 21,700
RTZ-ABC: (80) 23,156; (83) 23,200
City & RTZ-ABC: (80) 45,051; (83) 44,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$225,266,407
Savings & Loan	2	$176,824,534

6 - PASSENGER AUTOS: County 41,555 (1981)

7 - ELECTRIC METERS: Residential County 28,000

8 - GAS METERS: Residential County 17,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Workers-all Mfg. 17,455 (Av. Wkly. Wage $192). Automotive 4,936; Radio & TV 2,802; Glass 1,886; Wire 4,251; Paper Pdts. 645; Iron Fdy. 1,287; Plastics 899; Misc. 4,251.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers-K mart (4); K mart Center (9); Marion Plaza (8); Northgate (7); North Park Mall (40); Panorama (2); So. Marion Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Meis Dept. Store.
Discount Stores-K mart; Hill's; Hecks.
Chain Drug Stores-Hook's 4; Haag; Revco; Marsh 2.
Chain Supermarkets-Marsh 2; Owen's County Market; Lowell's No Frills; Solms Shurway; Hank's 2; Doles IGA.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Schiff Shoes 2; Village Furniture; Pic Way Shoes; Montgomery Ward Catalog; Hart's Shoes; Mary Carter Paint; Coast-to-Coast.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 22,355; (S) 26,621; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: F. Max Crotser, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.
National Representative: Gannett Newspaper Advertising Sales.

MARTINSVILLE

1 - LOCATION: Morgan County, (in Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; Loc. Est. 11,311
CZ-ABC: (80) 11,311; (83) 11,400
RTZ-ABC: (80) 26,113; (83) 26,600
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,417
County 80 Cen. 51,999; Loc. Est. 52,556
City & RTZ-ABC: (80) 37,424; (83) 38,000

4 - HOUSEHOLDS:
City 80 Cen. 4,082; Loc. Est. 4,277
County 80 Cen. 17,160; Loc. Est. 18,165
MSA 80 Cen. 418,536; Loc. Est. 440,848
CZ-ABC: (80) 4,082; (83) 4,300
RTZ-ABC: (80) 8,319; (83) 8,800
City & RTZ-ABC: (80) 37,424; (83) 38,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 27,022 (1981)

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Furniture; Wood Products; Fisheries and Fish Hatcheries; Brick; Cabinets.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Martinsville Plaza on 37 Bypass; Morton Square.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lord's; Schmalz's.
Variety Stores-Newberry; Kivett's.
Discount Stores-Dollar General; Danner's 3D; K mart.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-Kroger; A&P; Schwab's IGA; Marsh; Red & White.

14 - NEWSPAPERS: REPORTER (e) 7,620; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: U.S. Suburban Press, Inc.

MICHIGAN CITY

1 - LOCATION: LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Indian Motor.

3 - POPULATION:
Corp. City 80 Cen. 36,850; Loc. Est. 35,489
CZ-ABC: (80) 41,977; (83) 39,600
RTZ-ABC: (80) 77,584; (83) 78,700
County 80 Cen. 108,632; Loc. Est. 108,487
City & RTZ-ABC: (80) 119,561; (83) 118,300

4 - HOUSEHOLDS:
City 80 Cen. 12,697; Loc. Est. 12,695
County 80 Cen. 37,405; Loc. Est. 39,027
CZ-ABC: (80) 14,467; (83) 14,300
RTZ-ABC: (80) 27,255; (83) 28,500
City & RTZ-ABC: (80) 41,722; (83) 42,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	3	$329,601,421
Savings & Loan	4	$157,285,901

6 - PASSENGER AUTOS: County 56,108

7 - ELECTRIC METERS: Residence 21,275

8 - GAS METERS: Residence 19,173

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10. Last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(7)	2	Hook's, Ace Hdwr., King Richards
East Side(9)	1	Hook's, Ace Hdwe., King Richards
Marquette(83)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Jim's, Hook's, Danner Bros.
Evergreen Plz.(35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. thru Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's 2, Danner Bros 2.
Discount Stores-Hwy. 212 Bargain Center; K mart; 3-D; Aldi.
Chain Drug Stores-Hook's 4; Walgreen; Revco.
Chain Supermarkets-Al's Thrift-Market 2; Jewel Tea; Jim's Fiesta Villas 3; Eagle.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Kaplans; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e) 17,422; (m-sat) 18,383; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Mgr., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: Landon Associates.

MISHAWAKA

See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2, County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: Railroads-L&N; Effner branch of Penna.; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,162; Loc. Est. 5,091
County 80 Cen. 23,867; Loc. Est. 24,088

4 - HOUSEHOLDS:
City 80 Cen. 2,007; Loc. Est. 1,740
County 80 Cen. 8,798; Loc. Est. 9,578

5 - BANKS	**NUMBER**	**DEPOSITS**
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,526 (1981)

7 - ELECTRIC METERS: 2,996

8 - GAS METERS: 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-67. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; Hook's; Hively's Pharmacy.
Chain Supermarkets-A&P; Briney's; Sixbey's; Thrif-T Mart; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline; Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,872; sworn Sept. 30, 1981 (latest statement available).
Local Contact for Advertising and Merchandising Data: Robert G. Fisher, Pub., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Posey County, (In Evansville, IN-KY MSA). E&P Map A-5. County Seat. Residential, manufacturing and oil shipping terminal center. 15 mi. SW of Evansville, IN. Junction Indiana State Roads 62, 69. Wabash river bridge connecting Indiana's Rte. 62 and Illinois Rte. 141.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-All major Midwest truck lines.
Intercity Bus Lines-Evansville & Ohio Valley Line.

3 - POPULATION:
Corp. City 80 Cen. 7,656; Loc. Est. 7,623
MSA 80 Cen. 276,252; Loc. Est. 280,147
County 80 Cen. 26,414; Loc. Est. 26,894

4 - HOUSEHOLDS:
City 80 Cen. 2,830; Loc. Est. 2,949
County 80 Cen. 9,075; Loc. Est. 9,639
MSA 80 Cen. 101,528; Loc. Est. 107,633

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$94,000,000
Savings & Loan	3	$477,000,000

6 - PASSENGER AUTOS: County, 12,823 (1981)

7 - ELECTRIC METERS: Residence 8,601

8 - GAS METERS: Residence 2,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oils and Gasoline 550 ($250); Wheat and Corn Mills 225 ($200);

Polycarbonate Resin 1,000 ($300); Garment Mfg. 100; Roofing Materials 158 ($175); Pharmaceuticals 300 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Gerber's; Lutterman's; Southwind Shopping Center.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Roth's; P.N. Hirsch; K mart.
Chain Drug Stores-Mt. Vernon Pharmacy (Rexall); Hook's; Revco.
Chain Supermarkets-IGA; Bi-Rite (Gerber's); Lutterman's; Hironimus; Wesselman's.
Other Chain Stores-Western Auto; Lord's; Mode O'Day; Index.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,681; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jane Cokley, Adv. Dir., DEMOCRAT, 430 Main St., Mount Vernon, IN 47620; Tel. (812) 838-4811.
National Representative: None.

MUNCIE

1 - LOCATION: Delaware County (In Muncie MSA), E&P Map C-3, County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Air Lines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; Loc. Est. 76,012
CZ-ABC: (80) 80,012; (83) 75,300
RTZ-ABC: (80) 139,813; (83) 137,000
City & RTZ-ABC: (80) 219,195; (83) 212,300
County/MSA 80 Cen. 128,587; Loc. Est. 126,582

4 - HOUSEHOLDS:
City 80 Cen. 27,465; Loc. Est. 28,446
County/MSA 80 Cen. 44,670; Loc. Est. 45,593
CZ-ABC: (80) 28,268; (83) 27,600
RTZ-ABC: (80) 48,748; (83) 49,900
City & RTZ-ABC: (80) 77,016; (83) 77,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$566,462,551
Savings & Loan	2	$361,709,563

6 - PASSENGER AUTOS: County 62,874 (1981)

7 - ELECTRIC METERS: Residence 44,562

8 - GAS METERS: Residence Muncie only 19,232

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 4,785 ($400); Glass Prod. 3,998 ($398); Electrical 1,075 (N.A.); Precision Forgings 344 ($544); Wire & Cable 322 ($525).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.
Neighborhood Shopping Centers-Madison Street, 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Avenue; 600 Court, 600 Blk-Tillotson Ave. Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney
Village	2	Collegienne
Northwest Plz.(28)	3	Marsh, Haag, King's
Southway Plz.(23)	3	Marsh, Hook's, King's
Northgate Ctr.(10)	2	H&H Rexall
S. Walnut St.	2	K mart, Ross
Tillotson	2	Marsh, Ross
Meadows(25)	NA	Zayre, Ross
Broadway	NA	K mart
Northgate(10)	NA	H&H Drugs
Country Village	NA	Leath's
Westside(17)	NA	
Bethel & Chadam Lane(2)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; Collegienne Shops; L.S. Ayres.
Variety Stores-TG&Y (Scotts); K mart.
Chain Drug Stores -Osco 2; Owl 2; Haney; Spartan West; Marsh Drug 4; Haag 5.
Discount Stores-King's; Zayre; K mart 2; Target; Kokomo Bargain Center.
Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey; Marsh 11; Working Man's Store.
Other Chain Stores-Sears; Singer Co.; Father & Sons Shoes; Kinney Shoes; National Shirt Co.; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Mode O'Day; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Tobacco Village; Russell Stover Candies; Tiffany Bakery; Century Stores; Athlete's Foot; Connie's Shoes; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Fayva Shoes; Picway Shoes.

14 - NEWSPAPERS: STAR (m) 29,692; PRESS (e) 16,859; STAR (S) 34,661; Mar. 31. 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.
National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (In Louisville, KY-IN MSA). Industrial center. On north bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY On U.S. Hwys. 31W. 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT, Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; Loc. Est. 36,264
MSA 80 Cen. 956,844; Loc. Est. 959,325
County 80 Cen. 61,169; Loc. Est. 62,638

4 - HOUSEHOLDS:
City 80 Cen. 14,042; Loc. Est. 14,348
County 80 Cen. 21,459; Loc. Est. 22,962
MSA 80 Cen. 340,989; Loc. Est. 357,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 33,038 (1981)

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Agriculture; Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Machy.; Baskets; Stoves; Stokers; Refrigerated Dough Prod.; 58 establishments, 3,700 emp. $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-45.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Consolidated, Winn-Dixie, Kroger, Target, SupeRx
Twin Daisy(8)	NA	Furniture Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shopping centers every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward (catalog); Bacon's.
Discount Stores-Shop & Save; Target; K mart; Value City; C.P. Sales.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs; SupeRx.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hardware; Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwr.; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,914; LEDGER-TRIBUNE (S) 11,283; Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James Dietrich, Adv. Mgr., TRIBUNE, 303 W 2nd St., New Albany, IN 47150; Tel. (812) 944-648[illegible].
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; on I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; Loc. Est. 19,074
CZ-ABC: (80) 26,[illegible]30; (83) 25,700
RTZ-ABC: (80) 40,148; (83) 39,200
County 80 Cen. 53,336; Loc. Est. 52,076
City & RTZ-ABC: (80) 66,878; (83) 64,900

4 - HOUSEHOLDS:
City 80 Cen. 7,251; Loc. Est. 7,558
County 80 Cen. 18,796; Loc. Est. 19,197
CZ-ABC: (80) 9,832; (83) 9,800
RTZ-ABC: (80) 13,704; (83) 14,000
City & RTZ-ABC: (80) 23,536; (83) 23,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$146,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 27,497 (1981)

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:
Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Castle(10)	NA	Murphy's Mart
Payne Vlg.(5)	NA	Ben Franklin
Riley(12)	NA	Becker, K mart

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Murphy's Mart.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Paul Harris; Goodyear; Smith-Alsop Paint; Montgomery Ward Catalog; True Value Home Auto; Guarantee; Sherwin-Williams; Radio Shack; Fleenor's; Gallenkamp's.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,894; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Bailey, Adv. Mgr., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-111[illegible].
National Representative: Landon Associates.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; Loc. Est. 12,204
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,417
County 80 Cen. 82,381; Loc. Est. 82,414

4 - HOUSEHOLDS:
City 80 Cen. 4,340; Loc. Est. 4,534
County 80 Cen. 27,314; Loc. Est. 28,607
MSA 80 Cen. 418,536; Loc. Est. 440,848

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$344,000,000
Savings & Loan	1	$105,000,000

6 - PASSENGER AUTOS: County 51,578 (1981)

7 - ELECTRIC METERS: Residence 5,594

8 - GAS METERS: Residence 4,307

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 750 ($350); Plastics 100 ($260); Castings 180 ($350).
Principal Industrial Pay Days-Mon., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza	NA	Mitee Handy, A&P, Haag Drugs, Hook's Drug
Castleton	NA	Lazarus, JCPenney, Sears
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner's
Noblesville Square	NA	Marsh Super Mkt., Haag Drugs, 3-D, Mitee Handy,

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Bargain World; 3-D.
Chain Drug Stores-Corner Rexall; Hook; Reasner's; Haag.
Chain Supermarkets-A&P; O'Malia's; Marsh.
Other Chain Stores-Firestone; Goodyear; True Value; Sears (catalog); Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Bumper-To-Bumper Auto Parts; Roselyn Bakery; Lindner's; Falvey; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e) 8,724; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Robert Bardonner, Adv. Mgr., LEDGER, 957 Logan St., PO Drawer K, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend, 146 mi. from Chicago. In center of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois) and U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroads-Division HQ. for Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Indiana Motor; Southeastern Trailways.
Airlines-USAir; Air Wisconsin, Delta; United; Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764; Loc. Est. 13,183
County 80 Cen. 39,820; Loc. Est. 38,752

4 - HOUSEHOLDS:
City 80 Cen. 5,258; Loc. Est. 5,324
County 80 Cen. 13,685; Loc. Est. 13,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$173,431,044
Savings & Loan	2	$93,031,336

6 - PASSENGER AUTOS: County 19,942

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Res., County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 400 ($400); Furniture Mfg. 450 ($160) Metals 175 ($200); Heating Equip. 149 ($180); Plastics 296 ($160); Fabricated Metal Prod. 225 ($200); Paper Prod. 175 ($140); Elect. Machy. & Eqipt. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.

Neighboring Shopping Centers-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Rinks, Five Star, Ribordy Drug
Sherwood Sq (5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. aft. (June, July, Aug.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Rinks Discount; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Ribordy; SupeRx.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodyear; Goodrich; Cato; Gallenkamp; Montgomery Ward (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 9,028; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Eileen Schumacher, Nat'l. Adv. Mgr., TRIBUNE, PO 87, Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Landon Associates.

PLYMOUTH

1 - LOCATION: Marshall County. E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30 and 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 115 mi. to Indianapolis. Diversified agricultural community with misc. small mfrs.

2 - TRANSPORTATION: **Railroads**-(freight only) Conrail; Norfolk & Western (br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693, Loc. Est. 7,518
County 80 Cen. 39,155; Loc. Est. 39,725
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 2,940; Loc. Est. 2,847
County 80 Cen. 13,640; Loc. Est. 14,470

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 19,974 (1981)

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Radiators; Dairy Products; Foundry; Door Mfg. Co.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters, Canning; Plastics; Corugated Boxes; Concrete Pipes & Culverts; Mobile Homes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8. Last killing frost May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)	0	G.L. Perry
Plymouth Ctr.(7)	1	Murphy's Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward (catalog); JCPenney; Bosworth's; Lauer's; Treats.
Variety Stores-Sears (catalog); Harvey's; Murphy Mart; G.L. Perry.
Chain Drug Stores-People's; Walgreen; Meister Drug; Revco; Hook's.
Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams Arvensen's Hdwe.; Carl Sheets Elec.; Kline's Appliance.

14 - NEWSPAPERS: PILOT-NEWS (e) 9,016; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard Derf, Nat'l. Adv. Mgr., PILOT-NEWS, 217 N. Center St., PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County. E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne: On U.S. Hwy. 27; State 26 & 67.

2 - TRANSPORTATION: **Railroads**-Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers-6.
Intercity Bus Lines-ABC.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 6,900
CZ-ABC: (80) 7,074; (83) 6,800
RTZ-ABC: (80) 25,844; (83) 25,300
County 80 Cen. 23,239; Loc. Est. 22,789
City & RTZ-ABC: (80) 32,918; (83) 32,100

4 - HOUSEHOLDS:
City 80 Cen. 2,767; Loc. Est. 2,813
County 80 Cen. 8,359; Loc. Est. 8,607
CZ-ABC: (80) 2,767; (83) 2,800
RTZ-ABC: (80) 8,717; (83) 8,900
City & RTZ-ABC (80) 11,484; (83) 11,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$155,242,000

6 - PASSENGER AUTOS: County 11,669

7 - ELECTRIC METERS: Residence 3,283

8 - GAS METERS: Residence 2,731

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Drop Forgings 465; Work Garments 500; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-G.C. Murphy; True Value.
Discount Stores-Jack's Surplus City; 3D.
Chain Drug Stores-Hook's; Haag's.
Chain Supermarkets-Marsh; Ludwig.
Other Chain Stores-Western Auto Associate; Sears (catalog); Montgomery Ward (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,907; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: **Railroads**-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Eastern (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; Loc. Est. 9,664
CZ-ABC: (80) 8,976; (83) 8,700
RTZ-ABC: (80) 27,773; (83) 27,800
County 80 Cen. 33,156; Loc. Est. 34,580
City & RTZ-ABC: (80) 36,749; (83) 36,500

4 - HOUSEHOLDS:
City 80 Cen. 3,597; Loc. Est. 4,085
County 80 Cen. 12,800; Loc. Est. 13,280
CZ-ABC: (80) 3,597; (83) 3,600
RTZ-ABC: (80) 9,934; (83) 10,400
City & RTZ-ABC: (80) 13,531; (83) 14,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,003 (1981)

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Center**: 3-D Plaza (13 Stores).
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; K mart; JCPenney; Hirsch; Schuetz's; Tulip Tree; Wanda's; Frank's.
Variety Stores-G.C. Murphy; Index Notion; 3-D.
Chain Drug Stores-Rexall 3; Walgreen; Hooks.
Chain Supermarkets-Key Mkt.; Gaston's; IGA; Red & White 2; Super Valu
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (e-mon to fri) 6,433; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Terry Grimes, Pub., CLARION, Broadway & N. Gibson Sts., Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: **Railroads**-L&N; Amtrak.
Bus Lines-Indiana Motor; Yellow Freight.

3 - POPULATION:
City 80 Cen. 4,944; Loc. Est. 4,774
County 80 Cen. 26,138; Loc. Est. 26,796

4 - HOUSEHOLDS:
City 80 Cen. 1,893; Loc. Est. 1,910
County 80 Cen. 8,288; Loc. Est. 8,874

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 14,515

7 - ELECTRIC METERS: Residence 2,061

8 - GAS METERS: Residence 1,827

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework; Bakery.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: **Principal Shopping Days**-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Rexall; Hook's, Ribordy; Fagan.
Chain Supermarkets-A&P; Tom's; Elsner's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,613; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County, E&P Map C-3, County Seat. Mfg. center; Agricultural area, 3 mi. W of Ohio state line; 290 mi. SE of Chicago; 68 mi. E of Indianapolis; 40 mi. W of Dayton; 58 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 227, 627 & 121.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio.
Motor Freight Carriers-29, with 7 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; American; Delta; USAir (Dayton, Ohio Airport).

3 - POPULATION:
Corp. City 80 Cen. 41,349; Loc. Est. 41,012
CZ-ABC: (80) 49,520; (83) 47,100
RTZ-ABC: (80) 121,890; (83) 121,000
County 80 Cen. 76,058; Loc. Est. 76,087
City & RTZ-ABC: (80) 171,410; (83) 168,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; Loc. Est. 16,408
County 80 Cen. 27,430; Loc. Est. 28,697
CZ-ABC: (80) 18,403; (83) 18,100
RTZ-ABC: (80) 42,500; (83) 43,900
City & RTZ-ABC: (80) 60,903; (83) 62,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$267,101,294
Savings & Loan	3	$153,798,687

6 - PASSENGER AUTOS: County 38,874 (1981)

7 - ELECTRIC METERS: Residence 20,350

8 - GAS METERS: Residence 11,503

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machy. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Machy. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 40-92; Fall 4-81; Winter 7-73.

11 - TAP WATER: 18 grains per gallon; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E. Main; W. 5th & Main; 3400 E. Main; U.S. 40E. Garwood Rd.; S. W. 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Side(6)	2	Ben Franklin
East End	1	Haag Drug
Ravinia-Plaza	2	Corvair's, Tim Hogans
Gateway(25)	3	Sears, MacDonald Sales Center
Richmond Sq.(36)	3	JCPenney, Wards
Kings Plaza(8)	4	Warehouse Mkt., King's
East Side	3	Jo Ann Fabrics, Revco Drug, Kroger

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Fri.; Sprmkts. nightly; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Knollenberg's, JCPenney; Sears; Montgomery Ward; Elder-Beerman.
Discount Stores-Target; Mr. Wiggs; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Rexall 2; Haag; Thrift; Vita Fair; Phillips; Revco.
Chain Supermarkets-Thornburgs Super Value; Kroger; National Tea (Standard); Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk 3; Warehouse Foods 2.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Nobil Shoe; Paul Harris; Hanover Shoe; Radio Shack; Golden Rule Fashions; Zales Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; House of Fabrics; 84 Lumber; Cashway Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e-mon to fri) 23,201; (m-sat) 23,695; (S) 28,245; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Coury, Adv. Dir., PALLADIUM-ITEM, 1175 North "A" St., Richmond, IN 47374; Tel.(317) 962-1575.
National Representative: Gannett Newspaper Advertising Sales.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2. County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Indiana Interstate Railway Co. (freight); Norfolk and Southern (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; Loc. Est. 5,206
County 80 Cen. 19,335; Loc. Est. 20,206
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; Loc. Est. 2,022
County 80 Cen. 7,203; Loc. Est. 7,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$109,699,785
Savings & Loan	1	$57,813,033

6 - PASSENGER AUTOS: County 9,850

7 - ELECTRIC METERS: Residence 2,530

8 - GAS METERS: Residence 1,747

9 - PRINCIPAL INDUSTRIES: Food, Metal Prod.; Dairy Prod.; Men's Clothing; Business Forms.
Principal Industrial Pay Days-Tues.; Fri.

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close-Thurs. afternoon.
Stores Open Evenings-Fri., some Sun.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; P.N. Hirsch.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's; Ribordy; SupeRx.
Chain Supermarkets-Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,739; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th Street, Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing center, 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: **Railroads** B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; Loc. Est. 6,036
CZ-ABC: (80) 6,613; (83) 5,800
RTZ-ABC: (80) 13,491; (83) 12,900
County 80 Cen. 19,604; Loc. Est. 19,714
City & RTZ-ABC: (80) 19,604, (83) 18,700

4 - HOUSEHOLDS:
City 80 Cen. 2,232; Loc. Est. 2,286
County 80 Cen. 6,641; Loc. Est. 6,976
CZ-ABC: (80) 2,232; (83) 2,200
RTZ-ABC: (80) 4,409; (83) 4,400
City & RTZ-ABC: (80) 6,641; (83) 6,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,369 (1981)

7 - ELECTRIC METERS: Residence 2,464

8 - GAS METERS: Residence 2,417

9 - PRINCIPAL INDUSTRIES: Furniture; Piston Rings; Air Conditioning 1,200 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 50-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Department Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch; Miner's.
Drug Stores-Hook's; Revco; Rushville Phcy.
Variety Stores-3-D; Dollar General.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 4,034; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William B. Trimble, III, Pub., REPUBLICAN, 219 N. Perkins St., PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: None.

SEYMOUR

1 - LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; Loc. Est. 15,100
CZ-ABC: (80) 15,050; (83) 15,100
RTZ-ABC: (80) 24,550; (83) 24,400
County 80 Cen. 36,523; Loc. Est. 36,488
City & RTZ-ABC: (80) 39,600; (83) 39,500

4 - HOUSEHOLDS:
City 80 Cen. 5,665; Loc. Est. 5,900
County 80 Cen. 12,995; Loc. Est. 13,573
CZ-ABC: (80) 5,665; (83) 5,900
RTZ-ABC: (80) 8,251; (83) 8,500
City & RTZ-ABC: (80) 13,916; (83) 14,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$122,655,767
Savings & Loan	2	$361,749,174

6 - PASSENGER AUTOS: County 19,661

7 - ELECTRIC METERS: 5,664

8 - GAS METERS: Residence 4,833

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner Plz.(3)	NA	Taylor Drug
Jackson Park(24)	NA	JCPenney
West Towne Plz.(7)	NA	IGA, Revco
Westwind(3)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.; Center open nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Danner's 3-D; K mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's; Taylor; Revco.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Montgomery Ward (catalog); Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop.

14 - NEWSPAPERS: TRIBUNE (e) 9,595; Mar. 31, 1983 ABC.
Local Contact for Advertising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; Loc. Est. 14,558
MSA 80 Cen. 1,166,929; Loc. Est. 1,175,[illegible]7
County 80 Cen. 39,887; Loc. Est. 39,604

4 - HOUSEHOLDS:
City 80 Cen. 5,639; Loc. Est. 5,610
County 80 Cen. 13,823; Loc. Est. 14,322
MSA 80 Cen. 418,536; Loc. Est. 440,848

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$252,980,268
Savings & Loan	2	$47,237,722

6 - PASSENGER AUTOS: County 23,292

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150. Avg. Wkly. Wage, $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(23)	NA	JCPenney, K mart, Gloria Marshall
Target(16)	NA	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Target; K mart.
Variety Stores-G.C. Murphy; Danner's.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Standard; Kroger; Thriftmart; Allied Grocers; Ranch; Thomas.
Other Chain Stores-Diana; PPG; Sherwin-Williams; Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast to Coast; Guarantee Auto.

14 - NEWSPAPERS: NEWS (e) 11,146; publisher's guarantee Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Industrial, wholesale and educational center. NW part of state, 4 mi. S of Michigan state line; 86 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2 - TRANSPORTATION: **Railroads**-Passenger-Amtrak; Chicago South Shore/South Bend Electric Road. Freight-Conrail; Chessie System; Grand Trunk Western/Canadian National; Norfolk & Western; New Jersey, Indiana & Illinois.
Motor Freight Carriers-48.
Intercity Bus Lines-Indian Trails; South Bend Public Transportation Corp; Greyhound; Indiana Motor Bus; Cardinal.
Airlines-United; Air Wisconsin; Britt Airways; Midstate Airline; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; Loc. Est. 147,083
South Bend 80 Cen. 109,727; Loc. Est. 104,933
Mishawaka 80 Cen. 40,224; Loc. Est. 42,150
CZ-ABC: (80) 222,598; (83) 213,900
RTZ-ABC: (80) 387,957; (83) 384,600
County 80 Cen. 241,617; Loc. Est. 242,022
MSA 80 Cen. 241,617; Loc. Est. 242,022
City & RTZ-ABC: (80) 215,414; (83) 219,100

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378; Loc. Est. 60,449
South Bend 80 Cen. 48,082; Loc. Est. 42,476
Mishawaka 80 Cen. 16,296; Loc. Est. 17,973
County 80 Cen. 86,204; Loc. Est. 90,297
MSA 80 Cen. 86,204; Loc. Est. 90,297
CZ-ABC: (80) 81,440; (83) 81,200
RTZ-ABC: (80) 133,974; (83) 137,900
City & RTZ-ABC: (80) 215,444; (83) 219,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 128,011 (1981)

7 - ELECTRIC METERS: South Bend 79,000

8 - GAS METERS: South Bend 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph and Marshall Counties)-Industry, Number of Wage Earners; Total Mfg. 34,700; Transportation Equip. 9,600; Machinery ex. Electrical 8,500; Elec. Machy. 2,200; Primary Metals 1,500; Nondurable Goods 8,400; Non-manufacturing 81,600.

10 - CLIMATE: Avg. Temp.-Summer 71; Winter 31. Normal annual precipitation 35.7 inches. Normal annual snowfall, 68.5 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-South Bend: 9 blocks on Michigan St.; 8 on Main; 7 on Lafayette Blvd.; 2 on LaSalle and 3 on Colfax Ave.; 3 on Washington; 4 on Jefferson; 3 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Village(27)	NA	Walgreen
Scottsdale(110)	NA	L.S. Ayres, Target, Montgomery Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson

Neighborhood Shopping Centers-100 Center, Lincolnway W. at Center St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Square, Logan and McKinley, South Bend; Hartman Plaza, Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plaza, Ireland & Ironwood Rds; LaSalle Square, Bendix Dr. & Ardmore; College Square, Logan & McKinley, Mishawaka; University Center, Grape at Rte. 23, Mishawaka; University Commons, Rte. 23 & Cleveland, South Bend.
Store Hours-South Bend, Downtown daily 10-6, Thursday 10-9, closed Sundays; Mishawaka, open Fri. evgs.; Some Tues. evgs.; Self-Service Dept. Stores in Shopping Centers open to 10 p.m. daily & varying hours Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. thru Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Robertson's; Sears; L.S. Ayre's 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 3; Target.
Variety Stores-McLellan; Ben Franklin 2.
Chain Drug Stores-Hook's 6; Osco 4; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Ribordy.
Chain Supermarkets-Kroger 7; Certified 9; Central Food Stores 4; IGA 5; W.W. Will 3; Martin's 7; Park N' Shop 2; Cira's 3.
Other Chain Stores-Clothing: Richman Bros., Scot Ladd 6, Gilbert's, Redwood & Ross, Women's Apparel: Lerner's, Lane Bryant, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, The Village Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 102,414; (S) 123,333; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 223 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 43, 46, 67.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-2.
Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.
Intercity Bus Lines-Indianapolis & Vincennes.

3 - POPULATION:
City 80 Cen. 2,732; Loc. Est. 2,693
County 80 Cen. 15,840; Loc. Est. 16,268

4 - HOUSEHOLDS:
City 80 Cen. 1,122; Loc. Est. 1,000
County 80 Cen. 5,631; Loc. Est. 6,045

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$60,214,079
Savings & Loan	1	$13,785,252

6 - PASSENGER AUTOS: County 7,187 (1981)

7 - ELECTRIC METERS: Residence 1,380

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Insulative Moldings; Agricultural & Building Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equipment; Chemical Toilets; Surgical Supplies; TV Cable Converter Service.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Public Sq. and one block each way.
Principal Shopping Days-Thurs., Fri.

Stores Close-Wed. afternoons.
Stores Open Evenings-Furniture Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Variety Stores-Tresslar's; Money's Variety.
Chain Drug Stores-Rexall; Spartan.
Chain Supermarkets-IGA; Red & White; Shur-Fine.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,703; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County. E&P Map B-4, County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774; Loc. Est. 4,813
County 80 Cen. 21,107; Loc. Est. 21,581

4 - HOUSEHOLDS:
City 80 Cen. 1,985; Loc. Est. 2,122
County 80 Cen. 7,948; Loc. Est. 8,517

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 9,968 (1981)

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Rubber 290.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Center for County.
Stores Close: Thu. aft., open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Roots; Tindall's.
Variety Stores-Index Notion; Tindall's.
Chain Drug Stores-Rexall; Hooks.
Chain Supermarkets-Baesler's; Super Valu; Red & White; Shurway; Key Market.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,000; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bernice Cummings, Adv. Dept., TIMES, 115 W. Jackson Ave., PO Box 548, Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4, County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight).
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir; Britt.

ILLINOIS
EDGAR CO.
Dana
INDIANA
PARKE CO.
Montezuma
Rockville
Clinton
Paris
COLES CO.
Kansas
Ashmore
Charleston
Terre Haute
Brazil
Seelyville
Marshall
Martinsville
Prairieton
VIGO CO.
Casey
CUMBERLAND CO.
CLARK CO.
Shelburn
CLAY CO.
Sullivan
Jasonville
Robinson
SULLIVAN CO.
GREENE CO.
CRAWFORD CO.

Terre Haute Star-Tribune
Star (m) 20,796
Tribune (e) 15,389
Tribune-Star (S) 37,629
ABC 3 / 31 / 83

3 - POPULATION:
Corp. City 80 Cen. 61,125; Loc. Est. 58,209
CZ-ABC: (80) 69,315; (83) 64,600
RTZ-ABC: (80) 193,562; (83) 194,100
County 80 Cen. 112,385; Loc. Est. 112,210
MSA 80 Cen. 137,067; Loc. Est. 137,385
City & RTZ-ABC: (80) 262,877; (83) 258,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; Loc. Est. 22,965
CZ-ABC: (80) 26,059; (83) 25,200
RTZ-ABC: (80) 70,115; (83) 73,100
County 80 Cen. 40,278; Loc. Est. 42,072
MSA 80 Cen. 49,510; Loc. Est. 51,879
City & RTZ-ABC: (80) 96,174; (83) 98,300

5 - BANKS	NUMBER	DEPOSITS
Saving	1	$66,478,331
Savings & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 54,747 (1981)

7 - ELECTRIC METERS: Residence 34,655

8 - GAS METERS: Residence 27,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prod. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Points	2	Super Valu, Hooks
Meadows	2	Woolworth, Kroger
Southland	3	K mart, IGA
North Plaza	3	Hills, No Frills, Kroger
K mart Plaza	2	IGA
East Wabash	2	Hook's, No Frills
Honey Creek Sq.	4	Sears, Roots, Osco Drug, G.C. Murphy, Meis, Great Scot, JCPenney
S. 3rd St.	NA	K mart, Mont. Ward
Riverside Plaza	4	Hills
Towne So. Plaza	5	Service Mdse., Kroger, Sav-On, Cloth World

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Roots; Meis Bros.; Brown Shoe Co.; Montgomery Ward; Schultz; Sears; JCPenney.
Variety Stores-Woolworth; Danner's; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco; Haag's 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; A&P; No Frills 4; Super Valu; Great Scot 2; Bi-Rite.
Other Chain Stores-Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies readywear); Nobil's Shoes; Darlene Shoe; Levitt Millinery; Singer Co.; Hill Shoes; Barker's (ladies' shoes); General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Bressler Ice Cream; Hallmark Cards; Radio Shack; Cloth World.

14 - NEWSPAPERS: STAR (m) 20,796; TRIBUNE (e) 15,389; TRIBUNE-STAR (S) 37,629; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: K.D. Wilson, Adv. Dir., TRIBUNE & STAR, 721 Wabash Ave., Terre Haute, IN 47808; Tel. (812) 232-0581.
National Representative: Landon Associates.

TIPTON

1 - LOCATION: Tipton County (In Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; Loc. Est. 4,873
County 80 Cen. 16,819; Loc. Est. 16,632
MSA 80 Cen. 103,715; Loc. Est. 102,475

4 - HOUSEHOLDS:
City 80 Cen. 1,934; Loc. Est. 1,944
County 80 Cen. 5,993; Loc. Est. 6,162
MSA 80 Cen. 37,043; Loc. Est. 38,235

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,077

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Auto Piston Rings; Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Friday; Food, Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Danner Bros.; Val-U Center.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; McGraw's.
Other Chain Stores-Adlers Style Shop; J.P. Falvey.

14 - NEWSPAPERS: TRIBUNE (e) 3,550, sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Ret. Adv. Mgr., TRIBUNE, PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; Loc. Est. 21,211
PMSA 80 Cen. 642,781; Loc. Est. 641,268
County 80 Cen. 119,816; Loc. Est. 121,380
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; Loc. Est. 7,413
County 80 Cen. 39,146; Loc. Est. 41,648
PMSA 80 Cen. 214,244; Loc. Est. 223,701

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$400,000,000
Savings & Loan	2	$600,000,000

6 - PASSENGER AUTOS: County 67,140

7 - ELECTRIC METERS: 10,307; County 43,292

8 - GAS METERS: 8,414; County 37,886

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Electrical Specialties; Novelty Aprons; Food Proc. Machy.; Extruded Aluminum Prod.; Bearing Screws; Fiberglass Tanks; Can Manufacturing; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Lowenstine's; JCPenney; Fetla's; Miller's Mart; K mart; Montgomery Ward.
Variety Stores-Harvey's; Danner's 3-D.
Chain Drug Stores-Sievers (Rexall); Gil's; Ribordy 2; Hook 3; Medicine Shoppe; Walgreen 2.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Foodliner; County Market.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC Store; Fayva; Paul Harris; Minn Fabrics; Ace Hardware 2.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to fri; m-sat) 13,074; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, PO Box 551, Valparaiso, IN 46383; Tel. (219) 462-5151.
National Representative: Landon Associates.

VINCENNES

1 - LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150; Indiana 61 and 67.

2 - TRANSPORTATION: Railroads-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp. City 80 Cen. 20,857; Loc. Est. 21,167
CZ-ABC: (80) 24,617; (83) 23,800
RTZ-ABC: (80) 50,806; (83) 50,500
County 80 Cen. 41,838; Loc. Est. 41,901
City & RTZ-ABC: (80) 75,423; (83) 74,300

4 - HOUSEHOLDS:
City 80 Cen. 7,768; Loc. Est. 8,126
County 80 Cen. 15,481; Loc. Est. 16,236
CZ-ABC: (80) 9,053; (83) 9,100
RTZ-ABC: (80) 19,098; (83) 19,500
City & RTZ-ABC: (80) 28,151; (83) 28,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 21,173 (1981)

7 - ELECTRIC METERS: Residence 11,590

8 - GAS METERS: Residence 9,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Batteries 410 ($300); Paper Products 100 ($218); Glass Fabrication 275 ($210); Auto Seat Assembly 220

When you are looking for a market to test a new product or service, consider South Central Indiana and the Tribune-Star.

Test market the heartland.

The Terre Haute SMSA, located between Chicago, Evansville, Indianapolis and St. Louis, is home to a cross section of middle America in terms of geography and demographics:

★ **Population 176,583**
★ **Men 48%, Women 52%**
★ **Median age: 30.6**
★ **Average family size: 3.16**
★ **Occupations: 53.3% Blue collar, 46.7% White collar**
★ **Median family income: $20,683**
★ **Retail sales in 1980: $950+million**
(Omni-Dataline market study, 1983)

So, if you are interested in reaching a slice of middle America with one efficient buy, remember the Terre Haute SMSA and the newspaper that serves it, the Tribune-Star.

Terre Haute
Tribune-Star
Serving America's Heartland

($240); Steel Fabrication 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner's Plaza	NA	Danner's
K mart Plaza	NA	K mart, Kroger's
Vincennes Plz.(16)	NA	JCPenney, Walgreen

Principal Shopping Days-Sun., Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gimbel (Gamble-Skogmo); JCPenney; Hills; Walgreen's; Central Hardware.
Variety Stores-Tresslar's.
Discount Stores-Danner's 3D; K mart.
Chain Supermarkets-Kroger; IGA; Standard; Harold's; Buehler's.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,770; (S) 15,880; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Nat'l. Adv. Mgr., SUN-COMMERICIAL, 702 Main St., PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center on Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 and 13.

2 - TRANSPORTATION: Railroads-Norfolk & Western (passenger & freight); Conrail.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,985; Loc. Est. 12,722
CZ-ABC: (80) 12,985; (83) 12,500
RTZ-ABC: (80) 23,655; (83) 23,300
County 80 Cen. 36,640; Loc. Est. 36,689
City & RTZ-ABC: (80) 36,640; (83) 35,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; Loc. Est. 4,874
CZ-ABC: (80) 4,799; (83) 4,800
RTZ-ABC: (80) 7,787; (83) 8,000
County 80 Cen. 12,586; Loc. Est. 13,153
City & RTZ-ABC: (80) 12,586; (83) 12,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$200,000,000
Savings & Loan	2	$51,000,000

6 - PASSENGER AUTOS: County 18,098

7 - ELECTRIC METERS: County 14,427

8 - GAS METERS: County 7,785

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber 375 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15. Last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Village Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thurs., Fri. Sat.; Food stores-Thurs., Fri., Sat.
Stores Close-40% Wed. afternoon.
Stores Open Evenings-All stores Mon.; Food, Hardware, Drug, Variety and Department-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart.
Variety Stores-Danner.
Chain Drug Stores-Gachenheimer 4; Hook's.
Chain Supermarkets-Kroger; Marsh; Clark's; Finer Food 3.
Other Chain Stores-Resneck's; Val-U; Leath (Furn.); Moore's; Smith-Alsop; Ream-Steckbeck (Paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,320; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rex Lutz, Adv. Dir., PLAIN DEALER, 123 W. Canal St., Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Landon Associates.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map C-2, County Seat. Agriculture, manufacturing, and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; Loc. Est. 11,184
CZ-ABC: (80) 20,447; (83) 20,900
RTZ-ABC: (80) 70,064; (83) 71,100
County 80 Cen. 59,555; Loc. Est. 60,389
City & RTZ-ABC: (80) 90,511; (83) 92,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; Loc. Est. 3,310
County 80 Cen. 20,863; Loc. Est. 22,116
CZ-ABC: (80) 7,063; (83) 7,500
RTZ-ABC: (80) 24,545; (83) 25,800
City & RTZ-ABC: (80) 31,608; (83) 33,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$220,000,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: County 31,308 (1981)

7 - ELECTRIC METERS: Residence 13,456

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing (incl. food & kindred prods.) 7,500 ($350); Furn. & Fixtures; Printing & Pub.; Chemicals & Allied Prod.; Rubber & Plastics Prod.; Stone, Clay, & Glass Prod.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prod.; Machinery; Trans. Equip.; Orthopedic Instruments & Related Prod.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($200); Fin., Ins. & Real Estate 362 ($250); Services 1,000 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and Main Sts.
Neighborhood Shopping Centers-E. Center; E. Market; So. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plaza	NA	Danner's
Lakes Village(20)	NA	K mart, Hook's
Lakeview(18)	NA	Kenny's Mkt., W&W Shoes
Lowery(7)	NA	Marsh Foodliner

13 - RETAIL OUTLETS: Variety Stores-Schultz; Harvey's; W.R. Thomas.
Discount Stores-Wonder; Clinton; Big T; 3D; K mart.
Chain Drug Stores-Hook's; Walter's; Thorburg; Brennan's; Rexall; Walgreen.
Chain Supermarkets-Kroger; Marsh; Burger's; Owen's.
Other Chain Stores-Guarantee Auto; Western Auto; Firestone; Glover's; Sears; Kimm Paints; Gamble; Montgomery Ward (catalog); Ream-Steckbeck; Ace; Goodyear; Faley's; P.N. Hirsch; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney (catalog).

14 - NEWSPAPERS: TIMES-UNION (e) 12,057; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) between Cincinnati and St. Louis; 90 mi. NW of Louisville, KY; 100 mi S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; Loc. Est. 11,148
CZ-ABC: (80) 11,325; (83) 11,000
RTZ-ABC: (80) 39,937; (83) 39,300
County 80 Cen. 27,836; Loc. Est. 27,887
City & RTZ-ABC: (80) 51,262; (83) 50,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; Loc. Est. 4,701
County 80 Cen. 9,878; Loc. Est. 10,320
CZ-ABC: (80) 4,552; (83) 4,600
RTZ-ABC: (80) 13,831; (83) 14,200
City & RTZ-ABC: (80) 18,383; (83) 18,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$164,415,000
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 12,716

7 - ELECTRIC METERS: Residence 7,276

8 - GAS METERS: 4,503

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rail Repair 216 ($300); Ball Bearings 110 ($320); Food Processing 400 ($210); Tokheim Corp. 50 ($220); B&O RR 200 ($400); Mining 425 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Van Trees; 4 on South St.; East 50 Shopping center; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	0	Jay-C, Williams Rexall, Allison Elec.
3-D Plaza(14)	1	Danner's, Cato, Sycamore, Lee's, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Variety Stores-G.C. Murphy; Yeager Hardware; Danner's; Dollar General; Lord's Hardware; Greenwood's.
Discount Stores-Danner's 3-D; K mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's; Sav-A-Lot.
Other Chain Stores-Larkin's; Paris Style; MBA Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,986; Mar. 31, 1983 ABC.
Local Contact for Advertising Data: Lars Purdue, TIMES-HERALD, 102 E. Van Trees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Landon Associates.

WEST LAFAYETTE

See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; Loc. Est. 11,018
Winchester, IN 80 Cen. 5,659; Loc. Est. 5,609
Union City, OH 80 Cen. 1,716; Loc. Est. 1,609
Union City, IN 80 Cen. 3,908; Loc. Est. 3,800
Counties 80 Cen. 85,093; Loc. Est. 84,640
Randolph, IN 80 Cen. 29,997; Loc. Est. 29,814
Darke, OH 80 Cen. 55,096; Loc. Est. 54,826

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; Loc. Est. 4,446
Winchester, IN 80 Cen. 2,213; Loc. Est. 2,276
Union City, OH 80 Cen. 654; Loc. Est. 650
Union City, IN 80 Cen. 1,490; Loc. Est. 1,520
Counties 80 Cen. 29,573; Loc. Est. 31,711
Randolph Co., IN 80 Cen. 10,709; Loc. Est. 11,113
Darke Co., OH 80 Cen. 18,864; Loc. Est. 19,958

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 14,657; Darke, OH 31,403.

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Body Co. 650; Furniture 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri., Many daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Boston Store 2.
Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-G.C. Murphy; Ben Franklin; True Value Hardware; Shienglers.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Trout[illegible]'s.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 4,928; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Greg Howell, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, Neb.-Iowa-Douglas, Sarpy and Washington Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	233	222	225
5-14 Years	574	443	449
15-24 Years	478	549	566
25-44 Years	612	752	762
45-64 Years	579	560	567
65 and Over	349	387	392
TOTAL	2,825	2,913	2,951

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdw.	398	800	1,003
General Mdse	749	1,164	1,528
Food	1,234	1,969	2,915
Automobiles	1,231	2,231	2,864
Gasoline Stations	593	954	1,564
Apparel	272	408	542
Furniture	266	450	600
Eat-Drink Places	450	806	1,388
Drugs	192	275	415
TOTAL SALES	5,876	9,833	13,978

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; Loc. Est. 46,255
CZ-ABC: (80) 45,775; (83) 46,400
RTZ-ABC: (80) 29,401; (83) 29,400
County 80 Cen. 72,326; Loc. Est. 72,947
City & RTZ-ABC: (80) 75,176; (83) 75,800

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; Loc. Est. 14,703
County 80 Cen. 23,665; Loc. Est. 24,924
CZ-ABC: (80) 14,015; (83) 14,700
RTZ-ABC: (80) 10,703; (83) 11,200
City & RTZ-ABC: (80) 24,718; (83) 25,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$219,457,478
Savings & Loan	4	$1,050,607,616

6 - PASSENGER AUTOS: County 43,950

7 - ELECTRIC METERS: Residence 13,356

8 - GAS METERS: Residence 13,708

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners -State Univ. 7,500; Iowa DOT HQ 500; Sport Clothing 120; Grain Equipment 10; Transportation Center/Abrasives Manf. 550; Equipment Manf. 400; Chemicals 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on 5th; 3 on Kellogg.
Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way, 4 miles W; Save U More Center, South Duff, 1 1/2S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz (9)	0	Target, TG&Y, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears
Campustown	3	
West Ames	4	K mart, HyVee, Drugtown

Principal Shopping Days-Sat., Sun. & Thurs.
Stores Open Evenings-Dept.-Mon. thru Fri.; Food-every evening; Campustown-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sears; TG&Y; Target; K mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth's; Fastco Drug; A.J. August; Musicland; Baskin Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; Zale's.

14 - NEWSPAPERS: TRIBUNE (e) 9,818; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Verle H. Burgason, Adv. Dir., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representative: Iowa Newspaper Association.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago.

2 - TRANSPORTATION:
Motor Freight Carriers-6.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; Loc. Est. 7,739
County 80 Cen. 16,932; Loc. Est. 16,824

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,234
County 80 Cen. 6,524; Loc. Est. 6,775

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$34,800,000
Commercial	2	$126,287,000

6 - PASSENGER AUTOS: County 10,526

7 - ELECTRIC METERS: Residence 3,150

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Feed Mfg., 285 ($230); Steel Bldg., 260 ($200); Street & Road Const., 175 ($200); Engine Bearings, 235 ($275).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 29-98; Fall 14-92; Winter 27-65. First killing frost, Oct. 21. Last killing frost, Apr. 19

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers- East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thurs.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Spurgeon's; Connors'.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Wheeler's; Cappel Impl.; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Montgomery Ward; Davis Paint; Bair's Firestone; Goodyear; Singer Co.; Fullerton Lumber; Seifert's; Tober's; Sears (catalog); Gamble's; Western Auto; Payless; Cashway Lumber.

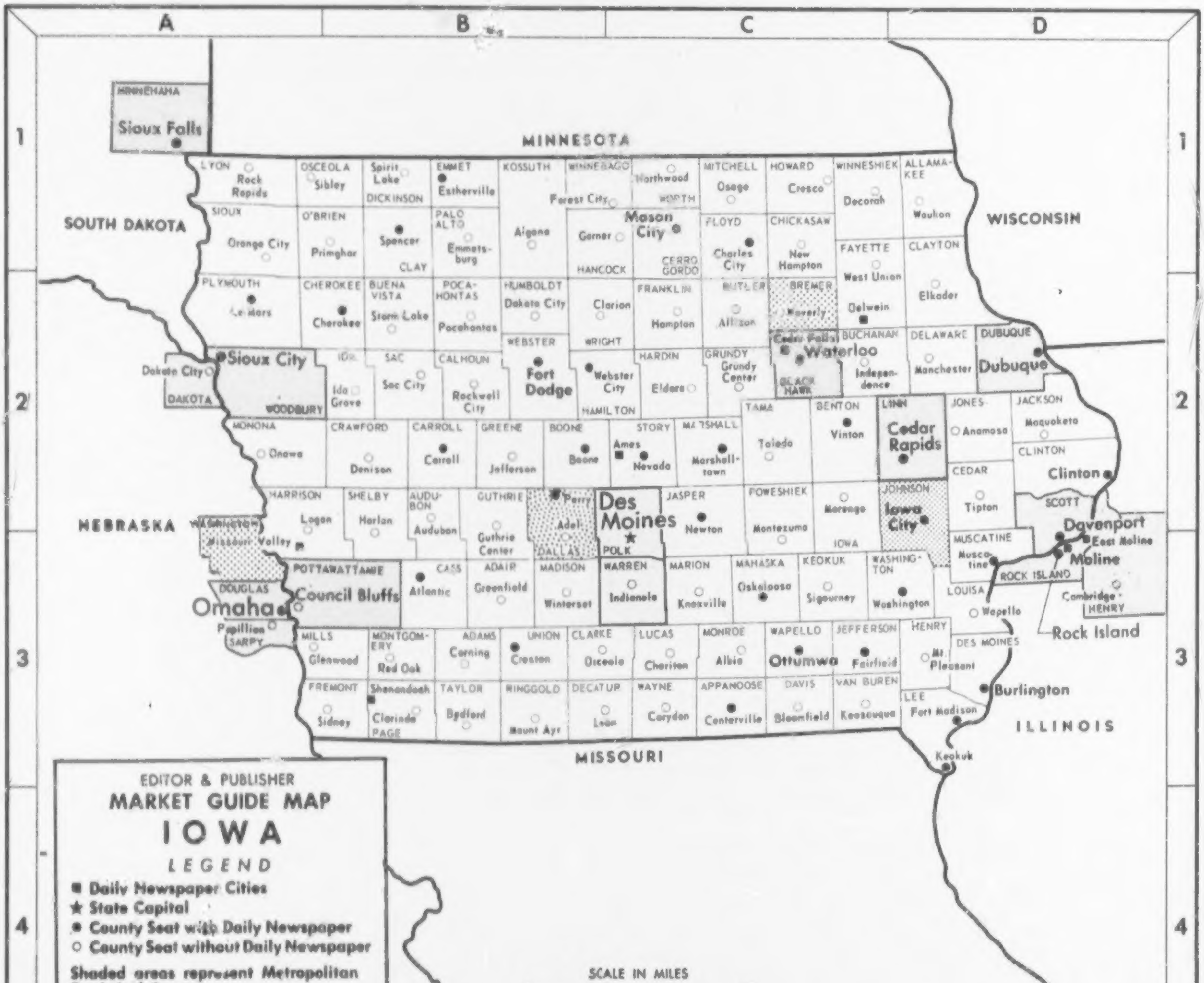
14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 7,833; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: Robert Bredensteiner, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.


A
B
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D
1
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MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
Sioux Falls
Sioux City
Council Bluffs
Omaha
Fort Dodge
Mason City
Waterloo
Cedar Rapids
Dubuque
Iowa City
Des Moines
Davenport
Moline
Rock Island
Clinton
Ottumwa
Burlington
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
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3 - POPULATION:
Corp. City 80 Cen. 12,602; Loc. Est. 12,793
County 80 Cen. 26,184; Loc. Est. 26,362
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; Loc. Est. 5,280
County 80 Cen. 9,731; Loc. Est. 10,275

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$94,678,076
Commercial	2	$99,839,156

6 - PASSENGER AUTOS: County 29,572 (all vehicles)

7 - ELECTRIC METERS: Residence 5,298

8 - GAS METERS: Residence 4,602

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Osco; Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Tradehome Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,846; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Walt Handy, Gen. Mgr., NEWS-REPUBLICAN, PO Box 100, Boone, IA 50036, Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area; manufacturing & wholesale center, 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Rock Island.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental.
Airlines-Ozark; Mississippi Valley Airline; Britt; Air Illinois.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; Loc. Est. 28,721
CZ-ABC: (80) 32,900; (83) 31,200
RTZ-ABC: (80) 113,126; (83) 111,900
County 80 Cen. 46,203; Loc. Est. 46,259
City & RTZ-ABC: (80) 146,026; (83) 143,100

4 - HOUSEHOLDS:
City 80 Cen. 11,325; Loc. Est. 11,503
County 80 Cen. 17,350; Loc. Est. 18,168
CZ-ABC: (80) 12,734; (83) 12,600
RTZ-ABC: (80) 40,722; (83) 41,700
City & RTZ-ABC: (80) 53,456; (83) 54,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$177,649,874
Commercial	4	$237,391,745

6 - PASSENGER AUTOS: County (All vehicles) 47,611

7 - ELECTRIC METERS: Residence 17,075

8 - GAS METERS: Residence 15,998

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Ordnance 1,469; Electrical 2,190; Food Products 350; Heavy Machy. 2,140; Furniture 500; Retail Trade 3,990; Wholesale Trade 860.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline; moderately hard avg. 10 grains; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd and 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairway(33)	3	Mont. Ward, Younker's
K mart Plaza(7)	3	K mart
Westland Mall(64)	6	JC Penney, Younkers, Woolworth's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Montgomery Ward; J.C. Penney; J.S. Schramn; Jack's; Younkers; K mart.
Variety Stores-Woolworth.
Discount Stores-Jack's; K mart; Woolworth's.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.
Other Chain Stores-Kinney's (shoes); Brown Shoe; Firestone; Goodyear; Singer Ctr.; Smith; Alsop; Coast to Coast; Payless; Schiff Shoes; Fanny Farmer; Kirlins; Nobil's Shoes; Radio Shack; B 5; Chumleys Rest; So-Fro Fabrics; Lord's Jewelers; Zales Jewelers; The Land of Oz; General Nutrition.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 19,076; (S) 20,730; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; Loc. Est. 10,162
County 80 Cen. 22,951; Loc. Est. 23,190

4 - HOUSEHOLDS:
City 80 Cen. 3,398; Loc. Est. 3,654
County 80 Cen. 7,869; Loc. Est. 8,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$90,473,000
Savings & Loan	2	$77,439,000

6 - PASSENGER AUTOS: County 23,842

7 - ELECTRIC METERS: Residence 3,685

8 - GAS METERS: Residence 3,535

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Hospital 235 ($225); Trucking 180 ($325); Elect control Mfg. 630 ($270); Ham Canning Facility 165 ($325); Window Mfg. ($250).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Semett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Rupiper 4; Star; IGA.
Other Chain Stores-Coast-to-Coast; Western Auto; Star Walgreen Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Firestone; Montgomery Ward(catalog); Sears(catalog); Beno's; Tradehome Shoe, Brass Buckle.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 7,265; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Assn.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (In Cedar Rapids MSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N. On U.S. Hwys. I-380, 30, 151, 218; State Hwys. 11, 13, 64, 149, 150, 84.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Missouri Transit; Iowa Coaches; Continental Trailways.
Airlines-United; Ozark; Mississippi Valley; Mid-state; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; Loc. Est. 132,655
Cedar Rapids 80 Cen. 110,243; Loc. Est. 110,240
Marion 80 Cen. 19,474; Loc. Est. 22,415
CZ-ABC: (80) 147,979; (83) 145,300
RTZ-ABC: (80) 240,065; (83) 237,900
County/MSA 80 Cen. 169,775; Loc. Est. 169,775
City & RTZ-ABC: (80) 388,044; (83) 383,200

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; Loc. Est. 51,191
Cedar Rapids 80 Cen. 41,662; Loc. Est. 43,541
Marion 80 Cen. 6,863; Loc. Est. 7,650
CZ-ABC: (80) 55,417; (83) 56,500
RTZ-ABC: (80) 85,069; (83) 87,600
County/MSA 80 Cen. 61,770; Loc. Est. 64,778
City & RTZ-ABC: (80) 140,486; (83) 144,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$478,192,000
Commercial	7	$728,910,000

6 - PASSENGER AUTOS: County 125,600 (all vehicles)

7 - ELECTRIC METERS: Residence 53,032

8 - GAS METERS: Residence 48,253

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Durable Goods 14,300 ($379); Fabric, Metal 1,100 ($390); Machinery 12,300 ($378); Transportation 1,600 (NA); Non-Durable 7,000 ($457); Food 5,300 ($487); Manufacturing 21,300 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 36-103; Fall 0-99; Winter 25-55. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd. 4th and 5th Sts., East.
Shopping Centers (No. of Stores) First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country (40)	2	Ardan
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
16th Ave.(20)	1	
Vernon(9)	2	Eagle
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Montgomery Ward, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown Mon. & Thurs. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Killian's; Younker's; Armstrong's; Martin's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen & Harned Von Maur.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Eagle 4; Me Too 5; Super Valu 3; Warehouse Mkt.; HyVee 7; Econo Foods.
Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Wolf's, Young Fashions, Brook's, Neumode Hosiery, Sears; Paint: Standard Glass & Paint, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Mary Lester Fabrics, Northwest Fabrics, So Fro Fabrics, Fabs.

14 - NEWSPAPERS: GAZETTE (m) 70,878; (S) 79,749; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jon Kemmerer, Nat'l. Adv. Dept., GAZETTE, 500-3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8206.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 60.

2 - TRANSPORTATION: Railroads-CRI&P; CB&O.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; Loc. Est. 6,414
County 80 Cen. 15,511; Loc. Est. 15,334

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4 - HOUSEHOLDS:
City 80 Cen. 2,708; Loc. Est. 2,679
County 80 Cen. 6,011; Loc. Est. 6,164

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 16,223 (all vehicles)

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Utility Hd. 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Comstock, HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Matco.
Chain Drug Stores-City Drug; Walgreen; Owl Rexall.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Coast-to-Coast; Gamble's; Western Auto; Brown Shoe-Fit; Sears (catalog); Montgomery Ward(catalog).

14 - NEWSPAPERS: IOWEGIAN & CITIZEN (m-mon to fri) 4,499; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Roger Bryant, Pub., IOWEGIAN & CITIZEN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; Loc. Est. 8,470
County 80 Cen. 19,597; Loc. Est. 19,190
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,381
County 80 Cen. 7,084; Loc. Est. 7,274

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$146,450,000

6 - PASSENGER AUTOS: County 21,240 (all vehicles)

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Pdts. 402 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)	0	HyVee
Easter's SuperValu	0	Super Mkt.

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept.-Thu. & Mon.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Thomson's; Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medicine Chest; Family Pharmacy.
Chain Supermarkets-Easter's Super Valu; Fareway Stores; HyVee.
Other Chain Stores-Montgomery Ward (order store); Sears (order store); Brown's Shoe Fit Co.; Stevensons/Trade Home; Damons Too; Coach House; Roberts Villa; Hanson Tire; Dorfman Auto Supply; Sieg Co.; McGregor Furniture.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,769; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, 10[illegible] Main, Charles City, IA 50616; Tel. (515) [illegible]-3211.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp City 80 Cen. 7,004; Loc. Est. 7,038
County, 80 Cen. 16,238; Loc. Est. 16,169

4 - HOUSEHOLDS:
City 80 Cen. 2,689; Loc. Est. 2,785
County 80 Cen. 5,999; Loc. Est. 6,241

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$76,755,000
Savings & Loan	2	$312,900,000

6 - PASSENGER AUTOS: County 18,535 (all vehicles)

7 - ELECTRIC METERS: Residence 2,631

8 - GAS METERS: Residence 2,253

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8. Last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, disc.); Southside Shopping Center (7 stores-grocery, disc.).
Principal Shopping Days-Wed., Thurs., Fri.
Stores Open Evenings-Thurs., Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hawley Allison; Spurgeon's; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co; Payless.

14 - NEWSPAPERS: TIMES (m) 4,183, sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Gary Barnes, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing and agricultural center. Extreme E point in Iowa; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMSt P&P; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; River Trails Transit; Scenic Stage; Clinton Municipal Transit Authority.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 32,828; Loc. Est 31,705
CZ-ABC: (80) 32,828; (83) 31,400
RTZ-ABC: (80) 92,815; (83) 92,800
County 80 Cen. 57,122; Loc. Est. 56,512
City & RTZ-ABC: (80) 125,643; (83) 124,200

4 - HOUSEHOLDS:
City 80 Cen. 12,261; Loc. Est. 12,424
County 80 Cen. 20,345; Loc. Est. 21,057
CZ-ABC: (80) 12,261; (83) 12,200
RTZ-ABC: (80) 32,370; (83) 33,700
City & RTZ-ABC: (80) 44,631; (83) 45,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$115,767,131
Commercial	4	$194,722,000

6 - PASSENGER AUTOS: County 54,644 (all vehicles)

7 - ELECTRIC METERS: Residence 12,135

8 - GAS METERS: Residence 9,994

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Avg. Wkly. Wage)-Corn Processing 1,000 ($290); Cellophane and Clysar Mfg. 650 ($295); Railroading and Car Repair 615 ($300); Structural Steel 167 ($280); Steel Tubing and Parts 281 ($276); Ladies Garments 176 ($200); Paper Cartons and Labels 861 ($250); Chemical Products 495 ($310); Coupon Clearing 600 ($200); Wire Products 285 ($220); Plastic Pipe 323 ($280); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($240); Dressed and Canned Poultry 231 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Petersen, Harned Von Maur; Kline's; JCPenney; Montgomery Ward; Sears.
Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreen's; Osco.
Chain Supermarkets-Eagle Food Centers 3; Randall's Super Valu; Jewel Food; Kopp's 4; Aldi Foods.
Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 21,186; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Landon Associates.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE-IA MSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Chicago & Northwestern; Norfolk & Western; Missouri Pacific.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Frontier; Ozark; Northwest Orient; Air Midwest; Eastern; TWA; AAA Commuter; Mississippi Valley; Republic; Midway; Texas International; Continental; Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 56,449; Loc. Est. 55,800
CZ-ABC: (80) 56,449; (83) 53,700
RTZ-ABC: (80) 72,305; (83) 71,600
County 80 Cen. 86,500; Loc. Est. 86,500
MSA 80 Cen. 585,907; Loc. Est. 594,205
City & RTZ-ABC: (80) 128,754; (83) 125,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; Loc. Est. 21,315
County 80 Cen. 30,781; Loc. Est. 31,500
MSA 80 Cen. 208,746; Loc. Est. 221,172
CZ-ABC: (80) 20,872; (83) 20,600
RTZ-ABC: (80) 24,891; (83) 25,500
City & RTZ-ABC: (80) 45,763; (83) 46,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$346,045,000
Savings & Loan	3	$168,027,793

6 - PASSENGER AUTOS: County 60,300 (incl. trucks)

7 - ELECTRIC METERS: Residence 20,432

8 - GAS METERS: Residence 20,101

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Transp. & Public Utilities 1,400; Mfg. 3,500; Finance, Insurance, Real Estate 1,000; Wholesale and Retail Trade 6,400; Government 4,800; Construction 400; Service 5,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Broadway between 1st & 7th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-13 stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz.(4)	1	JCPenney
Bluffs Northway (6)	2	Richman-Gordman's
Madison Mall(4)	2	Drugtown, Hy-Vee
Midlands Mall(57)	0	Brandeis, Philip's, Sears
Sherwood Plz.(8)	3	K mart, Nash Finch
Sundel Plaza (14)	1	Curtis Mathes, Needlewoman Fabrics

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept Mon. and Thu.; Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Richman-Gordman; Marcus; Sears; Brandeis; Philips.
Discount Stores-K mart.
Chain Drug Stores-Walgreen 2; Skaggs; Drug Town 2.
Chain Supermarkets-Hinky Dinky 2; Super Valu 2; Hy-Vee 2; Shavers.
Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney Shoes; So-Fro Fabrics; Zales Jewelry.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 19,282; (e-sat) 16,752; (S) 20,970; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Poynter, Adv. Dir., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.
National Representatives: Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County, E&P Map B-3, County Seat. Farm area in south central Iowa; livestock, dairying. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; Loc. Est. 8,437
County 80 Cen. 13,858; Loc. Est. 13,848

4 - HOUSEHOLDS:
City 80 Cen. 3,403; Loc. Est. 3,524
County 80 Cen. 5,314; Loc. Est. 5,554

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$89,000,000
Savings & Loan	1	$55,500,000

6 - PASSENGER AUTOS: County 15,090 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,222

8 - GAS METERS: Residence 2,945

9 - PRINCIPAL INDUSTRIES: Burlington Northern R.R. Shop and Operating Personnel; Light Machinery; Feed Mixing; Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Airplane Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days-Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-94; Winter 10-55. First killing frost, Oct. 10. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Shopping Centers every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon Merc.; Sernett.
Variety Stores-P.M. Place; Ben Franklin; K mart.
Discount Stores-Farm Home & Supply.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,713; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: O.L. Lesan, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (in Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small manufacturing. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-Davenport Rock Island; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage.
Airlines-United; Ozark; Mississippi Valley; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; Loc. Est. 129,982
  Davenport 80 Cen. 103,264; Loc. Est. 102,251
  Bettendorf 80 Cen. 27,381; Loc. Est. 27,731
CZ-ABC: (80) 294,266; (83) 293,600
Iowa CZ-ABC: (80) 131,252; (83) 130,400
Ill. CZ-ABC: (80) 163,014; (83) 163,200
RTZ-ABC: (80) 384,789; (83) 386,800
County 80 Cen. 160,022; Loc. Est. 162,063
MSA 80 Cen. 383,958; Loc. Est. 388,226
City & RTZ-ABC: (80) 679,055; (83) 680,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; Loc. Est. 49,446
  Davenport 80 Cen. 38,024; Loc. Est. 39,703
  Bettendorf 80 Cen. 9,333; Loc. Est. 9,743
County 80 Cen. 56,677; Loc. Est. 60,097
MSA 80 Cen. 138,256; Loc. Est. 146,393
CZ-ABC: (80) 108,126; (83) 111,800
Iowa CZ-ABC: (80) 47,583; (83) 48,900
Ill. CZ-ABC: (80) 60,543; (83) 62,900
RTZ-ABC: (80) 136,272; (83) 142,300
City & RTZ-ABC: (80) 244,398; (83) 254,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	37	$1,665,232,949
Savings & Loan	10	$1,378,636,841
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 146,441 (all vehicles)

7 - ELECTRIC METERS: Residence 114,049

8 - GAS METERS: Residence 112,901

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-(MSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling) Non-Manufacturing 87,750; Sector 25,500. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Village on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plaza.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in NW Davenport. Midtown Plz., Baudy & Locust; Village 27 units & Venture shopping area on N. 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plz.(15)	2	A&P, Walgreen
Northgate	4	Interstate Book Store, Strum, Geifman's
Spring Village	4	Eagles, Walgreen
Northpark(90)	3	JCPenney, Younker's, Montgomery Ward
Cumberland Sq.(30)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz.(6)	2	K mart
Old Town Mall(26)	3	Haag, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Target, Randall's
Westfair	4	Randall's

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food: Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon. & Fri. Super Mkts.-Every evg., Mon. thru Sun.
Stores Close-Mon. morning and Sat. evgs.
Stores Open Sundays-Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department Stores-McCabes; Younker's 3; Petersen Harned von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter.
Chain Drug Stores-Haag 14; Bond-Walgreen 9; Osco 3; Main at Locust Phcy.; Medicine Shoppe 3; Stewart 2; Revco 11.
Chain Supermarkets-Eagle 11; Randall's 6; Geifman's 8; Tri-City 3; Jewel 4; 7-Eleven 19; Aldi 4; Convenient 10; Food for Less; County Market.
Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Fannie May 4; Firestone 5; Thom McAn 2; Goodyear 5; Bakers; Kinney 5; Lober's; Western Auto 2; Fashion; Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3; Gliden; Interstate Bookstore 2; Richman Bros. 2; Wallpaper to Go; Arden's 2; Radio Shack 6.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 63,905; (S) 84,359; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808; Tel. (319) 383-2200.
National Representative: Branham/Newspaper Sales.

DES MOINES

1 - LOCATION: Polk County, (In Des Moines MSA) E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa Railroad.
Motor Freight Carriers-83.
Intercity Bus Lines-Trailways; Greyhound; Jefferson.
Airlines-United; Ozark; Frontier; Republic; TWA; American; Air Midwest; American Central.

3 - POPULATION:
Corp. City 80 Cen. 191,003; Loc. Est. 189,100
CZ-ABC: (80) 291,323; (83) 288,300
RTZ-ABC: (80) 901,252; (83) 881,500
MSA 80 Cen. 367,561; Loc. Est. 373,777
County 80 Cen. 303,170; Loc. Est. 306,900
City & RTZ-ABC: (80) 1,192,575; (83) 1,169,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249; Loc. Est. 76,300
County 80 Cen. 114,817; Loc. Est. 118,900
MSA 80 Cen. 137,018; Loc. Est. 144,794
CZ-ABC: (80) 110,855; (83) 113,700
RTZ-ABC: (80) 329,982; (83) 335,000
City & RTZ-ABC: (80) 440,837; (83) 448,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$2,466,814,000
Savings & Loan	9	$2,348,399,815

6 - PASSENGER AUTOS: County 292,429 (all vehicles)

7 - ELECTRIC METERS: 122,110

8 - GAS METERS: 93,314

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 20,500 ($422); Trans. 11,100 (N.A.); Food 2,700 ($426); Printing 5,800 ($428).
Principal Pay Days-Fri., Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring -1-86; Summer 45-98; Winter -22-68; Fall 11-87; First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-East 7th to West 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers-Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; University at University Ave. and 24th St.; Westview at 2400 86th St.; Valley Junction at Downtown West Des Moines; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42nd Sts.; McNeal at Merle Hay and Urbandale; Fairmont Plaza (E. 26 & Euclid); Westown (I-35 & 22nd WDM); Southgate (S.E. 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave., S.E. 14th & E. Army Post Rd.; Village Green (2nd & Grand, WDM); Indian Hills (35th & University Ave., WDM); Apple Valley (7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue WDM); Ellis Heights (I-80 & NE 14th St.); Ardan Plaza (4000 Merle Hay Rd.); Park Avenue at 9th St.; Hay Market Mall (4300 Merle Hay Rd.); Cedar Ridge (76th St. & Douglas Ave.); Village Square (5800 Merle Hay Rd.); McKinley Plaza (Fleur Dr. & McKinley Ave.); 7900 Hickman Road; Oliver (2300 Euclid Ave.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(23)	NA	Younker's
Merle Hay Mall(121)	NA	Montgomery Ward, Sears, Younker's
Park Fair(29)	NA	Woolworth
Sherwood Forest(22)	NA	Baker Cafeteria, Radio Shack
Southridge(101)	NA	Montgomery Ward, Sears, Younker's
Target(10)	NA	Target, Radio Shack
Uptown(18)	NA	Super Valu
Wakonda(22)	NA	Dahl's Mkt.
Valley West Mall(118)	NA	Brandeis, JCPenney

Principal Shopping Days-Department Stores-Mon., Fri. and Sat.; Food Stores-Fri. & Sat.
Stores Open Evenings-Downtown Mon. & Fri.; Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night till 9 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's 7; Brandeis, Sears 2; JCPenney 2; Montgomery Ward 2; Bond's of Beaverdale; Kleins; Petersen Harned VanMaur; Richman Gordman 3.
Discount Stores-K mart 5; Service Merchandise; Target 3; Half Price Store; Ardan's 2.;
Variety Stores-Kresge 2; Woolworth 2; Ben Franklin; Place's.
Chain Drug Stores-Walgreen 6; Drug Mart 6; The Medicine Store 7; Dahl's 9; Drug Town 3; Union Prescription Center 2.
Chain Supermarkets-HyVee 13; Super Valu 11; Hinky Dinky; Dahl's 9; Sav-U-More; Food 4 Less 3; Superamerica 2; Aldi's 3.
Other Chain Stores-Kwik Shop 14; Quik Trip 24; Git-N-Go 7; 7-Eleven 10; Casey's 13; Helzberg 3; Plubs 3; Ginsbergs; Joseph's 2; Zales 3; Radio Shack 7; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Country Cobbler 2; Fanfare 2; Florsheim 2; Gallenkamp 2; Kinney 5; Payless 3; Naturalizers 3; Roosevelt Bootery 4; Foreman & Clark 2; K-G Mens 2; County Seat 3; The Gap 3; Jeans West 3; Arnolds Stearns 2; Brooks 3; Casual Corner 3; The Limited 3; Maurices 3; Paul Harris 2; Seiferts 3; Firestone 7; Goodyear 3; Sherwin-Williams 3; Diamond Vogel.

14 - NEWSPAPERS: REGISTER (m) 240,060; (S) 378,294; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Edwards, Adv. Dir., REGISTER, PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8041.
National Representatives: Cresmer, Woodward O'Mara & Ormsbee.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from MinneapolisSt. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-American Central; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; Loc. Est. 64,086
  Dubuque, IA 80 Cen. 62,321; Loc. Est. 62,000
  E. Dubuque, IL 80 Cen. 2,194; Loc. Est. 2,086
CZ-ABC: (80) 64,515; (83) 62,600
RTZ-ABC: (80) 148,558; (83) 149,300
Counties 80 Cen. 117,265; Loc. Est. 121,272
  Dubuque, IA 80 Cen. 93,745; Loc. Est. 93,500
  Jo Daviess, IL 80 Cen. 23,520; Loc. Est. 27,772
MSA 80 Cen. 93,745; Loc. Est. 92,974
City & RTZ-ABC: (80) 213,073; (83) 211,900

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; Loc. Est. 22,360
  Dubuque, IA 80 Cen. 21,107; Loc. Est. 21,671
  E. Dubuque, IL 80 Cen. 755; Loc. Est. 689
CZ-ABC: (80) 21,862; (83) 22,100
RTZ-ABC: (80) 48,364; (83) 50,300
Counties 80 Cen. 38,349; Loc. Est. 40,027
  Dubuque, IA 80 Cen. 30,021; Loc. Est. 31,151
  Jo Daviess, IL 80 Cen. 8,328; Loc. Est. 8,876
MSA 80 Cen. 30,021; Loc. Est. 31,151
City & RTZ-ABC: (80) 70,226; (83) 72,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$510,751,698
Savings & Loan	2	$269,658,259

6 - PASSENGER AUTOS: Counties: Dubuque, IA 75,853 (all vehicles); Jo Daviess, IL 11,693

7 - ELECTRIC METERS: Residence 22,354

8 - GAS METERS: Residence 18,942

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Durable Goods 7,200; Fabricated Metal 700; Non-Durable Goods 3,200; Avg. Industrial Wage Per Hour $10.30.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8), soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Kennedy Mall, Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza 20(25)	3	K mart
Kennedy(75)	5	Armstrong's, Ardan, Younker's, Woolworth
Warren	5	Target, Randalls

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. thru Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Ardan.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreen; Nabors; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More; Kopps Foods.
Other Chain Stores-Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Schiff, Country Cobbler; Women's Apparel: Lerner Shops, Neumode, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks, Stuarts; Men's Apparel: Gildner's, Al August, Singer Co.; Zales Jewelry; Musicland; So-Fro Fabrics; North West Fabric.

14 - NEWSPAPERS: TELEGRAPH HERALD (e-mon to fri) 35,178; (S) 39,035; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Grady, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 520[illegible]; Tel. (319) 588-5723.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

ESTHERVILLE

1 - LOCATION: Emmet County, E&P Map B-1. On west fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads-Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,518; Loc. Est. 7,289
County 80 Cen. 13,336; Loc. Est. 13,061

4 - HOUSEHOLDS:
City 80 Cen. 2,854; Loc. Est. 2,896
County 80 Cen. 4,844; Loc. Est. 5,003

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$25,856,854
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,400 (all vehicles)

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Meat Packing 600; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave; Plaza-7 stores.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Christensen; JCPenney; Anthony's.
Variety Stores-Ben Franklin; Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Estherville Drug (Snyder).
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Montgomery Ward (catalog); Our Own Hardware; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,143; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Mgr., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Representatives.

EVANSDALE
See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Burlington Ry.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; Loc. Est. 9,552
County 80 Cen. 16,316; Loc. Est. 16,267

4 - HOUSEHOLDS:
City 80 Cen. 3,311; Loc. Est. 3,475
County 80 Cen. 5,716; Loc. Est. 5,970

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 16,582 (all vehicles)

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Foundry 754; Automotive 370; Heavy Equipment 262; Textiles 146; Plastics 290; Job Manufacturing 134.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Harrison's; Ben Franklin.
Discount Stores-Pamida.
Chain Drug Stores-Rexall.
Chain Supermarkets-HyVee; AGI; Super Valu; IGA Foodliner.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts.

14 - NEWSPAPERS: LEDGER (e) 5,505; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dean Gabbert, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2, County Seat. Farming, electronics, animal vaccines, farm machinery, gypsum; 385 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Ill. Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 29,423; Loc. Est. 29,246
CZ-ABC: (80) 29,243; (83) 28,100
RTZ-ABC: (80) 99,083; (83) 94,600
County 80 Cen. 45,953; Loc. Est. 45,824
City & RTZ-ABC: (80) 128,506; (83) 122,700

4 - HOUSEHOLDS:
City 80 Cen. 11,120; Loc. Est. 11,497
County 80 Cen. 16,886; Loc. Est. 17,641
CZ-ABC: (80) 11,120; (83) 11,000
RTZ-ABC: (80) 36,277; (83) 36,000
City & RTZ-ABC: (80) 47,397; (83) 47,000

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$315,835,278
Savings & Loan	3	$120,672,313

6 - PASSENGER AUTOS: County 46,765 (all vehicles)

7 - ELECTRIC METERS: Residence 13,237

8 - GAS METERS: Residence 12,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Farm Machy. 212; Gypsum 691; Biological 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days-Dept. Stores Mon., Fri., Sat., Sun. Food Thu., Fri., Sat.
Stores Close-Downtown Mon. a.m.
Stores Open Evenings-Downtown Mon. & Thu.; Shpg. Center 5 nights; Food every night & Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Sears, JCPenney; Fantles.
Variety Stores-Woolworth; Big Bear.
Discount Stores-K mart; Target; Payless Cashway.
Chain Drug Stores-Walgreen; Medicine Chest.
Chain Supermarkets-Fareway; Randalls; Warehouse Mkt.; HyVee.
Other Chain Stores-G.R. Kinney Shoe; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams; Zale's Jewelry; Earl May Seed; Payless Shoes; So-Fro Fabrics; Big Bear; Lazy M Shoes; Coast-to-Coast; Foxmoor; Thom McAn; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; The Closet; Radio Shack; Musicland; Connies Shoes; Northwest Fabrics; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; True Value Hardware; OK Hardware; Plywood Hardware; Gordon Jewelers; General Nutrition Center; Nutrition World.

14 - NEWSPAPERS: MESSENGER (e) 24,662; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Landon Associates; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwys. 103.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; Loc. Est. 13,200
County 80 Cen. 43,106; Loc. Est. 42,670

4 - HOUSEHOLDS:
City 80 Cen. 5,043; Loc. Est. 5,000
County 80 Cen. 15,618; Loc. Est. 16,325

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 43,700 (all vehicles)

7 - ELECTRIC METERS: Residence 5,654

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equipment 149; Pens, Pencils, Marking Instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124, Waxpaper Products 63, Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz.(20)	NA	HyVee
TG&Y Plz.	NA	TG&Y Stores

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Jack's; TG&Y.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears(catalog); Montgomery Ward (catalog); JCPenney (catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's; Boylan's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; m-sat) 7,110; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David Lewis, Pub., DEMOCRAT, 1226 Avenue H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representative: Iowa Newspaper Association.

IOWA CITY

1 - LOCATION: Johnson County (MSA). E&P Map D-2, County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: **Railroads**-(freight only) Crandic.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Missouri; Transit; Continental Trailways.
Airlines-Ozark; United; Mississippi Valley; Midstates (Cedar Rapids Airport 20 miles).

3 - POPULATION:
Corp. City 80 Cen. 50,508; Loc. Est. 49,928
CZ-ABC: (80) 59,264; (83) 59,100
RTZ-ABC: (80) 39,206; (83) 39,800
County/MSA 80 Cen. 81,717; Loc. Est. 82,113
City & RTZ-ABC: (80) 98,470; (83) 98,900

4 - HOUSEHOLDS:
City 80 Cen. 18,594; Loc. Est. 19,043
County/MSA 80 Cen. 30,220; Loc. Est. 31,797
CZ-ABC: (80) 22,537; (83) 23,400
RTZ-ABC: (80) 13,483; (83) 14,100
City & RTZ-ABC: (80) 36,020; (83) 37,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$435,073,737
Savings & Loan	4	$138,755,213

6 - PASSENGER AUTOS: County 69,012 (all vehicles)

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence 23,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Univ. of Iowa & Hospitals and Clinics 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prod. Mfg. 426; Toothbrush Mfg. 566; Feeds 255; Foam Rubber 170; Electronic Equipment 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Capitol(60)	NA	Younker's, Osco, JCPenney
Sycamore Mall(50)	NA	Walgreen, Sears, Petersen's
Lantern Park Plaza(15)	NA	HyVee Foods, People's Drug, TG&Y
Towncrest	NA	People's Drug
Wardway Plaza(6)	NA	Eagle's Mkt.
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-2 drug; food; mall stores; Old Capitol Center; TG&Y Family Center.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; TG&Y Family Center.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; People's Drug 3; Pearson's 2; Walgreen; Drug Town 2.
Chain Supermarkets-Randall's Super Valu 2; HyVee Food Stores 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; Pittsburgh; Sherwin-Williams; Gallenkamp; Kwik Shop; Walden Book; A.J. August; Musicland; Maurice's; Seiferts; Dean's; Radio Shack; Kirlin's; Radio World; Kinney Shoes; Susie Casuals; Braun's; Record Bar; Brook's Fashions.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 16,366; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peggy S. Fitzpatrick, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Association; Gannett Newspaper Advertising Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified manufacturing center surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across Mississippi to Illinois.

2 - TRANSPORTATION: **Railroads**-Chicago; Burlington & Quincy; Chicago Rock Island & Pacific; Norfolk & Western; TP&W (freight); Santa Fe; Conrail; Burlington Northern.
Motor Freight Carriers-17.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; Loc. Est. 13,000
CZ-ABC: (80) 13,536; (83) 12,700
RTZ-ABC: (80) 47,178; (83) 47,100
County 80 Cen. 43,106; Loc. Est. 42,670
City & RTZ-ABC: (80) 60,714; (83) 59,800

4 - HOUSEHOLDS:
City 80 Cen. 5,224; Loc. Est. 5,390
County 80 Cen. 15,618; Loc. Est. 16,325
CZ-ABC: (80) 5,224; (83) 5,100
RTZ-ABC: (80) 17,036; (83) 17,700
City & RTZ-ABC: (80) 22,260; (83) 22,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,578,000
Savings & Loan	2	$9,000,000

6 - PASSENGER AUTOS: County 43,453 (all vehicles)

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prod. 542; Rubber Prod. 950; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Main; Keosippi Mall (32 stores, including JCPenney); Discount Shopping Center, 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, Niemann Foods.

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; JCPenney; Spurgeons.
Discount Stores-Big Bear; Jack's; K mart; Irwin Phillips.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreen.
Chain Supermarkets-HyVee; Niemann Foods; Jack & Jill.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); McLaughlin Auto; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Gallenkamp; Nobil Shoes; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e) 6,255; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: S.R. Barge, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. N of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago, Northwestern; Illinois Central; Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines; Iowa Coaches.
Airlines-Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; Loc. Est. 8,332
County 80 Cen. 24,743; Loc. Est. 24,945

4 - HOUSEHOLDS:
City 80 Cen. 2,961; Loc. Est. 3,093
County 80 Cen. 8,425; Loc. Est. 8,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$35,386,000
Savings	1	$60,112,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: 25,394 (all vehicles)

7 - ELECTRIC METERS: Residence 3,010

8 - GAS METERS: Residence 2,531

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Processing 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Natural, medium hardness.

12 - RETAILING: Principal Shopping Center-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Thu.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farms supplies); Fashion Crossroads; Great Plains Supply; Montgomery Ward; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,480; sworn Mar. 16, 1983.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr., SENTINEL, 41 First Ave., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative: Iowa Newspaper Association.

MARION
See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; Iowa 14.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; Loc. Est. 27,465
CZ-ABC: (80) 26,938; (83) 26,400
RTZ-ABC: (80) 64,025; (83) 62,800
County 80 Cen. 41,652; Loc. Est. 42,255
City & RTZ-ABC: (80) 90,963; (83) 89,200

4 - HOUSEHOLDS:
City 80 Cen. 10,244; Loc. Est. 10,862
County 80 Cen. 15,410; Loc. Est. 16,397
CZ-ABC: (80) 10,244; (83) 10,400
RTZ-ABC: (80) 23,307; (83) 23,700
City & RTZ-ABC: (80) 33,551; (83) 34,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & State	3	$230,400,483
Savings & Loan	3	$140,991,748

6 - PASSENGER AUTOS: County 45,000 (all vehicles)

7 - ELECTRIC METERS: Residence 10,384

8 - GAS METERS: Residence 9,125

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Heating Equip. 664; Oil & Gas Controls 3,400; Meatpacking 310; Foundry 401; Die-Casting 351.
Principal Industrial Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thurs.
Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(53)	NA	JCPenney, Walgreen, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days-Mon., Thu., Sat. & Sun.
Stores Open Evenings-Mon., Thu., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Fantle's; Spurgeon's; JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreen; Medicine Store.
Discount Stores-K mart, Wal-Mart.
Chain Supermarkets-Fareway; Cliftons; Econo-Foods; HyVee.
Other Chain Stores-Kinneys (shoes); Sears Roebuck; Firestone; Goodyear; Newton's (jewelry); Seiferts; Matt Furniture; Nichols & Green; Musicland; Stuart's; Mode O'Day; Baskin Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Acme Piano; Maurices; Toy Fair; McGregor Furniture; Shepherd of The Hills; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Sunflower; Tobers; Zales; As You Like It; Bottomhalf; Gildner's; Corn Dog Factory; So Fro Fabrics; Lamasters; Bobby Rogers; Crazy Top Shop; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer's; Pay-Less Shoes; Pearle Vision Center; Nemo's; Mission Jewelers; Jewelry Hut; Sports-A-Foot.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 14,648; Apr. 2, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative: Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1. County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Iowa Terminal RR.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans., Public Transit Co.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 30,144; Loc. Est. 30,071
CZ-ABC: (80) 38,349; (83) 37,000
RTZ-ABC: (80) 90,989; (83) 88,400
County 80 Cen. 48,458; Loc. Est. 48,342
City & RTZ-ABC: (80) 129,338; (83) 125,400

4 - HOUSEHOLDS:
City 80 Cen. 11,884; Loc. Est. 11,751
County 80 Cen. 18,694; Loc. Est. 19,493
CZ-ABC: (80) 15,064; (83) 15,100
RTZ-ABC: (80) 33,455; (83) 33,700
City & RTZ-ABC: (80) 48,519; (83) 48,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 50,407 (all vehicles)

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri.; 3rd, 4th, 5th; 15th thru 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Federal Ave.; 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thu. & Fri.
Stores Open Evenings-All Mon.; some Thu.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target.

13 - RETAIL OUTLETS: Department Stores-Stevenson's; Damon's; Younker's; JCPenney; Sears; Raizes.
Variety Stores-S.S. Kresge; Ben Franklin.
Discount Stores-K mart; Target.
Chain Drug Stores-Osco; Drug Town.
Chain Supermarkets-Fareway; Safeway; HyVee 2; Super Valu; Warehouse Market; Grupps 2.
Other Chain Stores-Shoes: Tradehome, Merit, Nichols & Green, Payless, Walkers; Auto: Goodyear, Coast to Coast, J&L, Aroc; Paint: Sherwin-Williams, Iowa Paint, Morris, Diamond, Pittsburgh, Cooks; Clothing: Buttrey's, Gildner's, St. Paul Clothiers, St. Clair-Starks, Three Sisters; Furniture: McGregor; Fanny Farmer Candy; Earl May; T.S.C.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 21,930; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Howard Query, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-3, County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-Arledge.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; Loc. Est. 7,323
County 80 Cen. 18,890; Loc. Est. 18,890

4 - HOUSEHOLDS:
City 80 Cen. 2,611; Loc. Est. 2,726
County 80 Cen. 6,707; Loc. Est. 6,988

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$81,505,000
Savings & Loan	1	$174,566,803

6 - PASSENGER AUTOS: County 18,299 (all vehicles)

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Pamida Discount; Alco.
Variety Stores-Harrison's.
Chain Drug Stores-Rexall; Valu-Rite.
Chain Supermarkets-HyVee; Super-Valu; Beaver's; Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,019; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: Neil Wikel, Adv. Mgr., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-3. West on the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 26 & 38.

2 - TRANSPORTATION: Railroads-CMStP&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental; American.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; Loc. Est. 23,205
CZ-ABC: (80) [illegible]; (83) 22,9[illegible]
RTZ-ABC: (80) 53,83[illegible]; (83) 54,500
County 80 Cen. 40,436; Loc. Est. 40,498
City & RTZ-ABC: (80) 77,301; (83) 77,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; Loc. Est. 8,663
County 80 Cen. 14,214; Loc. Est. 14,900
CZ-ABC: (80) 8,517; (83) 8,600
RTZ-ABC: (80) 18,867; (83) 19,900
City & RTZ-ABC: (80) 27,384; (83) 28,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$616,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 43,169 (all vehicles)

7 - ELECTRIC METERS: Residence 9,683

8 - GAS METERS: Residence 9,144

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chemicals & allied industries 2,500 ($300); Food Proc. 1,000 ($215); Fab. Metal Products 1,000 ($300); Heavy Const.; Utilities 200 ($275); Consulting Engineers 425 ($450); Machinery 250 ($2[illegible]); Button Mfg. 140 ($200); Mining, Sand & Gravel 250 ($175); Grain & Feed Proc. 250 ($400).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 74; Fall 49; Winter 28. First killing frost, Oct. Last killing frost, late April.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreen, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.
Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. thru Fri. Food every evg.
Stores Open Sundays-Some food, drug & hdwr.; Muscantine Mall evenings to 9 & Sun. til 5 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Petersen's.
Variety Stores-Jupiter.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; HyVee.
Chain Drug Stores-Stiles; Walgreen.
Other Chain Stores-Spurgeon's; Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto.

14 - NEWSPAPERS: JOURNAL (e) 11,276; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Hepker, Adv. Sales Mgr., JOURNAL, PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEVADA

1 - LOCATION: Story County, E&P Map C-2, County Seat. Located practically in geographical center of Iowa in excellent farm territory.

2 - TRANSPORTATION: Railroads-Chicago Northwestern; E&W; Rock Island; N&S.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,912; Loc. Est. 6,028
County 80 Cen. 72,326; Loc. Est. 72,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,230; Loc. Est. 2,407
County 80 Cen. 23,665; Loc. Est. 24,924

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,243,000
Savings & Loan	1	$12,079,936

6 - PASSENGER AUTOS: County 59,169 (all vehicles)

7 - ELECTRIC METERS: 4,500

8 - GAS METERS. 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)Printing 500; Fertilizer Mfg.
Principal Industrial Pay Days-15th, 31st; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 40-100; Fall 4-86; Winter 12-61. First killing frost, Oct. 16. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-1 groc.; 1 farm & home.

13 - RETAIL OUTLETS: Department Stores-Scudder's; Ambroses.
Variety Stores-Ben Franklin; Johnson Hdwr.
Chain Drug Stores-Gandrup Walgreen.
Chain Supermarkets-Super-Valu; Fareway.
Other Chain Stores-Western Auto; True Value Hardware; Our Own Hardware.

14 - NEWSPAPERS: JOURNAL (e) 3,083; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: Larry Hallquist, Adv. Mgr., JOURNAL, 1133 Sixth St., Nevada, IA 50201; Tel. (515) 382-2161.
National Representative: American Newspaper Representatives.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: Railroads-CRI&P.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; Loc. Est. 14,870
County 80 Cen. 36,425; Loc. Est. 36,080

4 - HOUSEHOLDS:
City 80 Cen. 6,143; Loc. Est. 6,194
County 80 Cen. 13,564; Loc. Est. 14,075

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 40,074 (all vehicles)

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Machinery; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp. Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: Principal Shopping Center-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Plz.(5)	NA	Alco Discount
Newton Ctr.(28)	2	Younker's, Drug Fair, Spurgeon's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Dept.-Mon.; Food-Mon. thru Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Alco.
Variety Stores-Woolworth; Jupiter Discount.
Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown; Drugfair.
Chain Supermarkets-Nash Finch; HyVee.
Other Chain Stores-Goodyear; Mode O'Day; Earl May Seed.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,023; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John De Grado, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 753 to Kansas City.

2 - TRANSPORTATION: Railroads-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; Loc. Est. 7,564
CZ-ABC: (80) 7,564; (83) 7,300
RTZ-ABC: (80) 50,739; (83) 49,600
County 80 Cen. 25,488; Loc. Est. 25,488
City & RTZ-ABC: (80) 58,303; (83) 56,900

4 - HOUSEHOLDS:
City 80 Cen. 2,890; Loc. Est. 3,160
CZ-ABC: (80) 2,890; (83) 2,900
RTZ-ABC; (80) 17,574; (83) 17,700
County 80 Cen. 9,093; Loc. Est. 9,001
City & RTZ-ABC: (80) 20,464; (83) 20,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$105,917,819
Savings & Loan	2	$38,830,114

6 - PASSENGER AUTOS: County 25,887 (all vehicles)

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air cleaners Thu.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Connor's; Pamida; Ace Hardware; K mart; Meyer Lincoln; True Value.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Woolworth's; Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.

14 - NEWSPAPERS: REGISTER (e) 6,980; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Mgr., REGISTER, 25-1st St. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County, E&P Map C-3, County Seat. Residential center; 60 mi. SE of Des Moines. On U.S. Hwy. 163, 63; Iowa 92 & 137. 30 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,629; Loc. Est. 10,665
County 80 Cen. 22,507; Loc. Est. 23,170

4 - HOUSEHOLDS:
City 80 Cen. 4,294; Loc. Est. 4,380
County 80 Cen. 8,447; Loc. Est. 9,088

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$105,619,258
Savings & Loan	3	$57,740,747

6 - PASSENGER AUTOS: County 24,760 (all vehicles)

7 - ELECTRIC METERS: County Residence 10,000

8 - GAS METERS: County Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machinery 672; Textiles 90.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown District; Atpic Mall, located 18 blocks east of downtown district (14 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Alsop's; JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoes; Big Bear; Siefert's; Earl E. May; Maurice's; Orschlien.

14 - NEWSPAPERS: HERALD (e) 6,125; sworn Jan. 19, 1983.
Local Contact for Advertising and Merchandising Data: Larry Farrell, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P; Norfolk & Western.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-American Central Airlines.

3 - POPULATION:
Corp. City 80 Cen. 27,381; Loc. Est. 26,765
CZ-ABC: (80) 27,381; (83) 25,800
RTZ-ABC: (80) 95,627; (83) 93,500
County 80 Cen. 40,241; Loc. Est. 39,335
City & RTZ-ABC: (80) 123,008; (83) 119,300

4 - HOUSEHOLDS:
City 80 Cen. 10,914; Loc. Est. 11,551
County 80 Cen. 15,436; Loc. Est. 16,524
CZ-ABC: (80) 10,914; (83) 10,700
RTZ-ABC: (80) 35,229; (83) 35,500
City & RTZ-ABC: (80) 46,143; (83) 46,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$89,912,716
Commercial	3	$237,276,810

6 - PASSENGER AUTOS: County 32,456 (all vehicles)

7 - ELECTRIC METERS: Residence 13,140

8 - GAS METERS: Residence 10,007

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 850; Farm Machy. 2,100; Electronic Parts 200; Dairy Prod. 126; Gen'l Const. 120; Bakery Prod. 265; Auto Parts 400.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-29 blocks on 8 sts.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, North Gate Shopping Center, Southgate Shopping Center (Hwy. 34).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ottumwa Mall(40)	NA	
Ottuma Plz.(10)	NA	Easter Foods, K mart
Target(2)	NA	HyVee

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Department-Mon., Thu. & Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); Younker's; JCPenney; Big Bear; Montgomery Ward (catalog).
Chain Drug Stores-Osco; Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Chain Supermarkets-Aldi's; Cal's; Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kaybee; Sherwin-Williams; McGregor Furniture; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's.

14 - NEWSPAPERS: COURIER (e) 16,383; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Advertising Manager, COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

PERRY

1 - LOCATION: Dallas County, (In Des Moines MSA), E&P Map B-2. Agricultural shipping center. Misc. small manufacturing center. W. central part of state, 367 mi. from Chicago, 42 mi. from Des Moines. On state Hwys. 141 and 144.

2 - TRANSPORTATION: Railroads-Chicago Northwestern.
Intercity Bus Lines-SCL Coaches; Fort Dodge.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,053; Loc. Est. 6,901
County 80 Cen. 29,513; Loc. Est. 29,896
MSA 80 Cen. 367,561; Loc. Est. 373,777
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,764; Loc. Est. 2,832
County 80 Cen. 10,688; Loc. Est. 11,362
MSA 80 Cen. 137,018; Loc. Est. 144,794

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$82,200,000

6 - PASSENGER AUTOS: County 33,812 (all vehicles).

7 - ELECTRIC METERS: Residence 3,957

8 - GAS METERS: Residence 2,390

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical Fertilizer 20 ($200); Pork Processing 800 ($408); Drop Forged Pdts. 67 ($240).
Principal Industrial Pay Days-1st, 2nd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 64-102; Fall 25-64; Winter 20-52. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers 4 blocks on 2nd St., 2 on Willis Ave; 3 blocks on E. Willis Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perry Plaza(7)	NA	P.M. Place
S. Perry Plz.(8)	NA	Radio Shack, HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.: Thur., Food: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Wheeler's Farm Supply; Alco; P.M. Place.
Chain Drug Stores-Rexall Drug Mart.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Mode O'Day; Sears (catalog).

14 - NEWSPAPERS: CHIEF (e-mon to fri) 3,092; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Barry Sanders, Adv. Mgr., CHIEF, 1323 Second St., Perry, IA 50220; Tel. (515) 465-4666.
National Representative: Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2 and 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; Loc. Est. 6,244
County 80 Cen. 19,063; Loc. Est. 18,837
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,616; Loc. Est. 2,651
County 80 Cen. 7,317; Loc. Est. 7,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$64,581,224
Savings & Loan	1	$49,031,763

6 - PASSENGER AUTOS: County 19,008 (all vehicles)

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: -Seeds; Nurseries; Hatcheries; Hybrid Corn; Gloves; Farm Equip.; Agricultural Chemicals; Aluminum & Steel Gates; Eaton Corp (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Stores Open Evenings-Thurs.
Stores Open Sunday-Discount, Grocery; Woolworth; Alco; JCPenney; Spurgeon, Pamida.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Western Auto; Spurgeon's; Woolworth; Coast to Coast.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Pamida; Alco.
Chain Supermarkets-Super Valu; HyVee; IGA.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,761; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Thelma Burkhiser, Gen. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County, (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 49 county agricultural area. 501 mi. from Chicago. 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Northwestern; Burlington Northern; Illinois Central; Gulf.
Motor Freight Carriers-200.
Intercity Bus Lines-Arrow; Greyhound; Jackrabbit; Iowa Coaches.
Airlines-Ozark; Republic; Frontier; Aspen.
River Barge Lines-3 Sioux City, New Orleans; Federal Barge Lines; Huffman Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 82,003; Loc. Est. 80,405
CZ-ABC: (80) 97,190; (83) 95,600
RTZ-ABC: (80) 241,450; (83) 237,900
County 80 Cen. 100,884; Loc. Est. 99,879
MSA 80 Cen. 117,457; Loc. Est. 116,519
City & RTZ-ABC: (80) 338,640; (83) 333,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,098; Loc. Est. 30,818
County 80 Cen. 36,632; Loc. Est. 37,922
MSA 80 Cen. 42,348; Loc. Est. 43,882
CZ-ABC: (80) 35,459; (83) 35,800
RTZ-ABC: (80) 84,726; (83) 85,800
City & RTZ-ABC: (80) 120,185; (83) 121,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	N.A.
Savings & Loan	3	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 90,976 (all vehicles)

7 - ELECTRIC METERS: 37,204 (Sioux City, S. Sioux City)

8 - GAS METERS: 32,452 (Sioux City, S. Sioux City)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,200 ($532); Food Proc. 1,300 ($396); Metal Fabricating & Machinery 1,100 ($408); Other Mfg. 2,400 ($358).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard. constant 56 temp.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St; Southern Hills Mall; Sunset Plaza.
Neighborhood Shopping Areas-So. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Cecelia and Jay Sts.; Riverside Blvd. and Military Road; Floyd Ave. & 41 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southern Hills(110)	6	Target, Sears, Younker's
Sunset Plaza(31)	5	Shopko, Boulevard Foodstore, Bostwicks
K mart Plaza(1)	5	K mart
Metro Center	NA	JCPenney, Younker's
Peters Park(25)	4	
Transit Ave.(9)	3	Ardan's, Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. thru Sat.; Downtown Mon.; Shopping Centers Mon. thru Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney; Bostwick-S&L.
Discount Stores-Shopko; K mart; TG&Y; Half-Price; Target.
Chain Drug Stores-White's; Walgreen 2; Sioux Thrifty 2.
Chain Supermarkets-Sunshine Food 5; Fareway 2; Hinky Dinky; Cohn 4; IGA 3; HyVee 2.
Other Chain Stores-Barker's Shoe; Fantle's (women's apparel); Firestone; Goodyear; International Harvester; G. R. Kinney Shoes; Remington Rand; Royal Typewriter; Parkinson Music; Sieg-Sioux (auto supplies); Singer Co.; Smith-Corona; Walker's (shoes); Zales Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; Ardan's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 58,032; (e-sat; hols) 57,372; (S) 49,875; Mar. 31, 1983 ABC.
Local Contact for Advertising And Merchandising: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51106; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1, County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee & St. Paul; Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Scenic Hawkeye.

3 - POPULATION:
Corp. City 80 Cen. 11,726; Loc. Est. 11,906
County 80 Cen. 19,576; Loc. Est. 19,394

4 - HOUSEHOLDS:
City 80 Cen. 4,550; Loc. Est. 4,665
County 80 Cen. 7,377; Loc. Est. 7,622

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$52,698,475
Commercial	3	$58,316,986

6 - PASSENGER AUTOS: County 21,667 (all vehicles).

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 500($200); Meat Packing 240 ($205); Metal Fabricating 275 (N.A.); Metal Assembly 125 ($154); Wood Fabricating 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3. Last killing frost, May 9.

11 - TAP WATER: Softness 16 PPM.

12 - RETAILING: Shopping Center-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Spencer(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Winslows; Younker's; Sernett's; Eddie Quinn's; Squire Shoppe.
Discount Stores-K Mart.
Chain Drug Stores-Rexall; White Drug.
Chain Supermarkets-HyVee; Spencer Super Valu; Fareway.
Other Chain Stores-Sears; S&H Green Stamps; Coast-to-Coast; Kinney Shoes; Brown's Shoe Fit.

14 - NEWSPAPERS: DAILY REPORTER (e-mon to fri) 3,385; (m-sat) 8,000; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Russell S. Oechslin, Pub., DAILY REPORTER, 416 1st Ave. W., P.O. Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

VINTON

1 - LOCATION: Benton County, E&P Map C-2, County Seat. Agricultural center; 32 mi. NW of Cedar Rapids, 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; Loc. Est. 5,130
County 80 Cen. 23,649; Loc. Est. 24,011

4 - HOUSEHOLDS:
City 80 Cen. 1,991; Loc. Est. 2,164
County 80 Cen. 8,561; Loc. Est. 9,101

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$65,973,000
Savings & Loan	1	$3,445,000

6 - PASSENGER AUTOS: County 25,910 (all vehicles).

7 - ELECTRIC METERS: Residence 1,971

8 - GAS METERS: Residence 1,683

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores open Thu. evenings.
Principal Shopping Days-Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Ben Franklin; Feller's; Cromers.
Chain Supermarkets-Fareway; Family Food; Super Value.
Other Chain Stores-Western Auto; Goodyear; True Value; Coast-to-Coast; Mode O' Day.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,338; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3, County seat. In southeastern part of state, 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads-CB&Q, CMStP&P; CRI&P.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584; Loc. Est. 6,617
County 80 Cen. 20,141; Loc. Est. 20,363
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,618; Loc. Est. 2,739
County 80 Cen. 7,213; Loc. Est. 7,647

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$60,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 22,365 (all vehicles)

7 - ELECTRIC METERS: Residence County 6,926

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 8 blocks surrounding.
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Dept.-Thurs.; Food-7 days.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Spurgeons; JCPenney; Harrisons.
Variety Stores-Thomassen's.
Discount Stores-Oershlein Distributing; Pamida; Drug Fair; Discount Drugs; Alco.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: JOURNAL (e) 5,440 sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Adv. Mgr., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Assn.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls, MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 197, 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo RR.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Arrow Coach; Jefferson, Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; Loc. Est. 115,621
  Waterloo 80 Cen. 75,985; Loc. Est. 74,818
  Cedar Falls 80 Cen. 36,322; Loc. Est. 36,174
  Evansdale 80 Cen. 4,798; Loc. Est. 4,629
CZ-ABC: (80) 118,946; (83) 116,800
RTZ-ABC: (80) 231,874; (83) 226,300
County/MSA 80 Cen. 162,781; Loc. Est. 162,476
City & RTZ-ABC: (80) 350,820; (83) 343,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; Loc. Est. 42,935
  Waterloo 80 Cen. 28,349; Loc. Est. 29,154
  Cedar Falls 80 Cen. 11,712; Loc. Est. 12,167
  Evansdale 80 Cen. 1,622; Loc. Est. 1,614
County/MSA 80 Cen. 56,659; Loc. Est. 59,125
CZ-ABC: (80) 42,235; (83) 43,100
RTZ-ABC: (80) 81,483; (83) 82,500
City & RTZ-ABC: (80) 123,718; (83) 125,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 136,509 (all vehicles)

7 - ELECTRIC METERS: 32,603

8 - GAS METERS: 28,565

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Equip. 13,300; Meat Packing 1,500; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Crossroads-S.E. edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads Center(80)	NA	Sears, JCPenney, Donaldsons
College Sq.(64)	NA	Montgomery Ward, Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	May Drug, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thurs., Fri., Sat.; Shopping Centers: daily; Food: Thurs., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Donaldsons; Montgomery Ward; Younker's.
Discount Stores-K mart 2; Ardans; Target.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Eagles 4; Super-Valu 6; HyVee [illegible].
Other Chain Stores-Endicott Johnson Shoes; Kin-

ney Shoes 2; Zales.

14 - NEWSPAPERS: COURIER (e-mon to fri) 52,094; (S) 55,271; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2, County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; Loc. Est. 8,609
CZ-ABC: (80) 8,572; (83) 8,400
RTZ-ABC: (80) 22,529; (83) 21,400
County 80 Cen. 17,862; Loc. Est. 17,686
City & RTZ-ABC: (80) 31,101; (83) 29,800

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,346
County 80 Cen. 6,623; Loc. Est. 6,863
CZ-ABC: (80) 3,243; (83) 3,300
RTZ-ABC: (80) 8,433; (83) 8,300
City & RTZ-ABC: (80) 11,676; (83) 11,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 20,928 (all vehicles)

7 - ELECTRIC METERS: Residence 3,528

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($270); Metal Castings 100 ($175); Packing Plant 125 ($175); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Thurs.; Food nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Osweller's; Lubbers; Pringle's; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Dunn's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Gamble's; Goodyear; Coast-to-Coast; Pamida; OK Hardware; Casey's.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 4,213; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Landon Associates; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Kansas City, Kan.-Johnson, Leavenworth, Miami and Wyandotte Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Kansas City, Mo.-Kansas City, Kan.-Includes Kansas City, Kan. PMSA and Kansas City, Mo. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	175	181	189
5-14 Years	441	344	359
15-24 Years	406	451	471
25-44 Years	502	624	651
45-64 Years	460	457	477
65 and Over	265	306	319
TOTAL	2,249	2,363	2,466

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	293	517	771
General Mdse	640	991	1,547
Food	970	1,522	2,679
Automobile	1,089	1,839	2,807
Gasoline Stations	456	661	1,290
Apparel	228	369	584
Furniture	224	365	579
Eat-Drink Places	316	596	1,221
Drugs	141	192	343
TOTAL SALES	4,765	7,696	12,968

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2. County Seat. Milling, Steel fabricating, agriculture and tourist center; 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe; Rock Island.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,572; Loc. Est. 6,372
County 80 Cen. 20,175; Loc. Est. 19,723

4 - HOUSEHOLDS:
City 80 Cen. 2,654; Loc. Est. 2,664
County 80 Cen. 7,716; Loc. Est. 7,902

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$62,258,000

6 - PASSENGER AUTOS: County 11,346

7 - ELECTRIC METERS: Residence 3,461

8 - GAS METERS: Residence 28,812

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Milling 100 Machine Shop 200; Steel Mfg. 200; Steel Fabricating 225.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65, Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13. Last killing frost, May 10.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-North Buckeye, South Cedar; South First St. & West Third; South Buckeye.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Add-A-Touch of Furniture; Pinkham's; Shockey and Landes Furn. & Hdw; Kansas Home Furnishings.
Variety Stores-Ben Franklin; V&S Variety.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts; Cummings Jack & Jill.
Other Chain Stores-Montgomery Ward; Sears.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e-mon to fri; m-sat) 5,443; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Intercity Bus Lines-Continental; MKO.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 13,201; Loc. Est. 13,534
County 80 Cen. 36,824; Loc. Est. 38,487

4 - HOUSEHOLDS:
City 80 Cen. 5,346; Loc. Est. 5,768
County 80 Cen. 13,897; Loc. Est. 15,199

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$69,688,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 19,650

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($260); Flour Milling 220 ($190); Aircraft Mfg. 699 ($200); Railroad 300 ($250); Jet Engine Overhaul 384 ($215); Mobile Homes Mfg. 152 ($180).
Principal Industrial Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Av. annual temp., 58; Jan. 33; July 80; Av. annual precipitation 33 inches; snow 9 inches.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 miles north on Summit St.; TG&Y Family Center.
Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's; Montgomery Ward; Halligan's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Graves; Albert's.
Chain Supermarkets-Safeway; Dillon; Buy For Less; Food Fair.
Other Chain Stores-Oklahoma Tire; Firestone; Mode O'Day.

14 - NEWSPAPERS: TRAVELER (e) 6,549; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1, County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9 & 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; Missouri Pacific; Northern.
Motor Freight Carriers-18.
Intercity Bus Lines-Trenton-St. Joseph.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; Loc. Est. 10,964
County 80 Cen. 18,397; Loc. Est. 18,056

4 - HOUSEHOLDS:
City 80 Cen. 3,901; Loc. Est. 3,839
County 80 Cen. 6,225; Loc. Est. 6,340

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$114,566,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 8,969

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18. Last killing frost, May, 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (45 stores-Sears, TG&Y, Mont. Ward, JCPenney, Litwin's Dept.; Coast-to-Coast; Domann Walgreen Outlet).
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Variety Stores-TG&Y.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,683; (S) 5,986; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data:G. Daryl Henning, Gen. Mgr., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,968; Loc. Est. 7,344
County 80 Cen. 44,782; Loc. Est. 47,057
MSA 80 Cen. 411,313; Loc. Est. 426,293

4 - HOUSEHOLDS:
City 80 Cen. 2,603; Loc. Est. 2,819
County 80 Cen. 16,087; Loc. Est. 17,695
MSA 80 Cen. 153,831; Loc. Est. 166,834

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 27,408

7 - ELECTRIC METERS: Residence 2,130

8 - GAS METERS: Residence 2,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Refinery 321; Construction 300.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Open Evenings-All on Thu.

13 - RETAIL OUTLETS: Department Stores-C.R. Calverts; Chiaros True Value Home Center.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; C.R. Calvert Dept. Stores; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,066; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9; 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; Loc. Est. 4,573
County 80 Cen. 8,117; Loc. Est. 8,371

4 - HOUSEHOLDS:
City 80 Cen. 1,691; Loc. Est. 1,833
County 80 Cen. 3,148; Loc. Est. 3,412

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,400,000
Savings & Loan	3	$186,200,000

6 - PASSENGER AUTOS: County 4,606

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agriculture; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prod.; Farm Implement Mfg.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mill Street Emporium.
Variety Stores-Duckwall's; Beloit 5 & 10; TG&Y.
Chain Drug Stores-Bunch Drugs; S&S Drug.
Chain Supermarkets-Boogaarts; Beloit IGA; Tor-r's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Greif Jewelers; Cook Jewelry; Montgomery Ward (catalog); Fitzgerald Ace Hardware; Ackerman's True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e) 3,003; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Ken Lawson, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Coffey County, E&P Map D-2, County Seat. 60 mi. from Topeka. On U.S. Hwy. 75, off I-135S.

2 - TRANSPORTATION: Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 2,901; Loc. Est. 3,189
County 80 Cen. 9,370; Loc. Est. 10,067

4 - HOUSEHOLDS:
City 80 Cen. 1,112; Loc. Est. 1,246
County 80 Cen. 3,526; Loc. Est. 3,937

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$102,000,000

6 - PASSENGER AUTOS: County 5,219

7 - ELECTRIC METERS: Residence 1,803

8 - GAS METERS: Residence 1,603

9 - PRINCIPAL INDUSTRIES: Site of Kansas first nuclear power plant to be completed 1984; Weekly Salary ($316); Counter Top mfg. at Gridley.

10 - CLIMATE: First killing frost, Oct. 17. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks each side of 3rd St.; 4 blocks each side of Neosho. City of New Strawn-4 mi. N.
Principal Shopping Days-Wed. & Sat.

13 - RETAIL OUTLETS: Discount Stores-S&S Discount.
Variety Stores-Duckwalls.
Chain Drug Stores-Johnson's & Crisp.
Chain Supermarkets-IGA; AG 2.
Other Chain Stores-Otasco; Pro-Hwd.; Mode O'Day; Quick Shop; Get-N-Go.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,572; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Home: Owens, Adv. Dir., REPUBLICAN, 324 Hudson St., Burlington, KS 66839; Tel. (316) 364-5325.
National Representative: None.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; Loc. Est. 10,661
CZ-ABC: (80) 10,506; (83) 10,600
RTZ-ABC: (80) 14,554; (83) 14,600
County 80 Cen. 18,967; Loc. Est. 19,198
City & RTZ-ABC: (80) 25,060; (83) 25,200

4 - HOUSEHOLDS:
City 80 Cen. 4,183; Loc. Est. 4,402
CZ-ABC: (80) 4,183; (83) 4,402
RTZ-ABC: (80) 5,420; (83) 5,600
County 80 Cen. 7,241; Loc. Est. 7,625
City & RTZ-ABC: (80) 9,603; (83) 10,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,413

7 - ELECTRIC METERS: 6,200

8 - GAS METERS: 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Services 650.
Principal Industrial Pay Days-every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20. Last killing frost, April 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thurs., Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Goodyear; Montgomery Ward; Mode O'Day; Singer; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,725; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; Loc. Est. 4,913
County 80 Cen. 9,802; Loc. Est. 9,708

4 - HOUSEHOLDS:
City 80 Cen. 2,111; Loc. Est. 2,144
County 80 Cen. 3,830; Loc. Est. 4,001

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$79,000,000
Savings & Loan	1	$69,500,000

6 - PASSENGER AUTOS: County 5,333

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House bldg. Av. Wages per hr.: Skilled-$5-$6.31; Semi-skilled -$4.75-$5.41; Unskilled-$4.25-$4.54. Total Employment: 5,080.
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

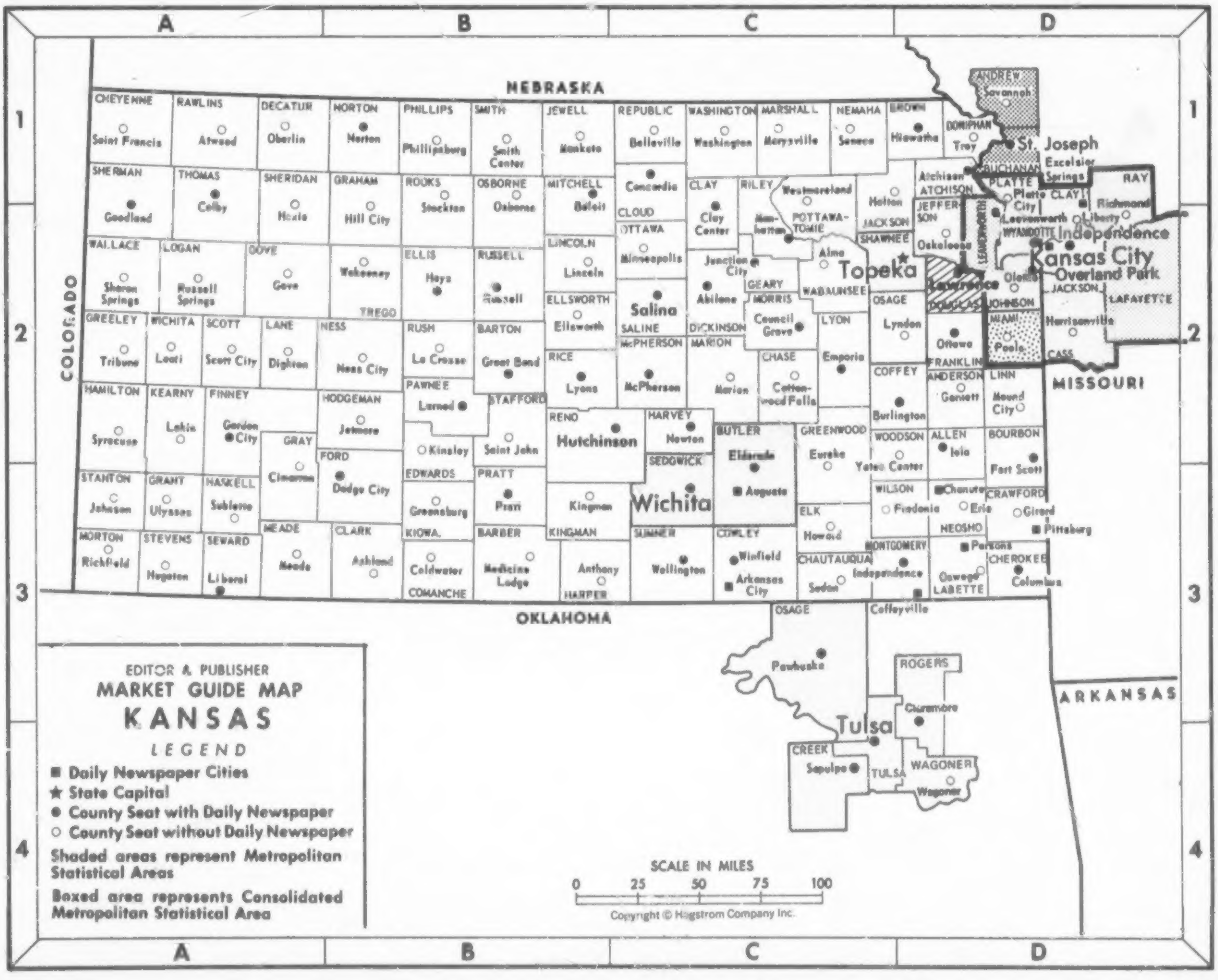
12 - RETAILING: Principal Shopping Center-30 blocks on 4th, 5th and 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Center Plaza.
Stores Open Evenings-Thu.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Browne's; JCPenney; Mayo's.
Variety Stores-Duckwalls; Gibson's; TG&Y.
Chain Supermarkets-Thriftway; Boogaart's; Clay Center IGA Foodliner.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 4,010; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Dean F. Hixon, Ass't. Mgr., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Manufacturing center. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from



Tulsa; 171 mi. from Kansas City. On Hwy. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; Loc. Est. 15,414
CZ-ABC: (80) 17,252; (83) 17,400
RTZ-ABC: (80) 30,74[illegible]; (83) 31,800
County 80 Cen. 42,28[illegible]; Loc. Est. 43,751
City & RTZ-ABC: (80) 47,995; (83) 49,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; Loc. Est. 6,246
County 80 Cen. 16,388; Loc. Est. 17,689
CZ-ABC: (80) 6,738; (83) 7,000
RTZ-ABC: (80) 11,618; (83) 12,600
City & RTZ-ABC: (80) 18,356; (83) 19,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$131,517,638
Savings & Loan	1	$111,295,669

6 - PASSENGER AUTOS: County 22,245

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Power Transmissions 900; Pattern Shops & Foundries 655; Refinery 405; Chemicals & Pigments 250; Oil Field Equipment 971; Recreational Vehicles & Furnishings 51; Meat Packing 33; Printing & Publishing 53; Macnine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).
Neighborhood Shopping Centers-11th St. Mall (7 units); East 8th Shop Area (16 units); Centerville (6 units).
Principal Shopping Days-Sat., Thu., Fri., Mon.
Stores Open Evenings-Thu.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Read's; JCPenney; Westco; Econo-Mart.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Foodtown; Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwins; Westco; Singer Co.; Firestone; Bailly Farm Stores; Sears Montgomery Ward; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,658; (S) 8,828; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Smith, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett Newspaper Advertising Sales.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,544; Loc. Est. 5,693
County 80 Cen. 8,451; Loc. Est. 8,532

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,034; Loc. Est. 2,100
County 80 Cen. 3,072; Loc. Est. 3,228

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,029

7 - ELECTRIC METERS: Residence 2,085

8 - GAS METERS: Residence 2,237

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Conrad's.
Discount Stores-TG&Y; Duckwall's.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; Bestyet; Boogaart's.
Other Chain Stores-Goodyear; Goodrich; Coast-toCoast; Gamble's; Western Auto; Loves; Butterfields; Stop N Shop.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 2,989; sworn Sept. 22, 1982.
Local Contact For Advertising and Merchandising Data: Susan Walker, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County, E&P Map D-3, County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,426; Loc. Est. 3,447
County 80 Cen. 22,304; Loc. Est. 22,569

4 - HOUSEHOLDS:
City 80 Cen. 1,435; Loc. Est. 1,522
County 80 Cen. 8,550; Loc. Est. 9,089

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$68,044,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,019

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Residence & Comm. 1,644

9 - PRINCIPAL INDUSTRIES: Bldg. Const.; Recreation Vehicles; Chemicals; Auto Parts Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Central square and adjoining streets. **Principal Shopping Days**-Thu., Fri., Sat.

13 - RETAIL OUTLETS:
Variety Stores-Ben Franklin; Adam's; Dollar General.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Itco; Napa Auto Store; Westco Furniture; True Value.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 3,180; sworn Sept. 23, 1982.
Local Contact for Advertising and Merchandising Data: J.M. Lacy, Bus. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: None.

CONCORDIA

1 - LOCATION: Cloud County, E&P Map C-1, County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads-AT&StF.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 6,847; Loc. Est. 6,841
County 80 Cen. 12,494; Loc. Est. 12,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; Loc. Est. 2,598
County 80 Cen. 4,758; Loc. Est. 4,911

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$61,122,000

6 - PASSENGER AUTOS: County 6,770

7 - ELECTRIC METERS: Residence 2,460

8 - GAS METERS: Residence 2,540

9 - PRINCIPAL INDUSTRIES: Number of Employees-Food 150; Feed 20; Concrete Prod. 35; Brick 95; Metal 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; J.M. McDonald's; Bon Marche; Gambles.
Variety Stores-Gibson's-Alco; Banner 5&10.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-Boogaarts 2; IGA.
Other Chain Stores-Coast-to-Coast; Western Auto; Mode O'Day; Goodyear.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,858; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: None.

COUNCIL GROVE

1 - LOCATION: Morris County, E&P Map C-2, County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: Railroads-Mo. Pacific.

3 - POPULATION:
City 80 Cen. 2,381; Loc. Est. 2,413
County 80 Cen. 6,419; Loc. Est. 6,533

4 - HOUSEHOLDS:
City 80 Cen. 1,008; Loc. Est. 908
County 80 Cen. 2,560; Loc. Est. 2,679

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,539

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: Railroad; Milling; Dairying; Sporting Goods; Concrete Products; Plastic Items; Sheetmetal Products.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-77.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.
Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 3,039; sworn July 1983.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 76[illegible]-5124.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; Loc. Est. 19,871
CZ-ABC: (80) 18,885; (83) 20,100
RTZ-ABC: (80) 81,145; (83) 83,000
County 80 Cen. 24,315; Loc. Est. 25,705
City & RTZ-ABC: (80) 100,030; (83) 103,100

4 - HOUSEHOLDS:
City 80 Cen. 6,590; Loc. Est. 7,506
County 80 Cen. 8,776; Loc. Est. 9,725
CZ-ABC: (80) 6,917; (83) 7,600
RTZ-ABC: (80) 28,704; (83) 30,400
City & RTZ-ABC: (80) 35,621; (83) 38,000

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 14,102

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Machinery 250($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Center**-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	NA	Long's Dept.
Village Square(42)	NA	JCPenney, Woolworth, Kline's, Calhoons
Comanche Plaza	NA	TG&Y, Revco, Otasco, IGA, Hardees, Anthonys Dellon's Super Store
High Plains	NA	Wal-Mart

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Eckles; Kline's; JCPenney; Litwins; Anthonys; Calhoons.
Discount Stores-Wells-Dick Furniture; Gibson's; Alco Stores; TG&Y; Revco Drug; Wal-Mart.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Anderson's Rexall; Palace Rexall.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Mode O'Day; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,813; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). County Seat. Agriculture, oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpk. On U.S. Hwy. 54, 77; State Hwy. 13, 196; Kansas Tpk.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
City 80 Cen. 10,510; Loc. Est. 9,912
MSA 80 Cen. 411,313; Loc. Est. 426,293
County 80 Cen. 44,782; Loc. Est. 47,057

4 - HOUSEHOLDS:
City 80 Cen. 4,261; Loc. Est. 4,254
County 80 Cen. 16,087; Loc. Est. 17,695
MSA 80 Cen. 153,831; Loc. Est. 166,834

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,117,000
Savings & Loan	2	$202,500,000

6 - PASSENGER AUTOS: County 27,408

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.
Principal Shopping Days-Wed., Thu., Sat.
Stores Open Evenings-Dept. Thu.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaarts.
Other Chain Stores-Sears (catalog); Wards Tire & Catalog; Western Auto.

14 - NEWSPAPERS: TIMES (e) 6,469: sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: David Clymer, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2, County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 119 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; Loc. Est. 26,225
CZ-ABC: (80) 25,287; (83) 26,000
RTZ-ABC: (80) 27,713; (83) 28,700
County 80 Cen. 35,108; Loc. Est. 36,519
City & RTZ-ABC: (80) 53,000; (83) 54,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; Loc. Est. 10,241
County 80 Cen. 13,009; Loc. Est. 14,116
CZ-ABC: (80) 9,524; (83) 10,200
RTZ-ABC: (80) 10,374; (83) 11,000
City & RTZ-ABC: (80) 19,898; (83) 21,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$137,980,387
Savings & Loan	3	$80,693,638

6 - PASSENGER AUTOS: County 18,386

7 - ELECTRIC METERS: Residence & Bus. 11,071

8 - GAS METERS: Residence & Bus. 8,924

9 - PRINCIPAL INDUSTRIES: R.R.; Cattle; Manufacturing; Farming; Food Processing; Hospitals; Banking; Meat Packing; Mobile Homes; Education.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-14 blocks on Sixth Ave.; 13 on Commercial St.; 4 on Merchant St.; 5 on Mechanic St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.; 3 on Fourth Ave.; 2 on Neosho St.
Shopping Centers-Flint Hills Village, 23 stores; Emporia West Plaza, 14 stores. **Principal Shopping Days**-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; Montgomery Ward; JCPenney.
Variety Stores-Wal-Mart; K mart; TG&Y; Alco.
Drug Stores-Berg & Frost 2; Graves; Prescription Center; Red-X; Hill's Apothcary; Revco; Alco; Wal-Mart.
Chain Supermarkets-Reeble's 2; Safeway; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 11,450; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Knaak, Nat. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3, County Seat. Agricultural center & small manufacturing center; SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,893; Loc. Est. 8,948
CZ-ABC: (80) 8,893; (83) 8,900
RTZ-ABC: (80) 15,247; (83) 15,700
City & RTZ-ABC: (70) 24,140; (83) 24,600
County 80 Cen. 15,969; Loc. Est. 16,092

4 - HOUSEHOLDS:
City 80 Cen. 3,794; Loc. Est. 3,900
CZ-ABC: (80) 3,794; (83) 3,900
RTZ-ABC: (80) 5,770; (83) 6,200
County 80 Cen. 6,388; Loc. Est. 6,600
City & RTZ-ABC: (80) 9,564; (83) 10,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$112,922,124
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 8,626

7 - ELECTRIC METERS: Residence 3,862

8 - GAS METERS: Residence 4,129

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72, First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.
Shopping Center-Wal-Mart (Wal-Mart Discount); Harold's Supermarket. **Principal Shopping Days**: Mon., Thu., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Calhoun's; Sears Roebuck; Litwin's; Ace Hardware; True-Value Hardware.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik trip; 7-Eleven; Harold's; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores Sherwin-Williams; Marshall Auto.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 5,894; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Eblen, Gen. Mgr., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66701; Tel. (316) 223-1462.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2, 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156 and 83.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; Loc. Est. 19,347
CZ-ABC: (80) 18,256; (83) 19,400
RTZ-ABC: (80) 40,587; (83) 41,800
County 80 Cen. 23,825; Loc. Est. 25,361
City & RTZ-ABC: (80) 58,843; (82) 61,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; Loc. Est. 6,733
County 80 Cen. 8,104; Loc. Est. 9,020
CZ-ABC: (80) 6,305; (83) 7,000
RTZ-ABC: (80) 14,122; (83) 15,100
City & RTZ-ABC: (80) 20,427; (83) 22,100

5 - BANKS 4, Deposits $200,400,000

6 - PASSENGER AUTOS: County 15,249

7 - ELECTRIC METERS: Residence 8,636

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 675 ($150); Beef Packing 350 ($185); Irrigation 210 ($170); Agricultural Machinery 150 ($180); Cattle Feeding 200 ($150); Plastic Pipe 70 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Most on Thu.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sears; Calhoun's.
Discount Stores-Gibson.
Variety Stores-Alco; Woolworth; K mart.
Chain Drug Stores-Prescription Center.
Chain Supermarkets-Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Sweetbriar Shops; Mode O'Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Bailly's Big R.

14 - NEWSPAPERS: TELEGRAM (e) 10,376; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman, Adv. Mgr., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representative: Landon Associates.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2, County Seat. Residential Center. 200 mi. E of Denver; State 27; Interstate 70.

2 - TRANSPORTATION: Railroad-Rock Island.
Intercity Bus Lines-Greyhound.
Airlines-Air Midwest.
Motor Freight Carriers: 4.

3 - POPULATION:
City 80 Cen. 5,708; Loc. Est. 5,751
County 80 Cen. 7,759; Loc. Est. 7,711

4 - HOUSEHOLDS:
City 80 Cen. 2,157; Loc. Est. 2,204
County 80 Cen. 2,861; Loc. Est. 2,977

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$57,669,000

6 - PASSENGER AUTOS: County 4,417

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Great Western Sugar Co.; Railroad Shops; Building Materials; Laundry; Ready Mix Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.M. McDonald; Schneider's; Goodland Clothing; Elliott's; Collage; Gambles.
Discount Stores-Alco; Gibson's.
Chain Supermarkets-Safeway; Boogaart's; Larry's IGA.
Other Chain Stores-Mode O'Day; Twila's; Fabric Shop; Montgomery Ward; Sears; Tipton Hdwr.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt., Caldwell's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 3,107; sworn Mar. 31, 1983
Local Contact for Advertising and Merchandising Data: Robert R. McCants, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: None.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2, County Seat. Industrial, oil and wheat center. 120 road mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwys. 4, 96.

2 - TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; Loc. Est. 16,790
CZ-ABC: (80)16,608; (83)16,800
RTZ-ABC: (80)38,556; (83)38,100
County 80 Cen. 31,343; Loc. Est. 31,591
City & RTZ-ABC: (80)55,164; (82)54,900

4 - HOUSEHOLDS:
City 80 Cen. 6,379; Loc. Est. 6,689
County 80 Cen. 11,797; Loc. Est. 12,478
CZ-ABC: (80)6,379 ; (83)6,700
RTZ-ABC: (80)14,781; (83)15,200
City & RTZ-ABC: (80)21,160; (83)21,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$185,793,598
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 21,004

7 - ELECTRIC METERS: Residence City 8,098

8 - GAS METERS: Residence 8,904

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); Marlette Coach 137 ($250); O'Neill Tank; GB Manufacturing 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Bend(8)	NA	IGA
Westgate(10)	NA	Waterbeds Unlimited
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	NA	Alco
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza. **Principal Shopping Days**-Thurs. and Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores: JCPenney; Isern-Lutschg; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; Alco; TG&Y; K mart.
Chain Drug Stores-Self-Service; Revco.
Chain Supermarkets-Dillon's 2; Mammel's; Boogaart's; Payday IGA; Food-For-Less; Westgate Food Market.
Other Chain Stores-Sweetbriar; McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Hirsch; Ward's; Mode O'Day; Disco-mode; True Value Hdwr; TG&Y; BF Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,166; (S) 12,398; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Werner, Pub., TRIBUNE, 2012 Forest St., Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County, E&P Map B-2, County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; Loc. Est. 16,622
CZ-ABC: (80) 16,301, (83) 16,600
Bal. in PMA-ABC: (80) 50,740; (83) 50,100
Total PMA-ABC: (80) 67,041; (83) 66,700
County 80 Cen. 26,098; Loc. Est. 26,593

4 - HOUSEHOLDS
City 80 Cen. 6,225; Loc. Est. 6,600
CZ-ABC: (80) 6,225; (83) 6,600
County 80 Cen. 9,200; Loc. Est. 9,847
Bal in PMA-ABC: (80) 18,961; (83) 19,400
Total PMA-ABC: (80) 25,186; (83) 26,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$176,310,237
Savings & Loan	3	$357,031,401

6 - PASSENGER AUTOS: County 24,357

7 - ELECTRIC METERS: Residence 11,428

8 - GAS METERS: Residence 8,202

9 - PRINCIPAL INDUSTRIES: Trade Construction, Gov., Mining, 6,000 emp., Baxter Travenol Laboratories 960 emp.; University payroll over $16,131,460.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(13)	NA	Boogarts Groc.
Hillcrest(1)	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Skagg's
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thurs.
Stores Open Evenings-Downtown-Thurs. Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; Klines, JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart.
Chain Drug Stores-Skagg's.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Sweetbriar; Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Mens Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,197; (S) 14,911; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

HIAWATHA

1 - LOCATION: Brown County. E&P Map D-1 County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Missouri Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,702; Loc. Est. 3,717
County 80 Cen. 11,955; Loc. Est. 11,700

4 - HOUSEHOLDS:
City 80 Cen. 1,517; Loc. Est. 1,534
County 80 Cen. 4,612; Loc. Est. 4,716

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,229

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Ind., Number of Workers (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Products 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Between 1st and 10th St. on Oregon St. (45 stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., and Sun.
Stores Open Evenings-Discount till 9 PM, Grocery till 8 PM.

13 - RETAIL OUTLETS: **Department Stores**-Family Fashions.
Discount Stores-Wal-Mart.
Chain Supermarkets-Lindys-Thriftway; Jack and Jill; Casey's Gen. Store.
Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Montgomery Ward (catalog); Bailly's Farm and Home.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 3,449; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Ed./Pub., DAILY WORLD, 607 Utah St., Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Landon Associates.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: **Railroads**-Rock Island; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 40,244; Loc. Est. 41,418
County 80 Cen. 64,983; Loc. Est. 66,813
CZ-ABC: (80) 48,528; (83) 49,100
RTZ-ABC: (80) 142,609; (83) 144,100
City & RTZ-ABC: (80) 191,137; (83) 193,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,514; Loc. Est. 16,944
County 80 Cen. 24,448; Loc. Est. 26,333
CZ-ABC: (80) 18,604; (83) 19,600
RTZ-ABC: (80) 53,892; (83) 56,500
City & RTZ-ABC: (80) 72,496; (83) 76,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$343,209,358
Savings & Loan	3	$239,800,000

6 - PASSENGER AUTOS: County 36,930

7 - ELECTRIC METERS: Residence 26,326

8 - GAS METERS: Residence 16,544

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 6,875 ($358); Mining 200 ($356); Contract Construction 1,275 ($307); Transportation, Electric, Gas, etc. 1,250 ($393).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alco Plz.(3)	NA	Alco, Harper's IGA
Larkland(11)	NA	Interstate Elec.
Northgate(12)	NA	Calhoun's, Dillon's, Coberly
Sears Plz.(4)	NA	Sears, Zales

Principal Shopping Days-Dept. Mon., Thu. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Wiley's; Pegues; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Calhoun's; Biles & Long (men's).
Discount Stores-Gibson's; Alco 2; Skagg's; K mart.
Variety Stores-Ben Franklin 3.
Chain Drug Stores-Coberly 2; Fraese; Self-Service; Medicine Shoppe; Dillon Drugs.
Chain Supermarkets-Dillon's 10; Jack & Jill; Safeway; Risley's IGA; Harper's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's.

14 - NEWSPAPERS: NEWS (all day) 43,164; (S) 45,645; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Popp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Papert Companies.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Lines-5.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598; Loc. Est. 10,835
CZ-ABC: (80) 10,598; (83) 10,700
RTZ-ABC: (80) 30,522; (83) 31,100
County 80 Cen. 42,281; Loc. Est. 43,751
City & RTZ-ABC: (80) 41,120; (83) 41,800

4 - HOUSEHOLDS:
City 80 Cen. 4,323; Loc. Est. 4,851
County 80 Cen. 16,388; Loc. Est. 17,689
CZ-ABC: (80) 4,323; (83) 4,500
RTZ-ABC: (80) 11,868; (83) 12,700
City & RTZ-ABC: (80) 16,191; (83) 17,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$102,616,000
Savings & Loan	1	$49,423,997

6 - PASSENGER AUTOS: County 22,245

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 5,276

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Reed-Gibson, 2 blks, 5 stores plus medical cent. TG&Y and K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; C.R. Calvert; JCPenney; Litwin's; Wesco Home Center.
Discount Stores-Gibson's; K mart; TG&Y; Dollar General Store.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; Nu-Ways; IGA; Jiffy Mart;
Other Chain Stores-Firestone; Okla. Tire; Mode O'Day.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,659; (S) 8,465; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Mgr., REPORTER, PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2, County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
City 80 Cen. 6,938; Loc. Est. 7,296
County 80 Cen. 15,654; Loc. Est. 16,327

4 - HOUSEHOLDS:
City 80 Cen. 2,716; Loc. Est. 2,848
County 80 Cen. 5,997; Loc. Est. 6,549

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$80,967,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 8,211

7 - ELECTRIC METERS: Residence 2,497

8 - GAS METERS: Residence 2,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Dress Factory 220; Gates Rubber Co. 256; Berg Mfg. Co. 229; Intercollegiate Press 47; Columbia Metal Products 38; Walton Foundry 25.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 66-88; Fall 47-69; Winter 24-44. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; P.N. Hirsch; Litwin's; JCPenney; TG&Y; McGinty-Whitworth.
Chain Drug Stores-Iola Pharmacy; Knorp Drug.
Chain Supermarkets-Farm Fresh; Self Service; Singer IGA.
Other Chain Stores-Western Auto; Coast-to-Coast; Otasco; Agri Farm & Home Supply; Comstock Lbr & Home Center.

14 - NEWSPAPERS: REGISTER (e) 5,011; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: Papert Companies.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Manufacturing, farming, shipping, wholesale distributing center, adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: **Railroads**-UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Frontier; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 19,305; Loc. Est. 19,061
CZ-ABC: (80) 20,494; (83) 20,700
RTZ-ABC: (80) 36,470; (83) 37,500
County 80 Cen. 29,852; Loc. Est. 29,956
City & RTZ-ABC: (80) 56,964; (83) 58,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; Loc. Est. 7,660
County 80 Cen. 10,075; Loc. Est. 10,546
CZ-ABC: (80) 7,775; (83) 8,200
RTZ-ABC: (80) 8,876; (83) 9,400
City & RTZ-ABC: (80) 16,651; (83) 17,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$113,554,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 18,783

7 - ELECTRIC METERS: Residence 10,001

8 - GAS METERS: Residence 8,988

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fort Riley 21,793 ($265); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Evan's Railcar N.A. ($240); F. W. Woolworth Distribution Center 200 ($250).
Principal Pay Days-Fri.; Military: 1st & 15th; Gov't.: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat. & Thurs.
Stores Open Evenings-Thu. & Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Safeway; Falley's; Food for Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Ashleys; Payless Shoes; Sherwin-Williams; Western Auto; Long's.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,381; (S) 8,923; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City PMSA), E&P Map D-2. County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: **Railroads**-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Frontier; Midwest; Northwest Orient.

3 - POPULATION:
City 80 Cen. 161,148; Loc. Est. 162,302
County 80 Cen. 172,335; Loc. Est. 173,569
PMSA 80 Cen. 519,031; Loc. Est. 532,711
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; Loc. Est. 62,911
County 80 Cen. 63,392; Loc. Est. 66,846
PMSA 80 Cen. 184,920; Loc. Est. 198,631

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	21	$641,151,000
Savings & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 87,136

7 - ELECTRIC METERS: Residence 54,924

8 - GAS METERS: Residence 44,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131); Chemical 5,400 ($158); Steel Fabricating 1,650 ($122).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Springs 87 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to

10th on Southwest Blvd.; 1 on South 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; TG&Y.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreen; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2; Revco 3.
Chain Supermarkets-Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mart 2; C. Balls 2; Price Chopper; Aldi's.
Other Chain Stores-Auto: Western Auto, P.N. Hirsch, Firestone; Furniture: Falconers, ABC, Economy, L.A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri; S) 22,468; sworn Sept. 13, 1982.
Local Contact for Advertising and Merchandising Data: Joie Mollenbruch, Adv. Dir, KANSAN, 901 N. Eigth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2, County Seat. On State Hwy. K-19; U.S. Hwys. 56 and 156.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; Loc. Est. 5,230
County 80 Cen. 8,065; Loc. Est. 8,476

4 - HOUSEHOLDS:
City 80 Cen. 2,005; Loc. Est. 2,233
County 80 Cen. 3,066; Loc. Est. 3,413

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,836

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Products 104 ($250); Combine Canvasses and Parts; State Hospital 700 (Avg. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000); Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equipment 20 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tue., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-A.A. Doerr; Montgomery Ward.
Discount Stores-Alco.
Chain Supermarkets-J.S. Dillon; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 2,804; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jeris Teegerstrom, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke., I-70.

2 - TRANSPORTATION: Railroads-A.T. & Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738; Loc. Est. 55,613
CZ-ABC: (80) 52,738; (83) 55,100
RTZ-ABC: (80) 43,097; (83) 44,900
County/MSA 80 Cen. 67,640; Loc. Est. 71,822
City & RTZ-ABC: (80) 95,835; (83) 100,000

4 - HOUSEHOLDS:
City 80 Cen. 18,773; Loc. Est. 20,730
County/MSA 80 Cen. 23,817; Loc. Est. 26,494
CZ-ABC: (80) 18,773; (83) 20,400
RTZ-ABC: (80) 14,497; (83) 15,600
City & RTZ-ABC: (80) 33,270; (83) 36,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$229,200,000
Savings & Loan	4	$170,000,000

6 - PASSENGER AUTOS: County 33,315

7 - ELECTRIC METERS: Residence 20,508

8 - GAS METERS: Residence 16,914

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Corrugated Box Plant and Paper Mill 300; Food Products 435; Univ. of Kans. 6,700; Fertilizers 390; Chemicals 541; Dehydrating 85; Organ Factory 70; Greeting Cards Ribbon 1,000; Distributing 475; Electronics 300; Printing 420; Plastics 330; Movie-Film 45; Pharmacy-Research 60; Haskell Indian Junior College 250; Brakes-Gaskets 225; Electricity 225; Paper Products 230; Petroleum Wire Cable 130; Pet Food 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15. Last killing frost, May. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Massachusetts St.; 5 blocks on 2 parallel sts.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	Hillcrest IGA
The Malls(21)	3	TG&Y Family Center
Westridge(10)	4	Westridge IGA
SW Plaza(15)	4	Food Barn
Holiday Plz.(30)	5	Keifs Discount Records & Stereo Supply
Southern Hills(12)	4	

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Dept. Thu.; Supermarkets, Gibsons, TG&Y, Wal-Mart, SupeRx, K mart nightly.

13 - RETAIL OUTLETS: Department Stores-Weaver's; JCPenney; Sears (catalog).
Discount Stores-Gibsons; K mart; Wal-Mart; TG&Y Family Center; Budget Center.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 2; Gibson Pharmacy; SupeRx; Medicine Shoppe.
Chain Supermarkets-Rusty's IGA 4; Kroger; Food Barn; Dillon's 3; Food-4-Less.
Other Chain Stores-Singer Co.; Goodrich; Cook Paint; Litwin's (gen. mdse.); Sherwin-Williams; McCrory; Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; Raney Drugs; Team Electronics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Janell Ladies Wear; Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; General Jeans; Co-op Farm Store; Seifert's; Bostwicks; Sentry Hardware; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Scot's Ladies Wear; Mode O'Day; Maurices Ladies Wear; Carousel; Computerland.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,375; (S) 1[illegible],678; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County, (In Kansas City PMSA). E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme east part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Santa Fe; Burlington; Chicago North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Trenton-St. Joseph Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,656; Loc. Est. 36,268
CZ-ABC: (80) 33,656; (83) 32,700
RTZ-ABC: (80) 38,310; (83) 41,000
County 80 Cen. 54,809; Loc. Est. 55,148
PMSA 80 Cen. 519,031; Loc. Est. 532,711
City & RTZ-ABC: (80) 71,966; (83) 73,700

4 - HOUSEHOLDS:
City 80 Cen. 10,480; Loc. Est. 11,876
County 80 Cen. 17,030; Loc. Est. [illegible]
PMSA 80 Cen. 184,920; Loc. Est. 198,631
CZ-ABC: (80) 10,480; (83) 10,600
RTZ-ABC: (80) 12,384; (83) 13,800
City & RTZ-ABC: (80) 22,864; (83) 24,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$116,327,000
Savings & Loan	2	$77,500,000

6 - PASSENGER AUTOS: County 28,531

7 - ELECTRIC METERS: 24,868

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Batteries 180 ($200); Steel Fab. 230 ($160); Greeting Cards 650 ($150); Fed. Prison 420 ($150); Ft. Leavenworth Civ. Emp. 2,326 ($150); Ft. Leavenworth Army Pers. 2,560 ($175); Veterans Adm. 1,110 ($150).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown: 30 blocks on 3 parallel streets; Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Leavenworth Plaza(24)	NA	JCPenney, Sears

Principal Shopping Days-Thu., Fri., Sat. and Mon.
Stores Open Sundays-Leavenworth Plaza; Food, Some Drug & Discount.
Stores Open Evenings-Leavenworth Plaza; Food; All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bohm's; Bakers.
Variety Stores-Woolworth; Duckwall.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Food Barn; Gene's Thriftway; Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's Supermarket.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (mail order); Mode O'Day; Playworld; Radio Shack.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,440; (S) 9,792; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston III, Gen. Mgr., TIMES, 416-22 Seneca, Leavenworth, KS 66048; Tel. (913) 682-030[illegible].
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3, County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; Loc. Est. 15,562
County 80 Cen. 17,071; Loc. Est. 17,849
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; Loc. Est. 5,834
County 80 Cen. 6,125; Loc. Est. 6,692

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$167,000,000
Savings & Loan	2	$210,000,000

6 - PASSENGER AUTOS: County 10,830

7 - ELECTRIC METERS: Residence 7,281

8 - GAS METERS: Residence 6,856

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wholesale Grocers 152; Aircraft 305; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Western Center; Southgate Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(26)	NA	Gibson's, IGA, K mart
S. Ideal(7)	NA	Ben Franklin, Mont. Ward, Allied Supermkt.
Plaza(13)	NA	Alco, Boogaart's

Principal Shopping Days-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Wood's; Long's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Duckwall; Alco; K mart.
Chain Drug Stores-Gibson's; H&R.
Chain Supermarkets-Ideal 2; Safeway Super Store; Jack & Jill; Boogaarts; Thrifty-Wise.
Other Chain Stores-Sweetbriar's; Mode O'Day; Grisier's; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Shop; Kiddie Korner; Cinderella Shop; Brown's Shoe; Olliver's Shoes; Payless Shoes; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear.

14 - NEWSPAPERS: SOUTHWEST TIMES (e) 10,434; (S) 10,864; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County, E&P Map B-2, County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56 and State Hwys. 14 and 96.

2 - TRANSPORTATION: Railroads-AT&SF; Burlington-Northern; MP.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Trans State.

3 - POPULATION:
Corp. City 80 Cen. 4,134; Loc. Est. 4,106
County 80 Cen. 11,900; Loc. Est. 11,903

4 - HOUSEHOLDS:
City 80 Cen. 1,679; Loc. Est. 1,727
County 80 Cen. 4,525; Loc. Est. 4,716

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$32,000,000
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 6,911

7 - ELECTRIC METERS: Residence 1,900

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil, Salt 150 ($300); Airplane Parts 100 ($350); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Calhoun's.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill; IGA; Boogaarts.
Other Chain Stores-Gamble'[illegible]tasco; Mode O'Day; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 3,218; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; Loc. Est. 33,713
CZ-ABC: (80) 41,568; (83) 43,400
RTZ-ABC: (80) 37,834; (83) 39,300
Counties 80 Cen. 78,287; Loc. Est. 82,700
Riley 80 Cen. 63,505; Loc. Est. 68,300
Pottawatomie 80 Cen. 14,782; Loc. Est. 14,400
City & RTZ-ABC: (80) 79,402; (83) 82,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; Loc. Est. 13,524
Counties 80 Cen. 24,670; Loc. Est. 26,171
Riley 80 Cen. 19,269; Loc. Est. 20,419
Pottawatomie 80 Cen. 5,401; Loc. Est. 5,652
CZ-ABC: (80) 14,660; (83) 15,900
RTZ-ABC: (80) 10,401; (83) 11,200
City & RTZ-ABC: (80) 25,061; (83) 27,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$179,865,000
Savings & Loan	4	$127,059,000

6 - PASSENGER AUTOS: Riley County 22,730; Pottawatomie County 8,619.

7 - ELECTRIC METERS: Residence 16,110

8 - GAS METERS: Residence 12,060

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Constr. 700; Mfg. 1,050; Transportation 325; Wholesale & Retail 14,100; Trade 4,350; Fin., Ins. & Real Estate 1,025; Services 2,925; Govt. (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plaza (Anderson Avenue).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aggieville	NA	NCR, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	TG&Y, Calhoun's, Robi's, Dillon's
Wal-Mart	1	Wal-Mart, Dillon, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, TG&Y, Wal-Mart, Alco, Revco, Sears, JCPenney.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 2; Keller's; Browne's; Calhoun's.
Variety Stores-TG&Y.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Norton Rexall 2; Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 5; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 13,246; (S) 13,992; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2, County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; Loc. Est. 11,896
County 80 Cen. 26,855; Loc. Est. 27,180

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,751
County 80 Cen. 9,807; Loc. Est. 10,422

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$121,166,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 15,563

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding Industries 110; Plastics 458; Concrete Pdts. 25; Misc. Mfg. 215; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas); Dillions Shopping Center (1300 N. Main, 5 stores.)
Principal Shopping Days-Mon.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward (catalog).
Discount Stores-TG&Y; K mart.
Chain Drug Stores-Grave's; Dillon's.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Gambles; Cook's (paint); Firestone; Coast-to-Coast; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e) 6,150; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Harvey County, E&P Map C-2, County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 and 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; Loc. Est. 16,822
County 80 Cen. 30,531; Loc. Est. 32,076
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; Loc. Est. 6,724
County 80 Cen. 10,947; Loc. Est. 12,081

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: County 17,816

7 - ELECTRIC METERS: Residence 7,644

8 - GAS METERS: Residence 6,722

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 705 ($200); Milling (Flour) 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Prinipal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy 50).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dillon Plaza	1	Dillon's
Alco Plaza	2	Buy For Less, Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days-Thu., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thu.; Food nightly; Shopping centers and food stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Cunningham's.
Variety Stores-Woolworth; Davis Paint; Dillons.
Discount Stores-Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores-Carter Phcy. (Walgreen).
Chain Supermarkets-Dillon 2; Safeway; IGA 2.
Other Chain Stores-Goodrich; Western Auto; Oklahoma Tire; Firestone; Sears (catalog); Sherwin-Williams; Bailly's; Nat'l. Bldg. Center; Boise Cascade.

14 - NEWSPAPERS: KANSAN (e) 8,586; sworn Jan. 6, 1983.
Local Contact for Advertising and Merchandising Data: Bob Anderson, Pub., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver, 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern; Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
City 80 Cen. 3,400; Loc. Est. 3,610
County 80 Cen. 6,689; Loc. Est. 7,046
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; Loc. Est. 1,501
County 80 Cen. 2,589; Loc. Est. 2,889

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 1,907

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Field Supply ($150); Water Well Pipe 15 ($125); Ptg. 18 ($150); Contracting 100 ($150); Truck Transp. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Machinery Manufacturing 35 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13. Last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thu. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Browne; Lu Jon's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Moffet Rexall; Stapleton.
Chain Supermarkets-Safeway; Kelling Dostyot; Haxton's Shurfine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; True Value Hardware; Coast-to-Coast; Napa.

14 - NEWSPAPERS: TELEGRAM (e) 3,643; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRA[illegible] Kansas St., Norton, KS 67654; Tel. [illegible] 3361.
National Representative: [illegible]

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City PMSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; Loc. Est. 43,317
PMSA 80 Cen. 519,031; Loc. Est. 532,711
County 80 Cen. 270,269; Loc. Est. 281,482

4 - HOUSEHOLDS:
City 80 Cen. 12,021; Loc. Est. 14,980
County 80 Cen. 96,927; Loc. Est. 105,581
PMSA 80 Cen. 184,920; Loc. Est. 198,631

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 195,317

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Boots 84; Batteries 450; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,500; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage-$250.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Miller's.
Variety Stores-TG&Y; Waymire.
Discount Stores-Gibson's; Alco; K mart.
Chain Supermarkets-Thriftway; Dillons; Food Barn; Savemart; Food For Less.
Other Chain Stores-Western Auto; Firestone; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat; S) 8,640; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data. Edwin T. Koon, Gen. Mgr., NEWS, 514 S. Kansas, PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2, County Seat. College center 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: Railroads-Sante Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Int'l.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; Loc. Est. 11,054
County 80 Cen. 21,813; Loc. Est. 22,584
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; Loc. Est. 4,414
County 80 Cen. 8,051; Loc. Est. 8,721

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$96,526,000
Savings & Loan	2	$1,095,718,711

6 - PASSENGER AUTOS: County 12,019

7 - ELECTRIC METERS: Residence 4,133

8 - GAS METERS: Residence 3,980

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Nursery [illegible]; Men's Work Clothes; Plastic Frames for [illegible] Glasses; Highway Signs; Mobile Homes; Sign [illegible] Cranes; Blue Rock Targets; Dog Food; [illegible] Cabinets; Plastic Products; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45; First killing frost, Oct. 27. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-Litwin's; Sears; Montgomery Ward; JCPenney; Stockyard Farmers Store.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway; Pence 2; Waymire's Food Stores.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint.

14 - NEWSPAPERS: HERALD (e) 6,098; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S.

Cedar, Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: Papert Companies.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-7.
Intercity Passenger Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 12,898; Loc. Est. 13,261
CZ-ABC: (80) 12,898; (83) 12,900
RTZ-ABC: (80) 29,526; (83) 29,800
County 80 Cen. 25,682; Loc. Est. 26,449
City & RTZ-ABC: (80) 42,424; (83) 42,700

4 - HOUSEHOLDS:
City 80 Cen. 4,995; Loc. Est. 5,400
County 80 Cen. 9,702; Loc. Est. 10,300
CZ-ABC: (80) 4,995; (83) 5,200
RTZ-ABC: (80) 11,087; (83) 11,700
City & RTZ-ABC: (80) 16,082; (83) 16,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$84,954,000
Savings & Loan	2	$174,971,000

6 - PASSENGER AUTOS: County 12,977

7 - ELECTRIC METERS: Residence 5,422

8 - GAS METERS: Residence 5,037

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 690 ($274); State Hospital & Training Ctr. 435 ($227); Railroad 480 ($450); Steel Products 153 ($196); Peabody Tec Tank ($261); Color Graphics.
Principal Pay Days-R.R. and State, 1st and 16th.

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-5 blocks on Parsons Plaza; 2 on Broadway; 1 on 18th.
Neighborhood Shopping Centers-300 Main 3; Belmont Square Shopping Center 7, 21st and Main.
Principal Shopping Days-Wed., Thu., Sat.
Stores Open Evenings-Thu., Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.
Discount Stores-Wal-Mart; TG&Y.
Chain Drug Stores-Revco.
Chain Supermarkets-Rooster's Thriftway; Safeway; Consumers Discount; Greaves NuWay AG.
Other Chain Stores-Sears (order); Sherwin-Williams; Montgomery Ward; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 8,950; (m-sat) 8,999; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C.; Southern; AT&SF; Missouri Pacific; Frisco.
Motor Freight Carriers-7.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; Loc. Est. 18,693
County 80 Cen. 37,916; Loc. Est. 38,813

4 - HOUSEHOLDS:
City 80 Cen. 7,737; Loc. Est. 8,004
County 80 Cen. 15,212; Loc. Est. 16,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$135,523,214
Savings & Loan	2	$156,070,771

6 - PASSENGER AUTOS: County 19,346

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 9,464

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners (Av. Wkly. Wage)-Armature 106 ($211); Lithography 20 ($260); Grocers 153 ($320); Coal 170 ($275); Coal Preparation 730 ($240); Census Bureau 187 ($229); Tile 260 ($240); Textile 125 ($170); Chemical 300 ($340); Livestock Feed 100 ($210); Paper Products 103 ($210).
Principal Industrial Pay Days-1st, 5th, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall 23 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Mall(24)	NA	JCPenney, Newman's

Principal Shopping Days-Downtown Thu.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; Montgomery Ward (catalog); JCPenney; Sears (catalog); Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Scottie; Vista.
Chain Supermarkets-Safeway; TruValue 2; Consumers; Dillons; IGA 3; AG.
Other Chain Stores-Mode O'Day; Sherwin Williams; Merle Norman Cosmetics; Rexall; Gallenkamp's; Baskin-Robbins; Quik-Trip; Musicland; Lumberjack Building Supply; Otasco; Pay Less Shoes; Sutherland Lumber; Davis Paint; Bailly's of Kansas; Kutz Music; Convenient Foods; 7-Eleven; Bob's Shoes.

14 - NEWSPAPERS: SUN (mS) 12,743; publisher's statement Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James R. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; Loc. Est. 7,032
County 80 Cen. 10,275; Loc. Est. 10,467

4 - HOUSEHOLDS:
City 80 Cen. 2,824; Loc. Est. 2,946
County 80 Cen. 4,078; Loc. Est. 4,337

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,452

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Petroleum Prod. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; R.V. Toppers 25; Furniture 30 ; Area Hospital 66; State Hdqrs. Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10. Last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.
Neighborhood Shopping Centers-North Main; East First and West First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Jett's; JCPenney; Litwins.
Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillons; Safeway; Discount Food Center; Drive Inn.
Other Chain Stores-Gambles; Western Auto; Woolwines Auto Supply; Goodrich; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 4,027; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Ninnescah, PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 5,427; Loc. Est. 5,640
County 80 Cen. 8,868; Loc. Est. 9,008

4 - HOUSEHOLDS:
City 80 Cen. 2,228; Loc. Est. 2,288
County 80 Cen. 3,612; Loc. Est. 3,796

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,192

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Production; Pipeline Construction; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thu. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,182; sworn Mar. 31, 1982 (latest statement available).
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific; CRI&P; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 41,843; Loc. Est. 43,570
CZ-ABC: (80) 41,843; (83) 43,300
RTZ-ABC: (80) 112,767; (83) 111,100
County 80 Cen. 48,905; Loc. Est. 50,115
City & RTZ-ABC: (80) 154,610; (83) 154,400

4 - HOUSEHOLDS:
City 80 Cen. 16,216; Loc. Est. 17,584
County 80 Cen. 18,613; Loc. Est. 19,927
CZ-ABC: (80) 16,216; (83) 17,400
RTZ-ABC: (80) 43,755; (83) 44,900
City & RTZ-ABC: (80) 59,971; (83) 62,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$307,292,146
Savings & Loan	4	$140,914,782

6 - PASSENGER AUTOS: County 30,234

7 - ELECTRIC METERS: Residence 19,722

8 - GAS METERS: Residence 16,956

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elect 213; Sheet Metal 150; Const. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 1,100; Fluorescent Lamps 400; Food Processing 2,100; Battery Mfg. 500; Agricultural Equip. 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elmore Ctr.(20)	NA	IGA, NCR
Kraft Manor(16)	NA	Suburban TV
Mid-State Mall(40)	NA	
Sears Ctr.(7)	NA	Sears, Wal Mart
Southview(2)	NA	Safeway, Alco
Sunset Plz.(24)	NA	Rexall, Dillons, Otasco, Duckwall
Southgate(9)	NA	Rexall, Dillons, Calhouns
Park West	NA	K mart

Principal Shopping Days-Mon., Thu., Sat., Sun.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Calhouns.
Variety Stores-Gambles; Ben Franklin.
Discount Stores-Gibson's; Weeks; Alco; K mart; Wal-Mart.
Chain Drug Stores-Morriss 2; Walgreen.
Chain Supermarkets-Dillons 3; Safeway; Food-4-Less 2; Warehouse Market; Ashton's 2.
Other Chain Stores-Firestone; Zales; G.R. Kinney; Goodyear.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 30,621; (S) 34,716; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul G. Webb, Mktg. Dir., JOURNAL, Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Papert Companies.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2, State Capital, County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpk. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Frontier; Capitol; Midway; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; Loc. Est. 113,529
CZ-ABC: (80) 154,916; (83) 155,200
RTZ-ABC: (80) 395,620; (83) 406,800
County 80 Cen. 154,916; Loc. Est. 157,319
MSA 80 Cen. 154,916; Loc. Est. 157,319
City & RTZ-ABC: (80) 550,536; (83) 562,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,256; Loc. Est. 47,565
County 80 Cen. 58,832; Loc. Est. 62,468
MSA 80 Cen. 58,832; Loc. Est. 62,468
CZ-ABC: (80) 58,832; (83) 61,200
RTZ-ABC: (80) 141,014; (83) 150,300
City & RTZ-ABC: (80) 199,846; (83) 211,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$177,765,000
Savings & Loan	4	$1,873,500,000

6 - PASSENGER AUTOS: County 92,073

7 - ELECTRIC METERS: 55,632

8 - GAS METERS: Residence 51,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Government 21,400; Services 17,500; Manufacturing 9,200; Finance, Ins. & Real Estate 5,900; Contract Construction 3,000; Wholesale & Retail 18,200.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68; First frost, Oct. 20. Last frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookwood(27)	6	Dillons, TG&Y
Campus North(14)	5	Vivians
Eastboro(18)	3	Duckwalls, Falleys
Fairlawn Plaza	NA	Bensons, Ben Franklin
Gage Center(48)	4	Woolworth, Safeway
Gage Vlg.(30)	4	Rosies Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Dillons, Midwestern Music
Holliday Sq.(29)	4	Dibbles, Pelletier's
Huntoon & Wannamaker	5	K mart

Indian Hills	5	Safeway
Market Place(8)	5	Dibbles
North Plaza(4)	5	Suttons, Alco, Calhouns
N. Topeka Bus. District	5	Marlings, Safeway
Northland(11)	8	Falleys, Northland's
Seabrook(4)	4	Falleys, Calhouns
South City Plz.(12)	2	A&P
Southwest Center	5	S.W. Bowl
University Vlg.(6)	4	IGA
Washburn View(13)	3	Roachs, Suttons
Westboro	3	Billies, Potterfields
White Lakes(63)	3	Sears, Woolworth Walgreen, JCPenney
White Lakes Plz.(17)	4	Team Electronics

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon. & Thurs. Supermarkets-Every evening.
Stores Open Sundays-Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: Department Stores-Pelletier's; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Macy's; J.M. McDonald's; Calhouns; Richman-Gordman; Seiferts; Northland.
Discount Stores-Skagg's; Ardan's; K mart 3; Alco 2.
Variety Stores-Woolworth 2; Duckwall's 2; TG&Y.
Chain Drug Stores-Walgreen 3; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-Dibble's 3; IGA 11; Falley's 4; Safeway 3; Sutton's 2; Dillon's 3; Tilton's 2; Thriftway 3; Super Saver 4; Save More; Food For Less 4; Sak'n Save; EZ Shops 6; Kwik Shops 3; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; CMC Stereo; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Freeman Factory Outlet; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Harper Fabrics; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; Singer; So Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Swiss Colony; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfes Jewelry; Zales Jewelry; A.J. August; Tango Boutique; The Gap; Foxmoor; Fashion Conspiracy; Adler's; Extension I.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,931; (S) 74,687; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne III, Adv. Dir., CAPITAL-JOURNAL, 616 Jefferson St., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Branham/Newspaper Sales.

WELLINGTON

1 - LOCATION: Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpk.

2 - TRANSPORTATION: **Railroads**-Rock Island; Sante Fe.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212; Loc. Est. 8,529
County 80 Cen. 24,928; Loc. Est. 26,238

4 - HOUSEHOLDS:
City 80 Cen. 3,332; Loc. Est. 3,549
County 80 Cen. 9,413; Loc. Est. 10,321

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$20,000,000

6 - PASSENGER AUTOS: County 14,484

7 - ELECTRIC METERS: Residence 3,169

8 - GAS METERS: Residence 2,948

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears.
Discount Stores-TG&Y; Wal-Mart.
Chain Supermarkets-J.C. Dillon; IGA; Wellington Discount Foods.
Other Chain Stores-Oklahoma Tire & Supply; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,026; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jackson Mitchell, Pub. & Ed., NEWS, 113 W. Harvey, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County, E&P Map C-3 (MSA), County Seat. 161 mi. SE of the geographical center of the continental United States; 190 mi. SW of Kansas City, MO. On U.S. Hwys. 54, 81, I-35; State Hwys. 15, 42, 96; Kansas Tpke.

2 - TRANSPORTATION: **Railroads**-(Freight service only) Santa Fe; Missouri Pacific; Burlington-Northern.
Motor Freight Carriers-54.
Intercity Bus Lines-Trailways.
Airlines-TWA; American; Northwest Orient; America West; Frontier; Continental; Air Midwest; Republic; Trans Central; United.

3 - POPULATION:
Corp. City 80 Cen. 279,835; Loc. Est. 286,172
County 80 Cen. 367,088; Loc. Est. 379,236
MSA 80 Cen. 411,313; Loc. Est. 426,293
PMA-ABC: (80) 806,425; (83) 822,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; Loc. Est. 118,352
County 80 Cen. 137,744; Loc. Est. 149,139
MSA 80 Cen. 153,831; Loc. Est. 166,834
PMA-ABC: (80) 301,288; (83) 319,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$15,700,000,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 226,888

7 - ELECTRIC METERS: 158,015

8 - GAS METERS: 135,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Total Labor Force 216,800; Construction 6,900; Transportation Equip. (Inc. Aircraft, 29,200 ($452); Manufacturing 50,200 ($404).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(4)	4	Safeway
Blvd. Plaza(15)	2	IGA
Brittany Ctr.(13)	6	Safeway
Central Hgts.(17)	6	IGA
Eastgate(28)	5	Dillon, Ardan's
Indian Hills(12)	3	IGA
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(25)	3	Gessler, Barrier's
Marina Lakes(28)	4	Furr's Cafeteria
Morris Town(12)	4	Carl Bell's
Normandie(28)	4	TG&Y, Safeway
Parklane(59)	4	David's, Cloth World
Pawnee Plz.(20)	2	Revco, IGA
Plaza West(26)	3	IGA, TG&Y
Prairie Vlg.(21)	5	Dillon, Calhoun's
Seneca Sq.(31)	4	Dillon
Sweetbriar(40)	4	IGA, David's
Towne East Square(120)	5	Dillard's, Sears, JCPenney
Towne West Square(98)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(65)	4	Sears, Henry's
Westlink(27)	6	Dillons, Calhoun's
Westway(23)	4	Safeway, IGA
Wichita Mall(43)	3	IGA, Mont. Ward

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every evening to 9; Macy's (downtown)-Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Mont. Ward 2; Sears 3; JCPenney 2; Dillard's 2; Calhoun's 4.
Discount Stores-David's 5; K mart 4; TG&Y Family Centers 10; Target 2.
Variety Stores-Woolworth 2; TG&Y 2.
Chain Drug Stores-Hart 2; Skaggs 5; Gessler's 4; Cummings 5; Revco 7.
Chain Supermarkets-Dillons 15; Safeway 11; Associated Grocers 14; IGA 16; Quick Trip 43; Town & Country 22; Kwik Shops 15; Leeker's 2; Johnson's 11; Bestyet 3.
Other Chain Stores-Ardan 2; A.J. August 2; Baker's Shoes 2; Bernina Sewing Centers 2; Casual Corner 2; Cloth World 3; Cricket Alley 3; Gallen-Kamp 2; Gallery Shoes 3; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo Ann Fabrics 2; Kinney Shoes 3; Lerner 2; Otasco 7; Royal Optical 2; Russell Stover 2; Radio Shack 12; Shirt Shacks Unlimited 4; Singer Co. 2; Team Electronics 4; Wilson's Jewelers; World Bazaar 2; Zales 4; Woolf Bros.

14 - NEWSPAPERS: EAGLE-BEACON (m) 122,044; (S) 182,136; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mary McCoy, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6381.
National Representative: Knight-Ridder.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3, County Seat. Educational medical center. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State 15.

2 - TRANSPORTATION: **Railroads**-AT&SF; Frisco.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 10,736; Loc. Est. 12,006
CZ-ABC: (80) 10,736; (83) 10,006
RTZ-ABC: (80) 24,206; (83) 25,000
County 80 Cen. 36,824; Loc. Est. 38,487
City & RTZ-ABC: (80) 34,942; (83) 35,600

4 - HOUSEHOLDS:
City 80 Cen. 4,172; Loc. Est. 4,250
County 80 Cen. 13,897; Loc. Est. 15,199
CZ-ABC: (80) 4,172; (83) 4,300
RTZ-ABC: (80) 8,592; (83) 9,200
City & RTZ-ABC: (80) 12,764; (83) 13,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$84,347,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 19,650

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil 600 ($400); Food Proc. 250 ($270); Metal Prods. 550 ($350); Aircraft 600 ($300); Medical 600 ($275); Plastics 300 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 2 sts.
Shopping Centers-Winfield Plaza.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thu.; Shopping Center 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's; IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,126; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

The midwest test market
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KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, Ky.-Ind.-Bullit, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

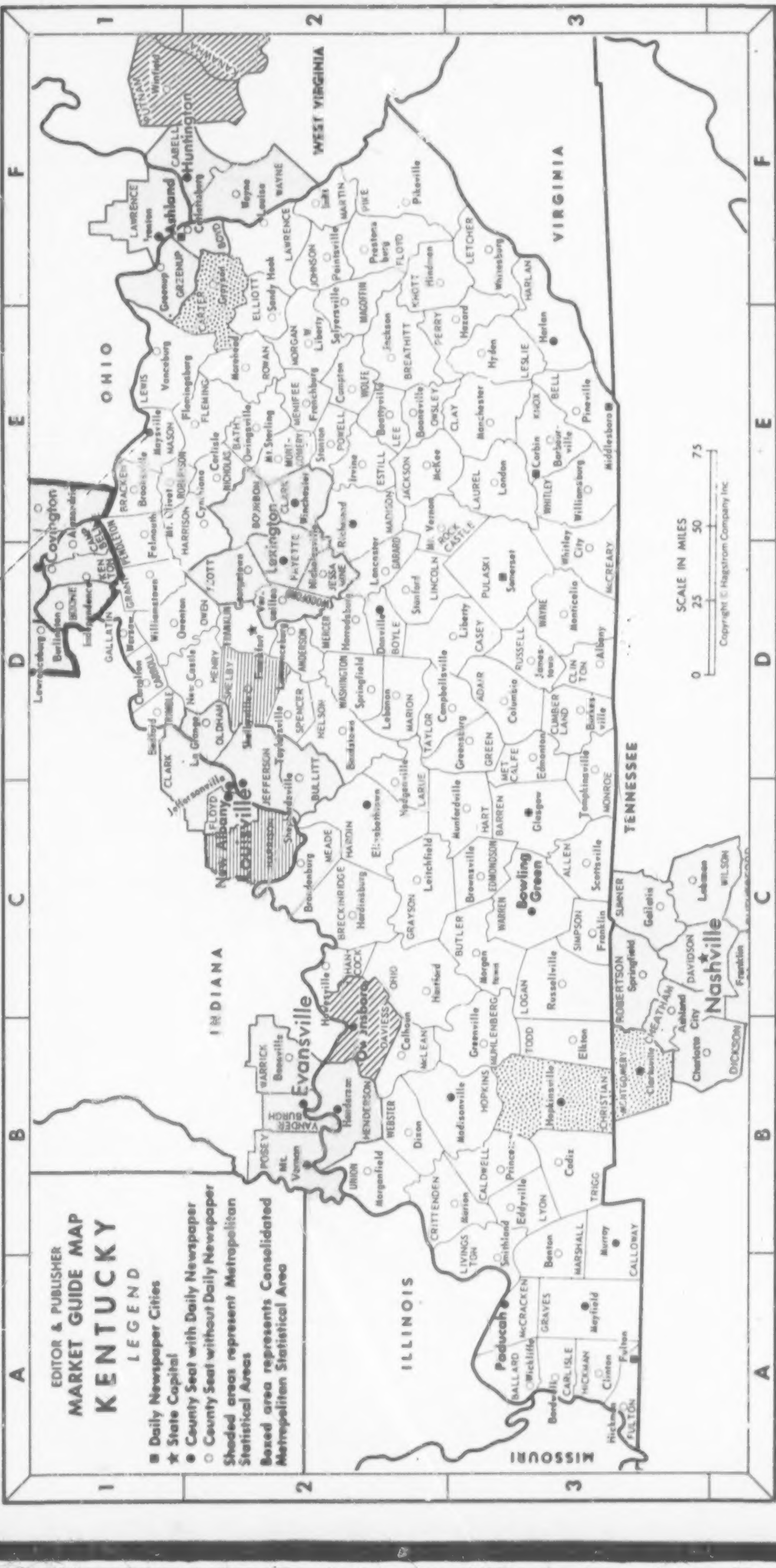
POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	271	283	288
5-14 Years	651	591	602
15-24 Years	585	700	713
25-44 Years	732	991	1,010
45-64 Years	645	686	699
65 and Over	336	410	418
TOTAL	3,220	3,661	3,730

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	399	656	931
General Mdse	817	1,192	1,772
Food	1,434	2,490	4,173
Automobiles	1,258	2,292	3,331
Gasoline Stations	543	1,021	1,896
Apparel	274	438	659
Furniture	271	456	689
Eat-Drink Places	393	772	1,504
Drugs	232	354	603
TOTAL SALES	6,161	10,492	16,947


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75
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TENNESSEE
VIRGINIA
WEST VIRGINIA
Ashland
Huntington
Covington
Lexington
Frankfort
Louisville
New Albany
Jeffersonville
Evansville
Owensboro
Henderson
Paducah
Bowling Green
Nashville
Clarksville
Hopkinsville
Danville
Somerset
Glasgow
Harlan
Middlesboro
Madisonville
Elizabethtown
Mayfield
Murray
Fulton
Winchester
Richmond
Maysville
A
B
C
D
E
F
1
2
3

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52 and State Hwys. 168 and 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; Loc. Est. 25,862
CZ-ABC: (80) 55,213; (83) 53,200
RTZ-ABC: (80) 148,343; (83) 152,900
MSA 80 Cen. 336,410; Loc. Est. 338,361
County 80 Cen. 55,513; Loc. Est. 55,782
City & RTZ-ABC: (80) 203,556; (83) 206,100

4 - HOUSEHOLDS:
City 80 Cen. 10,620; Loc. Est. 10,674
County 80 Cen. 19,960; Loc. Est. 20,991
MSA 80 Cen. 119,007; Loc. Est. 125,342
CZ-ABC: (80) 20,270; (83) 20,200
RTZ-ABC: (80) 48,527; (83) 52,000
City & RTZ-ABC: (80) 68,797; (83) 72,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$327,220,588
Savings & Loan	4	$123,346,576

6 - PASSENGER AUTOS: County 25,207

7 - ELECTRIC METERS: Residence 18,792

8 - GAS METERS: Residence 9,302

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chemicals; Brick; Air Prod.; Activated Carbon; Nickel Prod.; Leather; Garments; Oil Refining; Railroading; RR Car Repair; Coke Mfg.; Show Case and Store Fixtures.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St. Greenup to Carter; 29th St., [illegible] to Moore 4 blocks; 13th St., Lexington to Oakview [illegible] blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenup Mall(16)	6	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	6	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon.; Food every night.

13 - RETAIL OUTLETS: Department Stores-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-Murphy.
Discount Stores-Heck's; Hill's.
Chain Drug Stores-Revco 2; Thrift 2, SupeRx; Begley Drugs.
Chain Supermarkets-Mussetter's 4; Kroger 2; Miller's; Co-ops; Gateway 2; Key Mkts.; Foodland 6; IGA 3; Cardinal 4.
Other Chain Stores-Walker's; Nobil's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 24,861; (S) 27,089; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3. County Seat. Agricultural section. University town; diversified mfg.; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Nat'l Park. On U.S. Hwys. 31 W., 68 & 231. State Hwys. 67, 71, 234, 80; I-65 and Green River Parkway.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.

Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; Loc. Est. 42,000
CZ-ABC: (80) 40,450; (83) 39,800
RTZ-ABC: (80) 154,754; (83) 156,700
County 80 Cen. 71,828; Loc. Est. 76,200
City & RTZ-ABC: (80) 196,204; (83) 196,500

4 - HOUSEHOLDS:
City 80 Cen. 14,313; Loc. Est. 15,064
County 80 Cen. 24,833; Loc. Est. 27,422
CZ-ABC: (80) 14,313; (83) 14,600
RTZ-ABC: (80) 54,355; (83) 57,300
City & RTZ-ABC: (80) 68,668; (83) 71,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$371,371,000
Savings & Loan	2	$176,892,562

6 - PASSENGER AUTOS: 35,244

7 - ELECTRIC METERS: Residence 15,070

8 - GAS METERS: Residence 14,502

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage N.A.)-Garments 1,326; Auto Parts 1,779; Laundry Equipment 175; Wood Products 70; Controls 536; Crane and Excavator Manufacture 259; Tire Core Fabric 3; Auto Assembly 1,325; Bakery 279; Portable Heaters 130; Heavy Equipment Parts 88.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Parts of State, College and Main Sts. & Public Square; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Roads; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, Fairview Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bowling Green Mall(30)	NA	SuperRx
Fairview Plaza(19)	NA	Reeves, K mart
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Wal-Mart, Kroger
Kings Plaza(15)	NA	Treasury Drug, Winn-Dixie
Northgate Ctr.	NA	Gibson's, Reeves
Greenwood Mall(65)	NA	JCPenney, Osco, Caster-Knott
Brite Center	NA	Winn-Dixie, Rite Aid

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Caster-Knott; Rose's; K mart; Ben Snyder; Wal-Mart.
Discount Stores-Gibson; Plaza Discount; Sportswear Mart.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Begley's; Revco; Rite Aid.

Chain Supermarkets-Kroger's; Houchins 6; Reeves 4; Campbell's 3; Moore Bros. IGA; Tucker's Minit Mkts. 2; Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams, Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale Jewelers; Radio Shack; Western Auto; Adams Shoes; Hancock Fabric; Pic Way; Payless; Golden Farley; Behr's; Poppe Shoppe; Connie Shoes; B. Dalton Bookseller; Naturlizer; B&B Service Center; Hallmark; Morrisons; Merle Norman; Grandma Loves Cookies; General Nutrition Center; Ormand Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Walden Books; World Bazaar; Embrys; Clifford's Keepsake; Hickory Farms; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Bottomhalf; Baskin Robbins; The Junction; Piecegoods Store; Dollar General; Riherd's; Kay's Jewelry; C&H Rausch; Stevensons; Shop Sticks; Bresslers; Zanderman's; Lovenotes; Auto Shack; Computerland; Jo Ann Fabrics; Smokestop; Winners; Nutri-System; Fresher Cooker.

14 - NEWSPAPERS: PARK CITY DAILY NEWS (e-mon to fri) 20,082; (S) 23,126; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gaines, Nat'l Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W & State Hwys. 6, 90, 26,312, Interstate 75.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 8,075; Loc. Est. 7,637
Counties 80 Cen. 63,635; Loc. Est. 65,259
Whitley 80 Cen. 33,396; Loc. Est. 33,696
Knox 80 Cen. 30,239; Loc. Est. 31,563

4 - HOUSEHOLDS:
City 80 Cen. 3,211; Loc. Est. 3,198
Counties 80 Cen. 21,283; Loc. Est. 22,780
Whitley 80 Cen. 11,338; Loc. Est. 11,960
Knox 80 Cen. 9,945; Loc. Est. 10,820

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$83,924,000

6 - PASSENGER AUTOS: Knox Co. 8,704; Whitley Co. 14,915

7 - ELECTRIC METERS: Residence 3,192

8 - GAS METERS: Residence 5,009

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Electrical Prod. (325 emp.) ($189); Woven Wire Prod. 279 ($210); Greeting Cards 1,157 ($201); National Cash Register NA ($223); Certainteed Products NA ($220).
Principal Industrial Pay Days-Sat., 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and railroad paydays, twice monthly.
Stores Open Sundays-Drug, Grocers, Department and Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Daniel's; Rose's; Heavy Equipment: Whayne Supply.
Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-Howard Bros.; S & T Hdwr.
Chain Drug Stores-Huff (Walgreen); Cottongin (Rexall); Begley's (Walgreen).
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac; Winn-Dixie.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri; S) 8,048; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James L. Crawford, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (506) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati. U.S. Hwys. 25, 27, 42, 127, I-75, I-71 service the area. Manufacturing and agriculture center.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; Pan American; USAir.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013; Loc. Est. 47,119
County 80 Cen. 137,058; Loc. Est. 138,078
PMSA 80 Cen. 1,401,403; Loc. Est. 1,409,530
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; Loc. Est. 19,056
County 80 Cen. 48,062; Loc. Est. 50,683
PMSA 80 Cen. 498,649; Loc. Est. 524,174

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 68,293

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, Liberal, Gray Drug
Expressway(11)	7	Kroger, Rinks
Florence Mall	12	JCPenney, Sears, Pogues, Gray Drug, Lerner, Shillito's
Latonia(10)	4	Meijer Square, Liberal, Value City, Walgreen
Newport(42)	1	JCPenney, Kroger, Walgreen
Newport Mall(9)	1	Thriftiway Mkt., Becker Drugs
Zayre's	5	Zayre's, Walgreen, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shopping centers, Mon. thru Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McAlpins; Covington & Newport; Shillito's; Pogues; Sears.
Discount Stores-Rinks; Van Leunenhs; Meijer Square; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Walgreen; Becker; Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7; Larry's Foods 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 48,277; sworn Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Hammond, Adv. Sales Mgr., KENTUCKY POST, 309 Garrard St., Covington, KY 41011; Tel. (606) 292-7104.
National Representative: Gannett Newspaper Advertising Sales.

DANVILLE

1 - LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: **Railroads**-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; Loc. Est. 13,197
CZ-ABC: (80) 12,942; (83) [illegible]
RTZ-ABC: (80) 74,373; (83) [illegible]
County 80 Cen. 25,066; Loc. Est. 26,020
City & RTZ-ABC: (80) 87,315; (83) 86,900

4 - HOUSEHOLDS:
City 80 Cen. 4,750; Loc. Est. 5,005
County 80 Cen. 8,816; Loc. Est. 9,623
CZ-ABC: (80) 4,750; (83) 4,900
RTZ-ABC: (80) 25,821; (83) 26,900
City & RTZ-ABC: (80) 30,571; (83) 31,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,363,000
Savings & Loan	2	$64,808,151

6 - PASSENGER AUTOS: County 12,408

7 - ELECTRIC METERS: Residence 7,796

8 - GAS METERS: Residence County 5,118

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage of all manufacturing employees $241). Textile 649; Glass 350; Shoe 555; Furniture 146; Distribution 730; Appliance 650; Auto 699; Conveyor 500.
Principal Industrial Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Center**-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N. 3rd; 1 on S. 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenleaf	2	Super Key Mkt, Greenleaf Furniture
Danville Manor	2	Rose's, Winn-Dixie, Wetson's, Begley's
Danville Sq.	2	Wal-Mart, Super-Valu, Revco, Radio Shack, Pic 'N Pay
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Hub-Frankels; Louisville Store; Rose's; Heck's; Walmart; K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; Super Key Market; Winn-Dixie; Super-Valu, Foodtown.
Other Chain Stores-Dollar General; Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears Catalog.

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 12,006; KENTUCKY-ADVOCATE (S) 12,808; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliot, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Landon Associates.

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2, County Seat. Military (Fort Knox), industrial, agricultural and tourist area; in central Kentucky at crossroads, I-65 (north & south), and Bluegrass and Western Pkwy. (Hwy. 62-east & west).

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 miles).

3 - POPULATION:
Corp. City 80 Cen. 15,380; Loc. Est. 16,231
PMA-ABC: (80) 98,737; (83) 98,600
County 80 Cen. 88,917; Loc. Est. 93,840

4 - HOUSEHOLDS:
City 80 Cen. 5,788; Loc. Est. 6,304
County 80 Cen. 24,610; Loc. Est. 27,258
PMA-ABC: (80) 28,098; (83) 29,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 39,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Electric Cable; Magnets; Sealants; Ice Cream; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Centers**(No. of Stores)-Helmwood Plaza (23); Elizbethtown Plaza (22); North Mulberry (6); Redmar Plaza (20); Radcliff Plaza (15).
Principal Shopping Days-Thu., Fri., & Sat.
Best Food Days-Mon. & Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open till 9 p.m. (Major discounters & Super Mtks. open till 6 p.m. Sun.). Major Shopping Centers till 9 every evening.

13 - RETAIL OUTLETS: **Department Stores**-The People's Store 2; Sears.
Discount Stores-Rose; K mart; Heck's; Wal-Mart.
Variety Stores-TG&Y; Murphy Mart; Sears Surplus Store.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreen.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4.
Other Chain Stores-Firestone, Goodrich,

Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware; Sears.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 14,639; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2, State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: Railroads-L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Delta; Frontier; all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; Loc. Est. 26,114
County 80 Cen. 41,830; Loc. Est. 42,332
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; Loc. Est. 10,927
County 80 Cen. 15,681; Loc. Est. 16,635

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$378,000,000
Savings & Loan	2	$124,000,000

6 - PASSENGER AUTOS: County 27,320

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 9,362

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't. 10,200 ($217); Underwear 900 ($185); Auto Machinery, Gauges, Brakes, Appliances 600 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Sq.(15)	3	Kroger, JCPenney. Taylor
Century Plaza(9)	3	Wal-Mart, Buy-Low Foods, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	Winn-Dixie
Capital Center(6)	3	Winn-Dixie, K-mart, Rite Aid
Brighten Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.
Ridgeview(1)	3	Heck's

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; St. Clair Fashions.
Variety Stores-Wal-Mart.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Walgreen; Rexall; Taylor 2; Begley; Rite Aid.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Gateway; Pic Pac; Buy-Low.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri; S) 10,508; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Landon Associates.

FULTON, KY-SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN), E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94 and 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; Loc. Est. 5,766
Fulton, KY 80 Cen. 3,137; Loc. Est. 3,230
S. Fulton, TN 80 Cen. 2,735; Loc. Est. 2,536
Counties 80 Cen. 41,752; Loc. Est. 41,957
Fulton, KY 80 Cen. 8,971; Loc. Est. 8,950
Obion, TN 80 Cen. 32,781; Loc. Est. 33,007

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; Loc. Est. 2,441
Fulton, KY 80 Cen. 1,308; Loc. Est. 1,415
S. Fulton, TN 80 Cen. 1,093; Loc. Est. 1,026
Counties 80 Cen. 15,463; Loc. Est. 16,230
Fulton, KY 80 Cen. 3,384; Loc. Est. 3,568
Obion, TN 80 Cen. 12,079; Loc. Est. 12,662

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$86,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 4,503; Obion, TN 24,192 (all vehicles)

7 - ELECTRIC METERS: Residence Fulton, KY 1,794; S. Fulton, TN 1,229

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garments 837; Dairy 150; Seed Packaging 350; RR 250; Misc. 175.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carr Plaza(3)	3	Big John, Wal-Mart
So. Fulton(11)	1	P.N. Hirsch
Southern Vlg.(8)	1	Liberty Mkt.

13 - RETAIL OUTLETS: Department Stores-Leader Store; Kasnow; P.N. Hirsch; Sears; K. Homra.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart.
Chain Drug Stores-City Drug; Southside Drug; Evan's Rexall; SuperRx.
Chain Supermarkets-Big John; Mart; IGA; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Graham Furn.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 2,953; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: William Mitchell, Asst. Pub., LEADER, 304 E. State Line, Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agriculture & manufacturing area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90, and 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; Loc. Est. 13,180
County 80 Cen. 34,009; Loc. Est. 34,942
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864; Loc. Est. 4,908
County 80 Cen. 12,267, Loc. Est. 13,224

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$155,612,000
Savings	5	$155,612,000
Savings & Loans	3	$63,828,550

6 - PASSENGER AUTOS: County 15,789

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Building Materials 70; Electronics 620; Feed, Meal, Fertilizers 52; Food Processing 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct. Last killing frost, late March.

11 - TAP WATER:-Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Happy Valley(65)	2	Houchen's
Park Avenue(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Square(6)	2	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-National; JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Ben Franklin; Newberry's; Dollar General; Family Dollar.
Discount Stores-Heck's; Wal-mart; K mart.
Chain Drug Stores-Elyhs Walgreen 4; Begley's; Geo. J. Ellis Riteway Drugs.
Chain Supermarkets-Houchen's 4; Big Star; IGA; Jr. Foods; Mint Mart; Convenient.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,237; (S) 7,191; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 301 S. Green St., Glasgow, KY 42141; Tel. (502) 651-5171.
National Representative: Landon Associates.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Southern Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,024; Loc. Est. 2,841
CZ-ABC: (80) 4,234; (83) 4,000
RTZ-ABC: (80) 37,655; (83) 37,600
County 80 Cen. 41,889; Loc. Est. 42,346
City & RTZ-ABC: (80) 41,889; (83) 41,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; Loc. Est. 1,196
CZ-ABC: (80) 1,607; (83) 1,500
RTZ-ABC: (80) 12,242; (83) 12,800
County 80 Cen. 13,849; Loc. Est. 14,677
City & RTZ-ABC: (80) 13,849; (83) 14,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 15,156

7 - ELECTRIC METERS: Residence, 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining, 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. & Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. south of town on U.S. 421; Shopping Center 4 miles south on US 421, Kroger, K mart.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mack's Family Center(7)	2	Mack's, Ben Franklin
Woodland Plaza(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry.
Chain Drug Stores-Lee (Rexall); Creech (Walgreen).
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.
Other Chain Stores-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,069; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rod Harris, Adv. Mgr., ENTERPRISE, Central St., Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2, County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; Loc. Est. 24,987
CZ-ABC: (80) 24,834; (83) 24,400
RTZ-ABC: (80) 43,301; (83) 43,400
MSA 80 Cen. 276,252; Loc. Est. 280,147
County 80 Cen. 40,849; Loc. Est. 41,759
City & RTZ-ABC (80) 68,135; (83) 67,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,453; Loc. Est. 9,991
County 80 Cen. 14,688; Loc. Est. 15,689
MSA 80 Cen. 101,528; Loc. Est. 107,633
CZ-ABC: (80) 9,453; (83) 9,600
RTZ-ABC: (80) 13,994; (83) 14,700
City & RTZ-ABC: (80) 23,447; (83) 24,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 20,910

7 - ELECTRIC METERS: Residence 10,880

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130); Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Products (wheel rims) 300 ($165).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 block square bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shopping Center.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-J.J. Newberry; Ben Franklin.
Discount Stores-Cook's; Kuhn Bros.; Big G; K mart.
Chain Drug Stores-Dunnaway's Walgreen; Haag's; Sav Rite; Slater Drugs.
Chain Supermarkets-Dixie Marts; Sureway 3; Dick's Finer Foods 3; D&M Family Foods; Del's Key Market.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Audubon Tire Center; Ewing Tire Center; Mac's Apparel; Montgomery Ward Catalog; Valley Firestone; Big G (home improvement); Young's Family Center (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,760; (S) 12,905; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Austin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Story & Kelly-Smith.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41 & 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 27,651

CZ-ABC: (80) 27,318; (83) 27,300
RTZ-ABC: (80) 73,722; (83) 73,700
County 80 Cen. 66,878; Loc. Est. 67,708
MSA 80 Cen. 150,220; Loc. Est. 151,640
City & RTZ-ABC: (80) 101,040; (83) 101,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; Loc. Est. 10,297
County 80 Cen. 19,646; Loc. Est. 20,729
MSA 80 Cen. 46,844; Loc. Est. 49,373
CZ-ABC: (80) 9,955; (83) 10,300
RTZ-ABC: (80) 22,047; (83) 22,800
City & RTZ-ABC: (80) 32,002; (83) 33,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$247,394,637
Savings & Loan	2	$88,782,002

6 - PASSENGER AUTOS: County 23,497

7 - ELECTRIC METERS: Residence 22,241

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Furniture 35; Auto Fascias 100; Paper Products 50; Hydraulics 20.

10 - CLIMATE: Average Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. thru Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hirsch; Cayce Yost.
Discount Stores-Big K; Wal-Mart.
Variety Stores-Woolworth; Kress; Dollar; Triangle; Hecks.
Chain Drug Stores-Walgreen; Thrif-T 2; Wood's Rexall; Revco; Medicine Shoppe; Begley, Sav-More.
Chain Supermarkets-Kroger; IGA 3; Joiners; Houchen's; Wyndall's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; STW Bestway.
Other Chain Stores-Auto: Firestone, Goodyear; Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet; Women's Wear: Thrifty Shop, Klein's, Arnolds, Carothers, Quin, Stuart's, Unicorn, Buck's, Brooks, That's All, Social Butterfly, Jackson Purchase, Occasions, Ky Miss; Men's Wear: Wade's, Boyd's, Marshall's; Shoes: Burnett, Nobil, Butler's, Pic-Way; Other: Golden-Farley, Briggs-Stanfill, Sears (catalog), Singer, JoAnn Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,390; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William E. Renshaw, Dir. of Sales, KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative-Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in Kentucky. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: Railroads-Chesapeake and Ohio; Southern Railway; Louisville & Nashville.
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; Frontier; ComAir; Tennessee Airways.

3 - POPULATION:
City/County 80 Cen. 204,165; Loc. Est. 206,078
CZ-ABC: (80) 204,165; (83) 205,600
RTZ-ABC: (80) 319,042; (83) 325,300
MSA 80 Cen. 318,136; Loc. Est. 319,328
City & RTZ-ABC: (80) 523,207; (83) 530,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; Loc. Est. 79,920
CZ-ABC: (80) 75,440; (83) 78,800
RTZ-ABC: (80) 109,345; (83) 115,700
MSA 80 Cen. 113,924; Loc. Est. 119,682
City & RTZ-ABC: (80) 184,785; (83) 194,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,393,545,561
Savings & Loan	5	$292,899,436

6 - PASSENGER AUTOS: County 106,340

7 - ELECTRIC METERS: Residence 76,940

8 - GAS METERS: Residence 52,282

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Service 18,930; Wholesale and Retail Trade 25,578; Mfg. 18,496; Construction 5,371; Fin., Insur., Real Estate 6,102; Trans., Comm., Util. 5,482; Agriculture 2,267; Govt. 2,300.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Broadway	2	Begley Drug.
Lafayette Sq.(10)	3	Rexall Drug
Southland	3	Welgo, Kroger, Foodtown, A&P
Chevy Chase	1	Kroger
Meadowthorpe(5)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(55)	2	Woolworth, Kroger, Winn-Dixie, Begley
Lakeview Plz.(11)	3	K mart, Kroger
Zandale(25)	4	Begley Drug, Warehouse Foods
Gainesway Mall(22)	4	Foodtown
Gardenside(60)	4	Heck's, Kroger
Imperial(2)	3	Begley Drug
Hi-Acres(15)	4	Gateway
Turfland(40)	3	Montgomery Ward, McAlpin, JCPenney,
Romany Rd.	2	Randall's
Lexington(45)	2	McAlpin, Randall's
Fayette(74)	4	Shillito's, Sears, Stewarts
Crossroads Plaza(19)	4	Randall's, Begley Drug
N. Park(4)	3	Hills, Kroger, SuperRx
S. Park(4)	4	Hills, Kroger, Begley
Woodhill(30)	4	Foodtown, Service Merchandise

Principal Shopping Days-Department stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thu. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington Civic Center: every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile; Stewarts; Ben Snyder; Montgomery Ward; Sears; Welgo 3; Shillito's; McAlpin 2; Meyer's; JCPenney; Hill's 2.
Discount Stores-K mart 3; Heck's 3; Gold Circle; MacDonald Sales Center 2; Service Merchandise; Hill's 2.
Variety Stores-Woolworth 2; Southern Dollar 3; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreen 2; SuperRx 2; Heck's 3; Begley 14; Rite-Aid 3; Taylor Drugs 4.
Chain Supermarkets-Kroger 8; Winn-Dixie 6; Mini-Marts 3; Buy-Low 2; Convenient Food Mart 24; Randall's 6; Gateway; Foodtown 4; Kentucky Food Store 11; PDQ 3; Bestway; Pic Pac 2.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Shackleton's (musical supplies); Pittsburgh Plate Glass; Porter Paint Service; Sherwin Williams; Edison Shoes; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; TG&Y; Florsheim Shoes; FAO Schwarz; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD-LEADER (m) 104,526; (sat) 100,211; (S) 123,924; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County,(In Louisville KY-IN MSA) E&P Map C-2, and D-2. Industrial and wholesale center. Fort Knox (Army) Training Center, and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Turnpike), I-71, I-264.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern; B&O; C&O; Illinois Central; Conrail; Kentucky & Indiana.
Motor Freight Carriers-Ohio River Freight (Tonnage (80) 155,906,719); Port of Louisville (Tonnage (80) 7,694,745).
Intercity Bus Lines-Greyhound; Blue Motor Coach; Continental Trailways.
Airlines-Eastern; TWA; Piedmont; Ozark; Delta; United; USAir; Air Kentucky; Hughes Air Republic.

3 - POPULATION:
Corp. City 80 Cen. 298,840; Loc. Est. 287,300
CZ-ABC: (80) 781,065; (83) 747,100
RTZ-ABC: (80) 587,604; (83) 601,000
County 80 Cen. 684,793; Loc. Est. 678,600
MSA 80 Cen. 956,844; Loc. Est. 959,325
City & RTZ-ABC: (80) 1,368,669; (83) 1,348,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; Loc. Est. 116,254
County 80 Cen. 250,478; Loc. Est. 261,100
MSA 80 Cen. 340,989; Loc. Est. 357,869
CZ-ABC: (80) 285,758; (83) 283,600
RTZ-ABC: (80) 190,986; (83) 202,900
City & RTZ-ABC: (80) 476,744; (83) 486,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	8	$495,393,000

6 - PASSENGER AUTOS: County 365,459

7 - ELECTRIC METERS: 297,406

8 - GAS METERS: 233,006

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Products 9,100; Fab. Metal Prods 8,100; Mach. Elec. & Non-Elec. 22,600; Tobacco Prods. 7,400; Chem. Prods. 7,800; Construction 16,400; Trans. Comm. & Utilities 22,400; Transportation Equip. 6,000; Wholesale & Ret. Trade 87,400; Printing & Pub 7,100; Lumber & Wood Prods. 3,300.
Principal Industrial Pay Days-Tues. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway, Chestnut, Walnut, Liberty, Jefferson, Market, Main; Shelbyville Rd., bet. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. bet. Waterson X-way & Page's Lane.
Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Cresent Hill; Dixie Highway; Fairgrounds; Highlands; St. Matthews; Shelby Street; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Parkway; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd., Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Algonquin Manor(40)	4	Roses, Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SuperRx
Bacon's Shively(18)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Snyder's
Bittersweet(20)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Kroger
Bon Air Manor(21)	NA	Melton Mkt.
Breckinridge	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(14)	NA	Winn-Dixie
Chenoweth Plz.	NA	
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SuperRx
Colonial Manor	NA	Kroger, Taylor's
Crestwood Station	NA	Winn-Dixie, Begley's
Dahlem(12)	NA	
Dixie Manor(41)	8	Stewart's, Snyder's, Winn-Dixie, Walgreen, Service Merchandise
DuPont Village	NA	Consolidated Sales, Levy Bros. Lumber
Eastland(16)	NA	Pic-Pac
Galleria	NA	Bacon's, Byck's, SuperRx
Gardiner Lane(22)	5	Kroger, Cloth World, Woolworth, Melton's, Taylor Drugs
Gateway Plaza	NA	Gateway Supermarket
Glengarry	NA	Key Mkt., Dollar General
Grantline Plaza	NA	K mart, Winn-Dixie
Green Tree Mall	5	JCPenney, Sears, Snyder's
Hikes Point Plz.(13)	7	Woolworth, T.J. Maxx
Holiday Manor(31)	7	Kroger, TG&Y, SuperRx
Hurstbourne(36)	NA	Valu, Drug World
Indian Trail(33)	8	Winn-Dixie, Behr's, Kroger, Snyder's, Hancock Fabrics
Iroquois Manor(48)	6	Kresge, Walgreen, Warehouse of Groceries, Winn-Dixie
J-Town Center(30)	14	Gateway, Winn-Dixie, Target
Jeffersontown Village	NA	Kroger, K mart
Jefferson Mall	12	JCPenney, Sears, Shillito/Rike's, Stewart's, Walgreen
K mart Plaza	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq.	NA	Gateway, Key Mkt.
Louisville's First	NA	Kroger, Walgreen
Lynnview(24)	NA	Gateway
The Mall(80)	8	Dawahare, JCPenney, Stewart's, O.G. Wilson
Maryville(15)	NA	Dollar General
McMahan Ctr(18)	NA	Gateway Supermarket
McMahan Plz.	NA	Kroger
Medical Plaza(19)	NA	
Mid-City Mall(32)	3	Zayre's, Winn-Dixie, Kresge
Middletown Plaza	NA	Gateway Supermarket, Dollar General
New Albany Plaza	NA	Winn-Dixie, CSC, Taylor Drugs
Okolona(9)	NA	Sears, IGA
Outerloop(30)	NA	
Oxmoor Center(88)	8	Stewart's, Shillito/Rike's
Plainview Center	NA	Kroger, SuperRx
Plantation(9)	NA	
Poplar Level(24)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Manor	NA	planned
Preston Park	NA	Target
Prospect Point	NA	Winn-Dixie
Raceland Mall(34)	9	CSC
Rockford Plaza(10)	NA	Key Mkt.
Rolling Hills Plaza(7)	NA	Kroger, TG&Y
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(12)	NA	Woolworth
Shaker Heights	NA	Gateway Supermarket
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd.(25)	7	Consolidated, Evans Furniture, Gateway
Silver Hts.(14)	NA	Key Mkt., Walgreen
Southland Terr.(24)	8	JCPenney, Kroger, Walgreen, Woolworth, Levy Brothers
Southwich	NA	planned
Stonefield Sq.	NA	Winn-Dixie
Tradewinds(12)	NA	Kroger
Tradewinds West	NA	Kroger
Tymberwood	NA	SuperRx, T.J. Maxx, Kroger
Value City(4)	3	Walgreen, Winn-Dixie
Value Mall	NA	Consolidated
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target, Consolidated
Valley Station	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger, TG&Y
Village West(10)	NA	Gateway
Westport(50)	NA	K mart
Youngtown Ctr.	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Mon.-Sat.; Downtown Mon.

13 - RETAIL OUTLETS: Department Stores-Stewart's 5; Snyder's 4; Bacon's 4; JCPenney 5; Sears 3; Shillito/Rike's 2.
Discount Stores-Target 7; Consolidated 7; K mart 10; Value City 2; Woolco 3; Zayre 2; TG&Y 8.
Variety Stores-Woolworth 4; Kresge 2; McCrory 2; Ben Franklin 2; Star; Dollar General 14; Thrift 10; Rose's 3.
Catalog Showroom Stores-Service Merchandise 2; Wilson's 2.
Chain Drug Stores-Taylor 32; Walgreen's 18; SupeRx 15; Otto 10; Rouben's Drug World; Wish's 2; Harding; Cox's 2; Jones Apothecary 7; Louisville Apothecary 3; Oak 3; Zegart 3; Mill Discount 3.
Chain Supermarkets-Kroger 35; Melton's Food Marts 8; Winn-Dixie 31; Pic Pac 13; Convenient 100.
Voluntary Chain Supermarkets-Key 20; Gateway 9; Majik 17; Valu Supermarkets 4; Buy Low Foods 3.
Other Chain Stores-Men's Apparel and Furnishings: National Shirt 6, Loevenhart's, Richman Bros. 3, Geoffrey Schilling, Schupp & Snyder, Fashion Post 2, Levy Bros. 5, Martin's, Rodes 3, Strauss 2; Chapps East Ltd.; Shoes: Hardy 2, Payless 4, Florsheim 4, Thom McAn, Kinney 2, Boston 2; Women's Apparel: Lerner 4, Lane Bryant, Joy Shop 2, Fashion Shop 6, Hurlingham Ltd., Hytken's, Byck's 4, She, Sportswear Mart 4; Paint: Sherwin-Williams 3, Devoe 3, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 10, Western Auto 11, Goodyear 6, B.F. Goodrich 3, Midas Muffler 5, Big O Tires 11, Gil Mueller 2, Fleenor's 4, Toohey's 2; Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads, Evans 3, Furniture Liquidators 6, Furniture Showrooms, Heleringer's, Kelly & Cohen 5, Kinnaird & Francke, Rhodes-Burford 2, Smith 9; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth 2; Other: Spiegel Catalog 2, Radio Shack 18, Sound Systems.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 181,245; TIMES (e) 138,831; COURIER-JOURNAL (S) 333,232; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4386.
National Representative: Sawyer-Ferguson-Walker.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2, County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY. Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 80 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-Illinois Central; Seaboard/L & N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; Loc. Est. 16,883
CZ-ABC: (80) 16,979; (83) 16,800
RTZ-ABC: (80) 33,898; (83) 34,700
County 80 Cen. 46,174; Loc. Est. 47,171
City & RTZ-ABC: (80) 50,877; (83) 51,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; Loc. Est. 6,683
County 80 Cen. 16,552; Loc. Est. 17,640
CZ-ABC: (80) 6,498; (83) 6,700
RTZ-ABC: (80) 11,881; (83) 12,600
City RTZ-ABC: (80) 18,379; (83) 19,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$186,299,214
Savings & Loan	2	$66,196,440

6 - PASSENGER AUTOS: County 20,909

7 - ELECTRIC METERS: 7,297

8 - GAS METERS: County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agriculture 1,150; Aircraft Engines 150; Canning; Air Conditioning 200; Paper Filters 50.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri., Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; JCPenney; Jere's; P.N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Hale, Jordan's, McGary Bros., Price, Legate.
Chain Drug Stores-Robard's Walgreen 2; SupeRx; Revco.
Discount Stores-Walmart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Big Star; Sureway 2; Shop-Rite; IGA 4; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Singer Co.; Baynhams (shoes); Stag Shop; Dollar General Store; Family Shoes; W.H. Arnold; The Vogue; Needlewoman Fabrics; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters.

14 - NEWSPAPERS: MESSENGER (e) 10,947; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main, PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3, 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; Loc. Est. 10,351
County 80 Cen. 34,049; Loc. Est. 34,086
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425; Loc. Est. 4,449
County 80 Cen. 12,775; Loc. Est. 13,375

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 16,583

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house square and 4 W on Broadway; 1 S on 8th St.; At South End 4 S on Paris Highway; Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; P.N. Hirsch; Wal-Mart; Gibson's; K mart.
Variety Store-Irene's Shoppe.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Super D; Gibson's; Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's; Watson's; Rogers; Burgess; Kroger; Young-Bloods; Sureway 2; England's; Smith's No Frills.
Other Chain Stores-Michelson's; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Pic 'N Pay Shoes; Montgomery Ward (catalog); Druther's; Ward-Elkins; Myers Lumber Co; Dunn Furniture.

14 - NEWSPAPERS: MESSENGER (e) 7,255; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dan Matthews, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representatives: General Advertising Service.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati. On State Hwys. 8, 10 & 11; U.S. Hwys. 68, 62 & 52.

2 - TRANSPORTATION: Railroads-T.T.I.; Chesapeake & Ohio.
Motor Freight Carriers 7

3 - POPULATION:
Corp. City 80 Cen. 7,983; Loc. Est. 8,303
County 80 Cen. 17,760; Loc. Est. 18,163
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; Loc. Est. 3,385
County 80 Cen. 6,360; Loc. Est. 6,827

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$115,000,000
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 8,454 (1980)

7 - ELECTRIC METERS: Res. County 3,962

8 - GAS METERS: Residence 2,841

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($275); Milk Condenser, Canning ($300); Shoes 445 (N.A.); Limestone Mining 200 ($325); Power Plants 600 ($400).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maysville Plaza	3	K mart, Cinema 4
Bluegrass Ctr.(14)	2	Kroger, Sears, Murphy Mart, Begley's
Forest Ave.	1	Clyde's, Super Valu, Begley's

Principal Shopping Days-Sat., Mon. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines; United; JCPenney.
Variety Stores-G.C. Murphy.
Discount Stores-Heck's; K mart; Murphy Mart.
Chain Drug Stores-Begley's; Sundry.
Chain Supermarkets-Kroger; Clyde's Super Valu 4; Larry's IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 7,556; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Laura Poe, Adv. Dir., LEDGER-INDEPENDENT, 41-43 W. Second St., Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light manufacturing, coal, lumber, tobacco and cattle. Rich agricultural section. 230 mi. from Cincinnati; 110 mi. from Bistol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,251; Loc. Est. 12,062
CZ-ABC: (80) 12,251; (83) 11,900
RTZ-ABC: (80) 73,800; (83) 75,900
County 80 Cen. 34,330; Loc. Est. 34,598
City & RTZ-ABC: (80) 86,051; (83) 87,800

4 - HOUSEHOLDS:
City 80 Cen. 4,452; Loc. Est. 4,628
County 80 Cen. 11,407; Loc. Est. 12,062
CZ-ABC: (80) 4,452; (83) 4,500
RTZ-ABC: (80) 24,487; (83) 26,100
City & RTZ-ABC: (80) 28,939; (83) 30,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$140,000,000
Savings & Loan	3	$160,000,000

6 - PASSENGER AUTOS: County 11,625

7 - ELECTRIC METERS: 5,252

8 - GAS METERS: 2,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tanning 350 ($225); Mining 1,500 ($450); Garments 160; Food 150 ($200); Elastic 150 ($160); Plastic 100; Tourist 200; Metal Fabricating 125 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland Ave.; 3 on 19th St.; 1 on 20th St.
Neighborhood Shopping Centers-Cumberland Square; Noetown; Junction; Village Square; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Tamer's; Rose's; Ashley's; Walmart; Belk's; K mart.
Variety Stores-Woolworth; Dollar General; John's 88¢ Store.
Chain Drug Stores-Lee's (Rexall); Perry & Pope; Mikel's; SupeRx.
Chain Supermarkets-Kroger; A&P; Battles; Latiff's; Piggly-Wiggly; Schneider's Food Basket.
Other Chain Stores-Sterchi's (furniture); Pic 'N Pay Shoes; Cato's; Ashleys; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers).

14 - NEWSPAPERS: NEWS (e) 7,311 Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., NEWS, 120 N. 11th St., Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.
Motor Freight Carriers-One local based terminal.
Airlines-Sunbird Charter Service (based at Kyle Field, Local Airport with 4,000 ft. strip).

3 - POPULATION:
Corp. City 80 Cen. 14,248; Loc. Est. 14,203
County 80 Cen. 30,031; Loc. Est. 30,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; Loc. Est. 4,857
County 80 Cen. 10,766; Loc. Est. 11,301

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$189,412,933
Savings & Loan	3	$18,300,000

6 - PASSENGER AUTOS: County 29,866

7 - ELECTRIC METERS: Res. 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles, Popcorn Processing; Tobacco; Adhesives; Oil Filters; Educational Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	K mart, Kroger, Wal-Mart, JCPenney, Coast-to-Coast
Dixieland(20)	NA	Buckingham-Ray
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Sherwin-Williams, Adams IGA

Principal Shopping Days-Mon., Thur. and Fri.
Stores Open-Friday evenings and Sunday. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Lerman Bros.; National Stores; Settle-Workman; Bright's; Behrs; Western Auto; JCPenney.
Discount Stores-K mart; Wal-Mart; Freds; Uncle Jeffs; Big Mac's.
Variety Stores-P. N. Hirsch; Starks Hardware; Jeffrey's.
Chain Drug Stores-Revco; Begley's 2.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Minnens; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bockmart; Cherry's; Singer Sewing Center; Big B Cleaners; Uncle Lee's Sporting Goods; Coast-to-Coast; Radio Shack; Auto Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,748; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave., Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Landon Associates.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2, (In Owensboro MSA). County Seat. 2 Colleges, Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56 & 81; Audubon & Green River Parkways.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Fuqua Bus; Audubon Trails Coach Lines.
Airlines-Allegheny Commuter.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; Loc. Est. 55,517
CZ-ABC: (80) 49,690; (83) 48,800
RTZ-ABC: (80) 195,538; (83) 195,300
County/MSA 80 Cen. 85,949; Loc. Est. 86,900
City & RTZ-ABC: (80) 245,228; (83) 244,100

4 - HOUSEHOLDS:
City 80 Cen. 20,188; Loc. Est. 21,450
County/MSA 80 Cen. 30,208; Loc. Est. 31,500
CZ-ABC: (80) 18,706; (83) 19,100
RTZ-ABC: (80) 67,730; (83) 70,300
City & RTZ-ABC: (80) 86,436; (83) 89,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,286,216,573
Commercial	3	$414,152,764

6 - PASSENGER AUTOS: County 45,821

7 - ELECTRIC METERS: Residence 20,661

8 - GAS METERS: (City total) 23,736

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Aluminum Fabricating 152; Bakery 128; Bottling 106; Brick & Tile 102; Chemical 269; Distilleries 501; Electric Utilities 309; Electronics 302; Grain Processing 105; Lamps & Tubes 1206; Furniture Mfg. 390; Food Processing 267; Grain Processing 105; Hospitals 1,615; Meat Packing 513; Natural Gas 787; Plastics 135; Publishing & Printing 177; Small Electric Motors 500; Steel Fabricating 1,016; Telephone Services 435; Tobacco 503.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Heck's, Kroger, SuperRx
Gabe's(9)	1	Wyndall's Mkt., Star Furn., Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie, Sullivan's
Shawnee Park(7)	2	Wyndall's Mkt., Taylor Drug
Sherwood Plaza(2)	2	Wetzel's Mkt., Wal-Mart
S. Frederica(10)	2	IGA, Cloth World
Stop-N-Shop(6)	1	Wyndall's Mkt.
The Thatch(10)	1	Little Old Gift Shoppe, Hubbards
Towne Sq. Mall(58)	3	Sears, JCPenney, Bacon's, Andersons
Village West(10)	2	Wetzel's Mkt., Ashley's, Kuesters
Villa Point(3)	3	Wyndall's, Hook's
Wesleyan Park(25)	2	Kroger, SupeRx, Hecks, K mart, C.H. Rauch, Radio Shack
Williamsburg Sq.(12)	2	Baptist Book Store
Wyndall's(9)	2	Wyndall's Mkt.

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E. 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sunday afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; JCPenney; Bacon's; Sullivan's.
Variety Stores-P.N. Hirsch.
Discount Stores-Heck's; King's; Woolco; K mart.
Chain Drug Stores-Peoples 2; Hook's; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Wyndall's 5; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Key 3; Ray's IGA; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Kay Jewelry; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Wickes; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; P.N. Hirsch; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 33,423 (S) 33,805; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Hugh T. Hawkins, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Branham/Newspaper Sales.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; and State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Air Kentucky; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 29,315; Loc. Est. 27,905
CZ-ABC: (80) 48,700; (83) 46,700
RTZ-ABC; (80) 194,411; (83) [illegible]92,700
County 80 Cen. 61,310; Loc. Est. 61,173
City & RTZ-ABC: (80) 243.111; (83) 239,400

4 - HOUSEHOLDS:
City 80 Cen. 12,050; Loc. Est. 12,089
County 80 Cen. 23,459; Loc. Est. 24,547
CZ-ABC: (80) 19,135; (83) 19,000
RTZ-ABC: (80) 71,457; (83) 73,500
City & RTZ-ABC: (80) 90,592; (83) 92,500

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$468,088,539
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 35,500

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 2,500; Railroad Shop 1,347; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Machy. 120; Milk Products 113; Brewery 250; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Manufacturing 149; Plastic Products 153.

10 - CLIMATE: First killing frost, Oct. 24. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Ben Franklin, Rexall
Hannan Plaza(5)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	Big John's, Radio Shack
Paducah Square(5)	NA	Wal-Mart
Farmers Mkt.(8)	NA	Farmers Mkt.
Kentucky Oaks Mall(60)	6	Sears, Meis, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Watkins; Paducah Dry Goods; JCPenney; Finkel's Fair; Meis; Snyder.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; SupeRx; Pay Less 8; Bill's 2.
Discount Centers-K mart; HillMark, Wal-Mart.
Chain Supermarkets-Kroger; Wonder; Food Giant 3; Bigg's; Farmers; Myrick's; IGA; Big Star; Big John's.
Other Chain Stores-Goodyear; General Tire Co.; Foy-Johnston; Pittsburgh Plate Glass; Red Spot Paint & Glass; Sherwin-Williams; Singer Co.; Thom McAn; Firestone; Lowe Bros.; Baker's Shoes; S&H Green Stamps; Wickes; Pic-Way.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 31,242; (S) 35,544; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James K. Duncan, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County, E&P Map E-2, County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; Loc. Est. 21,800
County 80 Cen. 53,352; Loc. Est. 54,700

4 - HOUSEHOLDS:
City 80 Cen. 6,359; Loc. Est. 6,400
County 80 Cen. 16,809; Loc. Est. 17,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$228,000,000
Savings & Loan	1	$63,500,000

6 - PASSENGER AUTOS: County 30,500

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry Eqpt. 113 ($265); Batteries 180 ($330); Tool & Stamping 136 ($210) Paint Coating 184 ($300); Army Depot 518 ($378); Miniature Lamps 365 ($319); Drugs & Dry Cleaning 130 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley's, Big Apple, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley's, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lerman Brothers; Ken-Car; Rose's.
Variety Stores-Ben Franklin.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx.
Chain Supermarkets-Kroger; Big Apple; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward (catalog); C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 9,164; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Gil Shew, Mktg. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: General Advertising Service, Inc.

SOMERSET

1 - LOCATION: Pulaski County, E&P Map D-3, Agricultural, resort, manufacturing area; S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; Loc. Est. 9,895
County 80 Cen. 45,803; Loc. Est. 45,911

4 - HOUSEHOLDS:
City 80 Cen. 3,943; Loc. Est. 3,426
County 80 Cen. 16,126; Loc. Est. 16,852

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$252,586,076
Savings & Loan	2	$251,966,910

6 - PASSENGER AUTOS: County 22,344

7 - ELECTRIC METERS: County Residence 46,646

8 - GAS METERS: Residence 2,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($275); Clothing 1,150 ($220); Auto Parts 100 ($210); Plumbing Fixtures 235 ($260); Furniture 251 ($215); Coal 80 ($205); Groceries 75 ($190); Houseboats 100 ($240); Charcoal 168 ($240); Dairy Prod. 96 ($245); Air Conditioners 800 ($260).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Ann. Min. & Max. Temp.-28-88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset (United, Food Fair, Fair Store, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(40)	NA	JCPenney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night; Downtown stores Fri.

13 - RETAIL OUTLETS: Department Stores-Rose's; United and Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Dollar General.
Chain Drug Stores-Sav-rite; SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 3; Mac's Village Pantry 3; IGA; Minit Mart; Big Apple.
Other Chain Stores-Goodyear; Firestone; Sears; Montgomery Ward; Cato's; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri; S) 12,052; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Herschel Whitis, Adv. Mgr., COMMONWEALTH-JOURNAL, [illegible]02 N. Maple St., Somerset, KY 42501; Tel. ([illegible]06) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette MSA) E&P Map E-2. County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; Interstate 64 & 75.

2 - TRANSPORTATION: Railroads-C&O; L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,216; Loc. Est. 15,236
County 80 Cen. 28,322; Loc. Est. 28,663
MSA 80 Cen. 318,136; Loc. Est. 319,328

4 - HOUSEHOLDS:
City 80 Cen. 5,704; Loc. Est. 5,980

County 80 Cen. 9,893; Loc. Est. 10,457
MSA 80 Cen. 113,924; Loc. Est. 119,682

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 13,603

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Construction 388; Manufacturing 4,144; Insurance, Real Estate 306; Textiles 500; Fertilizers 100; Transportation, Communications & Public Utilities 1,127; Wholesale, Retail Trade 2,114; Services 1,963; Government 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: First killing frost, Oct. 11. Last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	Super Value
Winchester Plaza(16)	NA	Winn-Dixie, Rose's Watson's, Begley's
Shopper's Village(12)	5	Wal-Mart, Foodtown, Pic & Pay Shoes

13 - RETAIL OUTLETS: Department Stores-Vic Bloomfield & Son; Belk-Simpson; JCPenney.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; Watson's; K mart.
Chain Drug Stores-Begley; SupeRx.
Chain Supermarkets-Kroger; IGA; Pic-Pac; Super Value; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart.
Other Chain Stores-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers.

14 - NEWSPAPERS: SUN (e) 6,778; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert Heisler, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	349	361	386
5-14 Years	809	717	766
15-24 Years	677	846	904
25-44 Years	827	1,131	1,208
45-64 Years	677	745	796
65 and Over	305	404	432
TOTAL	3,644	4,204	4,492

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	356	663	1,036
General Mdse	984	1,669	2,732
Food	1,819	3,079	5,682
Automobiles	1,480	2,707	4,333
Gasoline Stations	511	858	1,756
Apparel	437	675	1,118
Furniture	328	563	920
Eat-Drink Places	518	997	2,139
Drugs	249	405	761
TOTAL SALES	7,213	12,417	21,987

ABBEVILLE

1 - LOCATION: Vermilion Parish, E&P Map B-4, Parish Seat. Oil & gaswells. Rice mills, sugar & sirup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-SAIA; Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 13,217
Parish 80 Cen. 48,458; Loc. Est. 51,651

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. 4,778
Parish 80 Cen. 16,170; Loc. Est. 18,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 26,270

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry: Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days-1st & 15th Monthly.

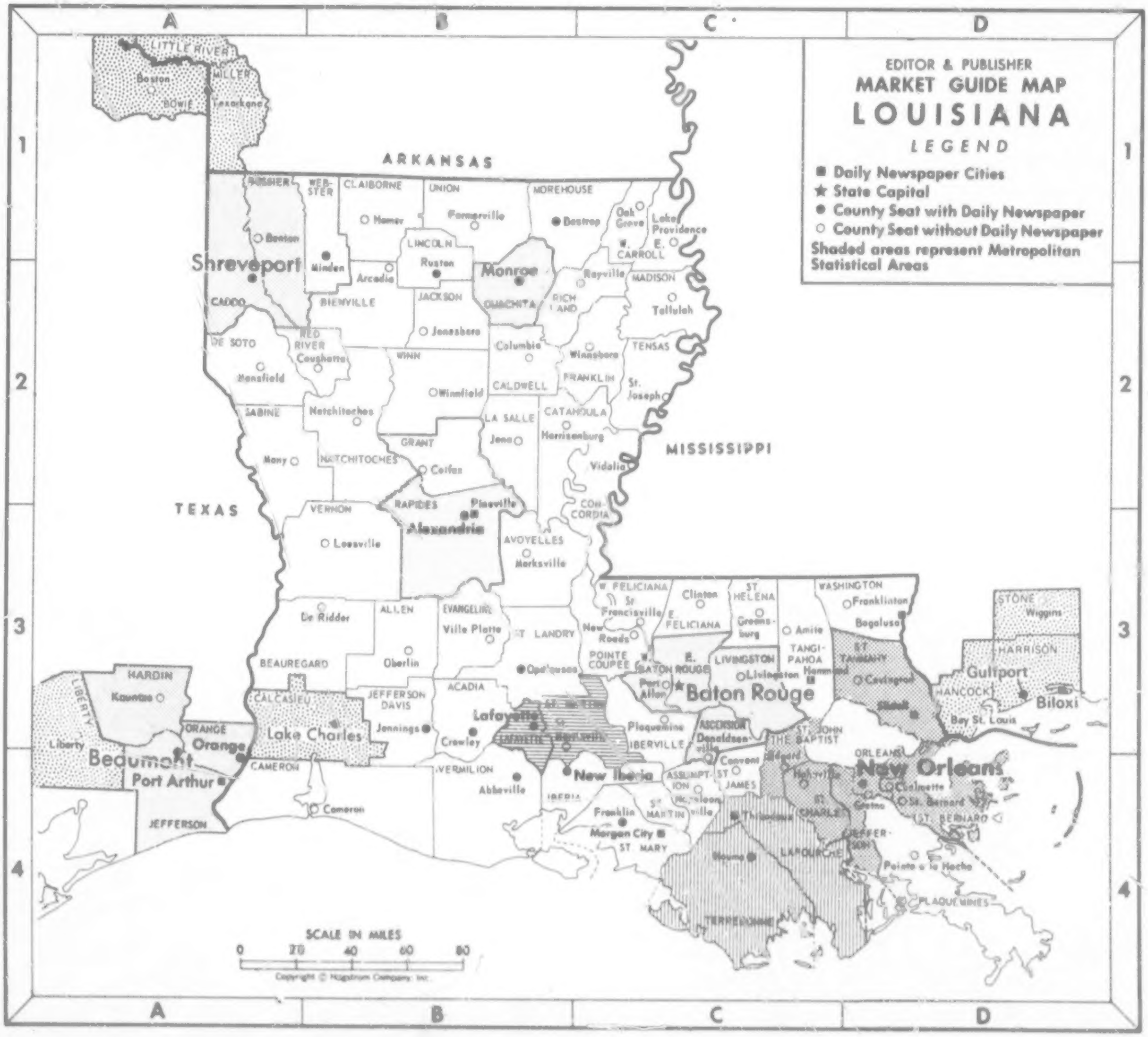
10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan. Last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: Principal Shopping Centers-Abbeville By-Pass & Lyman St.; Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Abbeville(2)	NA	Winn-Dixie, TG&Y, K&B Drugs
Lafitte(6)	NA	Eckerd's, West Bros., Ricks IGA
Lastamco(4)	NA	Sears, Vee's 5&10¢


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
ARKANSAS
TEXAS
MISSISSIPPI
Shreveport
Monroe
Alexandria
Lake Charles
Lafayette
Baton Rouge
New Orleans
New Iberia
Beaumont
Orange
Port Arthur
Gulfport
Biloxi
Abbeville
SCALE IN MILES
0
20
40
60
80
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Oaklawn	NA	Wal-Mart
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Murphys; Anthonys; TG&Y; Wal-Mart, Otasco.
Discount Stores-Payless; Shoe Town.
Variety Stores-Vee's.
Chain Drug Stores-Eckerd's; K&B; Thrift-T-Way; Cashway.
Chain Supermarkets-Winn-Dixie; National; IGA; AG.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri) 6,600; (S) 6,984; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David Goff, Adv. Mgr., Jack Spence, Pub., MERIDIONAL, 318 N. Main St., Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: Papert Companies.

ALEXANDRIA - PINEVILLE

1 - LOCATION: Rapides Parish, (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: Railroads-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Delta; Royale; Chaparral.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; Loc. Est. 66,560
Alexandria 80 Cen. 51,565; Loc. Est. 53,498
Pineville 80 Cen. 12,034; Loc. Est. 13,062
CZ-ABC: (80) 68,702; (83) 73,600
RTZ-ABC: (80) 232,186; (83) 244,800
MSA 80 Cen. 135,282; Loc. Est. 140,353
Parish 80 Cen. 135,282; Loc. Est. 140,353
City & RTZ-ABC: (80) 300,888; (83) 318,400

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; Loc. Est. 24,682
Alexandria 80 Cen. 18,291; Loc. Est. 19,742
Pineville 80 Cen. 4,376; Loc. Est. 4,726
Parish 80 Cen. 44,759; Loc. Est. 48,552
MSA 80 Cen. 50,529; Loc. Est. 52,913
CZ-ABC: (80) 24,452; (83) 27,200
RTZ-ABC: (80) 73,763; (83) 80,800,
City & RTZ-ABC: (80) 98,215; (83) 108,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 70,507

7 - ELECTRIC METERS: Bus. & Res. 39,562

8 - GAS METERS: Bus. & Res. 27,573

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Products 190; Lumber and Creosote Products 1,150; Furniture and Fixtures 300; Meat and Poultry Products 600; Steel and Metal Products 900; Wood Products-Millwork 300; Gov't Agencies 3,500; Detergents (P&G) 200; Liner Board (Pineville Kraft) 500; Printing, Publishing and Allied 300.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alexandria(60)	NA	JCPenney, Sears
MacArthur Vlg.(29)	NA	TG&Y, Eckerd Drug, Kroger
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Montgomery Ward
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Super mkt.

Principal Shopping Days-Sat., Thu., Mon.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: Department Stores-Wellan's; Weiss & Goldring; Sears; JCPenney; Green's; Montgomery Ward; Gus Kaplan; Beall's.
Discount Stores-Howard Bros.; Wal-Mart; K mart; H.J. Wilson; Target.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross; Pearson's 8; K&B 2; Eckerd's 3.
Chain Supermarkets-A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Edison Brothers (shoes); Lerner's (women's); Gem Jewelry; Goodrich, Hardy (shoes); Kinney (shoes); Gallenkamp (shoes); General Nutrition; Radio Shack; Gordon Jewelers; Sweeney Jewelers; Newsom Music; Musicland; Lowe's Bldg. Supplies.

14 - NEWSPAPERS: TOWN TALK (m) 39,667; (S) 40,219; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Cade M. Fogleman, Nat'l Adv. Mgr., TOWN TALK, Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham/Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwy. 2 and 139.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western.
Airlines-Delta; Republic; Texas International; Royal (Airport, 23 mi. at edge of Monroe, La.).

3 - POPULATION:
City 80 Cen. 15,527; Loc. Est. 16,232
CZ-ABC: (80) 15,527; (83) 16,200
RTZ-ABC: (80) 38,587; (83) 39,200
Parish 80 Cen. 34,803; Loc. Est. 36,568
City & RTZ-ABC: (80) 54,114; (83) 55,400

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 5,894
Parish 80 Cen. 11,611; Loc. Est. 12,738
CZ-ABC: (80) 5,454; (83) 5,900
RTZ-ABC: (80) 12,868; (83) 13,600
City & RTZ-ABC: (80) 18,322; (83) 19,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$115,219,000
Savings & Loan	1	$32,207,000

6 - PASSENGER AUTOS: Parish 21,442

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,800 ($293); Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thu.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: Principal Shopping District-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Magnolia(13)	NA	Big Star, West Bros.
Washington Sq.(10)	NA	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers-7 blocks W of Center on W Madison; 8 N of center on N Washington; 10 E of center on E Madison; 18 N & E at Cherry; Ridge & McCreight; 18 S on S Washington; 25 W on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Seligman's; JCPenney.
Discount Stores-Howard Bros.; Kent's, Fred's; Wal-Mart; West Bros.
Variety Stores-Murphy's; TG&Y.
Chain Supermarkets-Piggly Wiggly; Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear; Firestone.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 6,754; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapman, Vice Pres., ENTERPRISE, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish. (MSA), E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: Railroads-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Continental; Republic; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 219,486; Loc. Est. 234,591
PMA-ABC: (80) 366,191; (83) 404,300
RTZ-ABC: (80) 317,840; (83) 345,600
Parish 80 Cen. 366,164; Loc. Est. 391,363
MSA 80 Cen. 493,973; Loc. Est. 532,532
PMA & RTZ-ABC: (80) 684,031; (83) 749,900

4 - HOUSEHOLDS:
City 80 Cen. 78,595; Loc. Est. 87,473
PMA-ABC: (80) 124,346; (83) 142,500
RTZ-ABC: (80) 97,437; (83) 110,000
Parish 80 Cen. 124,337; Loc. Est. 139,004
MSA 80 Cen. 164,040; Loc. Est. 184,881
PMA & RTZ-ABC: (80) 221,783; (83) 252,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$2,616,688,442
Savings & Loan	7	$715,100,000

6 - PASSENGER AUTOS: Parish 249,466 (1981)

7 - ELECTRIC METERS: Residence 161,345

8 - GAS METERS: Residence 89,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals & Petroleum 15,175 ($503); Mfg. 26,425 ($421); Const. 24,000; Trans., Comm., Util. 10,700; Trade 46,000; Govt. 47,325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.
Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr., 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bon Marche Mall(103)	4	D.H. Holmes, Montgomery Ward
Forest-McCall	3	A&P, Rexall
Delmont Village	NA	D.H. Holmes, Woolworth, Winn-Dixie
Broadmoore	5	National, TG&Y
University(15)	3	A&P, TG&Y
Choctaw(13)	3	A&P, TG&Y
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea(18)	6	Laurel Lea Mkt., Rexall
Tynes	5	B.R. Furn., Food Town
Acadian Plaza	3	Rexall, National
Foster	4	Griffith's, National
Mid-City	4	7-Eleven
Foodtown	3	Foodtown, TG&Y
Goodwood	4	Joe D's, Sleep Shop, Romano's
Greenway	8	Foodtown, TG&Y
Plank Road Mall(4)	6	Morgan & Lindsey, A&P
Rebel	4	Kroger
Southdowns(15)	5	Duby Furniture
Broadwood(10)	NA	Food Town
Cedar Crest(9)	NA	Phil-A-Sak
Central(16)	NA	TG&Y, Winn-Dixie
Claitors	NA	TG&Y, Kroger
Cloverleaf(19)	NA	Howard Bros.
Cole's Plaza	NA	Cracker Barrel
Colonial	NA	Nat'l Food, Kent's
Corporate Mall(4)	NA	
Cortana Mall (140)	NA	JCPenney, Dillard, Goudchaux's
Drusilla(7)	NA	Stop & Go Mkt.
Florida Plaza(10)	NA	Red Wing Shoes
Florida-Sharp	NA	
Highland South	NA	TG&Y, Winn-Dixie
Interstate	NA	TG&Y, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P, TG&Y
Monterey Village(9)	NA	A&P, Howard Bros., Eckerd
Northpark	NA	Eckerd, Kroger
Ogden Park	NA	Western Auto
Perkins Road	NA	Nat'l Food
Prescott-Beechwood	NA	TG&Y
Quick and Handy	NA	Stop & Go
Scenic	NA	Nat'l Food, TG&Y
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(7)	NA	TG&Y, Winn-Dixie
Sherwood Plz.(13)	NA	Katz & Besthoff
Sherwood South(11)	NA	A&P, Eckerd's, TG&Y
Shopper's Fair(4)	NA	Shopper's Fair
Stanford Ave.	NA	Little Gen'l
Village Green(6)	NA	Winn-Dixie, TG&Y
Village Sq.(57)		Katz & Besthoff, Wilson's, Kroger
Westmoreland(15)	NA	A&P, D.H. Holmes
Plaza(19)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores-Holmes 3; Goudchaux's 2; Sears; Montgomery Ward; JCPenney; Dillards
Discount Stores-Kent Dollar Stores; Wilson's Whsl. & Dist.; Gibson's; Howard Bros.; K mart 5.
Variety Stores-Woolworth; Kress; Morgan-Lindsay; McCrory's; TG&Y.
Chain Drug Stores-Walgreen 2; Rexall 9; K&B 7; Eckerd 8; Griffin's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 10; Winn-Dixie 8; National Food 9; 7-Eleven; Kroger 6; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene.
Other Chain Stores-Thom McAn; Lerner (women's); Mangel's (women's); Stein's; Gordon's Jewelers; Busch Jewelry; Zale's Jewelry; Singer Co.; G.R. Kinney; Baker Shoes; Russell Stover; S&H Green Stamps.

14 - NEWSPAPERS: ADVOCATE (m) 81,053; STATE TIMES (e) 38,527; ADVOCATE (S) 129,035; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, PO Box 588, Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Intercity Bus Lines-Greyhound Bus; Continental Trailways.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; Loc. Est. 16,679
CZ-ABC: (80) 21,772; (83) 22,000
RTZ-ABC: (80) 125,500; (83) 133,700
Parish 80 Cen. 44,207; Loc. Est. 45,622
City & RTZ-ABC: (80) 147,272; (83) 155,700

4 - HOUSEHOLDS:
City 80 Cen. 6,331; Loc. Est. 6,456
Parish 80 Cen. 15,399; Loc. Est. 16,629
CZ-ABC: (80) 7,995; (83) 8,400
RTZ-ABC: (80) 41,305; (83) 45,600
City & RTZ-ABC: (80) 49,300; (83) 54,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$263,000,000

6 - PASSENGER AUTOS: 18,625

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory; Pump-Valve Mfg.

Principal Industrial Pay Days: 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz.(12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate(12)	1	Piggly-Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P, Super 5 & 10, Katz & Besthoffs, Payless Shoes
Eastgate	20	Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: **Department Stores**-Rosenblum's; Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's, Dollar General Store.
Variety Stores-Super 5 & 10; TG&Y; Bill's Dollar Store.
Chain Drug Stores-Seal Walgreen; Rexall 2; Eckerd's; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly-Wiggly; Bogalusa Home Super 3.
Other Chain Stores-Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward (catalog); Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,054; (S) 9,141; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Seal, Adv. Mgr., NEWS, 525 Avenue V, PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, Texas. Baton Rouge 98 mi.; Alexandria, 80 mi. N of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; Loc. Est. 16,249
CZ-ABC: (80) 16,036; (83) 16,400
RTZ-ABC: (80) 104,499; (83) 113,000
Parish 80 Cen. 56,427; Loc. Est. 58,913
CZ & RTZ-ABC: (80) 120,535; (83) 129,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,645
Parish 80 Cen. 18,117; Loc. Est. 19,748
CZ-ABC: (80) 5,411; (83) 5,700
RTZ-ABC: (80) 33,744; (83) 37,800
City & RTZ-ABC: (80) 39,155; (83) 43,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Parish 37,196

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Retail 1,669; Personal Serv. 981; Govt. 881; Transp. & Util. 550; Oil Prod. & Refining 515; Agriculture 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P(6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto; Montgomery Ward (catalog).
Variety Stores-Ben Franklin.
Discount Stores-Howard's; Wal-Mart, Murphy Mart.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food; A&P; Winn-Dixie; Shop Rite 2.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,415; (S) 6,032; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4, S part of state, County Seat.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 9,584; Loc. Est. 9,924
Parish 80 Cen. 64,395; Loc. Est. 67,399

4 - HOUSEHOLDS:
City 80 Cen. 3,062; Loc. Est. 3,280
Parish 80 Cen. 20,096; Loc. Est. 21,988

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$59,007,000
Savings & Loan	1	$19,542,000

6 - PASSENGER AUTOS: Parish 32,616

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Elect. Pur. Plant; Water Transportation.

10 - CLIMATE: Average-Min.-Max. Summer 60-100; Winter 25-70; Av. Rainfall 66 in. annually.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Blakesley-Main St. St Brown Castille.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward (catalog); Murphy Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National, Gus's Big Star; Rick's IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER-TRIBUNE (e-mon to fri) 3,500; sworn Sept. 7, 1982.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Pub., BANNER-TRIBUNE, 111 Wilson St., PO Box 566, Franklin, LA 70538; Tel. (318) 328-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state; 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; Interstate 55 and 12.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; Loc. Est. 15,846
PMA-ABC: (80) 83,156; (83) 91,700
Parish 80 Cen. 80,698; Loc. Est. 85,407

4 - HOUSEHOLDS:
City 80 Cen. 4,507; Loc. Est. 4,974
Parish 80 Cen. 25,963; Loc. Est. 28,761
PMA-ABC: (80) 26,674; (83) 30,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$352,889,000
Savings & Loan	4	$85,694,000

6 - PASSENGER AUTOS: Parish 44,001 (1982)

7 - ELECTRIC METERS: Residence 4,587

8 - GAS METERS: Residence 3,537

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 2,394; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; av. high 82. First killing frost, Nov. 21. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	TG&Y
Channel(20)	1	American Dept., Sunflower
Hammond Sq. Mall(73)	1	Sears, D.H. Holmes, JCPenney
Town & Country Plaza(31)	NA	Winn-Dixie, TG&Y, Beall's
West Gate(3)	1	Nat'l Food, Freds
Bogue Falaya(32)	20	Nat'l Food, Beall's
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Walgreen; Eckerd; K&B Drug.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps.
Other Chain Stores-Auto Accessories: Goodrich, Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward (catalog); United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zales Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 10,298; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond., Adv. Dir., STAR, PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish, (In Houma-Thibodaux MSA), E&P Map C-4, Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.
Airlines-Charlie Hammonds.

3 - POPULATION:
Corp. City 80 Cen. 32,602; Loc. Est. 33,360
Parish 80 Cen. 94,393; Loc. Est. 97,868
PMA-ABC: (80) 94,393; (83) 103,300
MSA 80 Cen. 176,876; Loc. Est. 192,878
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; Loc. Est. 11,945
Parish 80 Cen. 29,285; Loc. Est. 33,541
PMA-ABC: (80) 29,285; (83) 33,200
MSA 80 Cen. 54,676; Loc. Est. 62,458

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$612,518,000
Savings & Loan	4	$124,424,862

6 - PASSENGER AUTOS: Parish 50,548 (1982)

7 - ELECTRIC METERS: 35,183

8 - GAS METERS: 25,122

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 42,245; Avg. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Nat'l Foods,
Colonial Acres(17)	NA	Dollar General, Howard's Shoetown
Lynn Park(9)	NA	Winn-Dixie, West Bros., Bealls, K&B, TG&Y
Tunnel Blvd.(5)	NA	TG&Y, Winn-Dixie
Grand Ciallou	NA	A&P, Murphy
Southland(45)	3	Sears, Woolworth, Holmes, Shainberg's, JCPenney, Zales

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Southland Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores-Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; K mart; Gaylord's; TG&Y.
Variety Stores-Woolworth; Murphy's Mart; TG&Y; Leonard Krower.
Chain Drug Stores-K&B 3; Eckerd's 2; Kare Pharmacy.
Chain Supermarkets-A&P 3; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.
Other Chain Stores-Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Shainbergs; Miller-Whol.; Wilson's Distributors; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zales.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 21,223; (S) 22,836; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Newton Boudreaux, Adv. Mgr., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3, Parish Seat. Agriculture, wholesale and oil center. Southwest portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-TTA; (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; Loc. Est. 13,059
CZ-ABC: (80) 12,401; (83) 12,900
RTZ-ABC: (80) 49,893; (83) 52,800
Parish 80 Cen. 32,168; Loc. Est. 34,247
City & RTZ-ABC: (80) 62,294; (83) 65,700

4 - HOUSEHOLDS:
City 80 Cen. 4,148; Loc. Est. 4,465
Parish 80 Cen. 10,392; Loc. Est. 11,527
CZ-ABC: (80) 4,148; (83) 4,500
RTZ-ABC: (80) 16,170; (83) 17,600
City & RTZ-ABC: (80) 20,318; (83) 22,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 16,750

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Big Star, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, Winn-Dixie, Eckerd, West Bros.
Jennings Vlg.(4)	NA	Murphy's Mart, A&P, K&B, Shoe Towne

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.

Variety Stores-Morgan & Lindsey; TG&Y; Wal-Mart.
Discount Stores-Howard Bros.
Chain Drug Stores-Phenix Rexall; Eckerd's; K&B.
Chain Supermarkets-A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormierl; IGA.
Chain Stores-Western Auto; Swifts Shoe; Betty Lee Shoes; Frank West Furniture; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,680; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish, (In Lafayette MSA). E&P Map B-[illegible]. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; 1-10; State Hwys. 5, 43; 160 mi. W of New Orleans.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette.
Airlines-Texas Intl.; Royale; Air East.

3 - POPULATION:
Corp. City 80 Cen. 81,961; Loc. Est. 87,052
CZ-ABC: (80) 109,660; (83) 122,300
RTZ-ABC: (80) 140,468; (83) 152,300
Parish/MSA 80 Cen. 190,231; Loc. Est. 208,949
City & RTZ-ABC: (80) 250,128; (83) 274,600

4 - HOUSEHOLDS:
City 80 Cen. 28,479; Loc. Est. 31,484
Parish/MSA 80 Cen. 62,503; Loc. Est. 71,875
CZ-ABC: (80) 37,439; (83) 43,000
RTZ-ABC: (80) 45,331; (83) 51,300
City & RTZ-ABC: (80) 82,770; (83) 94,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$390,298,733
Commercial	7	$1,370,732,000

6 - PASSENGER AUTOS: Parish 70,826

7 - ELECTRIC METERS: Res. City 31,106

8 - GAS METERS: Residence, City 28,118

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Acadian Vlg.(7)	NA	Winn-Dixie, TG&Y
Acadiana Mall(83)	NA	Sears
Four Corners	NA	National Foods
Fiesta Vlg.(11)	NA	Bed & Bath
Galeries Lafayette(1)	NA	U Mark It
Grande Marche(14)	NA	Bealls
La Promenade(26)	NA	Brown's Jewelers
La Villa Espanela(15)	NA	Sandy Austin Ltd.
Northgate(34)	NA	JCPenney, TG&Y, Weingarten's Mkt., Montgomery Ward
Oil Center(20)	NA	The Fair, Bealls, Weingarten's
South College(15)	NA	Emile Joseph's, Walgreen, Nat'l
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Piccadilly Bros., Kroger

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; The Fair; Beall's; Wormser's; Goudchaux; Selber Bros.; D.H. Holmes.
Variety-Woolworth; Murphy's; McCrory, Ben Franklin; TG&Y; Walgreen's; United Dollar; Katz & Bestoff.
Discount Stores-Gibson's; Wal-Mart; Kroger's Family Center; K mart; Howard's.
Chain Drug Stores-Eckerd's 3; Walgreen 2; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Weingarten 3; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps.

14 - NEWSPAPERS: ADVERTISER (e-mon to fri) 31,418; (m-sat) 31,205; (S) 40,254; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jay Boudreaux, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers, Inc.; Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA) E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165 and State Hwys. 14, 27; I-10 & 210.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Kansas City Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Royale; Metro Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051; Loc. Est. 75,767
CZ-ABC: (80) 116,650; (83) 124,900
RTZ-ABC: (80) 176,392; (83) 187,800
Parish/MSA 80 Cen. 167,048; Loc. Est. 179,420
City & RTZ-ABC: (80) 293,042; (83) 312,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; Loc. Est. 27,603
Parish/MSA 80 Cen. 56,339; Loc. Est. 63,493
CZ-ABC: (80) 40,331; (83) 44,800
RTZ-ABC: (80) 57,199; (83) 63,300
City & RTZ-ABC: (80) 97,530; (83) 107,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,074,009,228
Commercial	5	$983,940,000

6 - PASSENGER AUTOS: Parish 115,553

7 - ELECTRIC METERS: Residence 26,468

8 - GAS METERS: Residence 26,912

9 - PRINCIPAL INDUSTRIES: Non-Farm Employees 60,800; Mining 2,400; Construction 9,700; Mfg. 13,900; Trade 14,900; Finance & Insurance 3,100; Services 11,000; Govt. 10,400.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Mall; Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central City	NA	TG&Y
Downtown Mall(68)	NA	Sears, Muller's
East Town(6)	NA	Anthony's
G.T.Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	Weingarten's Mkt., Howard's, TG&Y
Prien Lake(46)	NA	JCPenney, Montgomery Ward
Second Ave.	NA	
Southgate(21)	NA	The Fair, TG&Y, Weingarten's
12th Street	NA	Kroger
Westpoint(13)	NA	Gibson

Principal Shopping Days-Tues., Thurs., Sat.
Stores Open Evenings-Thurs. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Muller's; Sears; The Fair 2; JCPenney; W.F. Beall 2; White House; Montgomery Ward; Anthony's.
Discount Stores-Gibson 2; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores-Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores-Walgreen 2; Eckerd's 3; K&B.
Chain Supermarkets-Weingarten's 4; Market Basket 4; Kroger 3; Theriot's 11; Abe's 3; Smitty's 3; Winn Dixie 2.
Other Chain Stores-Lerner; Gordon's Jewelers; Hoffer's; Thom McAn; Gem Jewelry; Western Auto 6; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN-PRESS (m) 42,406; (S) 46,383; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St., PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

MINDEN

1 - LOCATION: Webster Parish, E&P Map B-1. County Seat. 30 mi. E. of Shreveport.

2 - TRANSPORTATION: **Railroads**-La. & Ark.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 15,074; Loc. Est. 15,966
Parish 80 Cen. 43,631; Loc. Est. 46,449
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523; Loc. Est. 5,751
Parish 80 Cen. 15,692; Loc. Est. 17,514

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$210,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 25,462 (1981)

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; RR Shops; Cotton Compressing; Cottonseed-oil Milling; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Pharmaceuticals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Homer Road(22)	NA	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	NA	Safeway, Beall's, Otasco, Eckerd
West Plz.(3)	NA	Gibson
East Union(12)	NA	Piggly Wiggly

13 - RETAIL OUTLETS: **Department Stores**-Bealls; TG&Y; West & Co.; Montgomery Ward; Sears; Otasco.
Discount Stores-Gibson's; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; City Rexall.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores-Goodyear; Mode O'Day; Pay Less Shoes; Western Auto; Kenwin Ladies; Dixie Dept. Store.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,437; sworn Sept. 14, 1982.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 109 Dixie St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: None.

MONROE

1 - LOCATION: Ouachita Parish, (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River; 74 mi. W of Vicksburg; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Gulf; A&LM; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.
Airlines-Delta; Republic; Royale.

3 - POPULATION:
Corp. City 80 Cen. 57,597; Loc. Est. 58,036
CZ-ABC: (80) 78,604; (83) 81,300
RTZ-ABC: (80) 264,226; (83) 282,800
Parish/MSA 80 Cen. 139,241; Loc. Est. 148,131
City & RTZ-ABC: (80) 342,830; (83) 364,100

4 - HOUSEHOLDS:
City 80 Cen. 19,639; Loc. Est. 20,477
Parish/MSA 80 Cen. 47,322; Loc. Est. 52,594
CZ-ABC: (80) 27,716; (83) 29,700
RTZ-ABC: (80) 87,196; (83) 97,100
City & RTZ-ABC: (80) 114,912; (83) 126,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$889,279,044
Savings & Loan	4	$318,164,429

6 - PASSENGER AUTOS: Parish 76,232 (1981)

7 - ELECTRIC METERS: Monroe, W. Monroe 28,671

8 - GAS METERS: Monroe, W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 7,900; Services 7,900; Wholesale 4,125; Construction 3,775; Retail 8,900; Finance; Ins. & Real Est. 3,500; Transp. Comm. & Util 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2. Last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe 1; Plum St. 1; Cypress St., W. Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Road 3.; N. 7th St.; W. Monroe 4; Thomas Road 2.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Gate(18)	NA	Safeway, Fair Dept., K&B Drug, Fields, Shainberg's
Forsythe	NA	Safeway
K mart Plz.(5)	NA	Lakeshore Drugs, K mart
Lakeshore	NA	Piggly Wiggly
McMillan(32)	NA	K&B Drug, Murphy Mart, A&P, Bealls
Mid City Plz.(4)	NA	Beall's, Sears, JCPenney
North Gate(15)	NA	TG&Y, Highfills
Southgate(4)	NA	
Southside(10)	NA	West's Dept., Safeway, Otasco
Twin City(58)	NA	Mont. Ward, Selber's Morgan Lindsey, G.C. Murphy, Levine's
Wilson's(10)	NA	Country Market
Highland(17)	NA	Fields, D & E, Brookshire's
18th St(11)	NA	Brookshire's, Kroger, Sav-On, Eckerd
Howard Bros. W. Monroe)(4)	NA	Howard Bros., Piggly Wiggly
Hogan's(3)	NA	Hogan's Disc. Foods
Geneva's(3)	NA	Brookshire's, Eckerd, Geneva's

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Palace; Montgomery Ward; Sears; JCPenney; Haddad's; Shainberg; West's; The Fair; Beall's 2; Fred's; Levine's; Selber's; Wellan's.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Wilson's; Geneva's 2; Wal-Mart.
Chain Drug Stores- K&B 3; Howard Bros.; Med-Save 5; Spat's Rexall 2; D&E 3; Sav-On; Eckerds 2; Revco.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; Kroger 2; Country Market; Big Star 3; Budget Foods.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Selber's; Singer; Murphy's Mart 4; Color Tile; Handy City; Otasco 3; TG&Y 4; Pittsburgh Plate Glass; Baker's Shoes; Browse-A-Bit; Kent's; Cloth World; Wickes; Lowe's; Murray Place; Goldring Jewelers; The Pipe Shop.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 39,734; (S) 46,562; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Ret. Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St., Monroe, LA 71201; Tel. (318) 362-0214.
National Representative: Gannett/Newspaper Advertising Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Hudson Air; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; Loc. Est. 15,200
Parish 80 Cen. 64,395; Loc. Est. 61,000

4 - HOUSEHOLDS:
City 80 Cen. 5,353; Loc. Est. 5,623
Parish 80 Cen. 20,096; Loc. Est. 21,988

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$426,000,000
Savings & Loan	3	$340,000,000

6 - PASSENGER AUTOS: Parish 35,315

7 - ELECTRIC METERS: 5,396

8 - GAS METERS: 5,176

9 - PRINCIPAL INDUSTRIES: Industry (Number of Plants)-Chemicals 6; Food 17; Pub/ & Ptg. 4; Lumber Prod. 4, Furniture, Metal Working 2; Machinery 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fabrication Yards 6. Avg. weekly wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)	0	Sears, Walgreen, Nationals, Murphy's
Colonial Plz.(8)	0	TG&Y, Zales, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie, Beall's, West Bros., Shoe Town
Inglewood Mall	1	

Other Shopping Centers- Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center, Bayou Vista.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-West Bros. 2; Howard Bran Discount; Wal-Mart; TG&Y 2; Kroger; C. R. Anthony 2.
Chain Supermarkets-Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores-Morgan & Lindsey.
Chain Drug Stores-Walgreen 3; Eckerd's; K&B 2.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Singer Co.; White's Auto; Western Auto; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Zales; Cato; Firestone.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,989; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed. & Pub., REVIEW, PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370.
National Representative: Papert Companies.

NEW IBERIA

1 - LOCATION: Iberia (Govt. Seat) Parish, E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; LaPorte; Abbeville.
Airlines-Continental; Royal Airlines; Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 32,766; Loc. Est. 34,690
CZ-ABC: (80) 38,949; (83) 41,200
RTZ-ABC: (80) 47,182; (83) 50,000
Parish 80 Cen. 63,752; Loc. Est. 67,980
City & RTZ-ABC: (80) 86,131; (83) 91,200

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; Loc. Est. 11,298
CZ-ABC: (80) 12,552; (83) 13,900
RTZ-ABC: (80) 14,103; (83) 15,500
Parish 80 Cen. 19,915; Loc. Est. 21,282
City & RTZ-ABC: (80) 26,655; (83) 29,400

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 29,165

7 - ELECTRIC METERS: Residence 11,506

8 - GAS METERS: Residence 11,068

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Acadiana Regional Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29. Last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not flouridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	National, Hancocks's, Western Auto, Broussard's
Torrido(31)	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	West-Gibson, A&P, Eckerds
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerds, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz.(19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's; Monsieur's; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall's; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,458; (S) 16,840; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Will Chapman, Adv. Mgr., DAILY IBERIAN, PO Box 1270, New Iberia, LA 70560; Tel. (318) 365-6773.
National Representative: Papert Companies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4, Parish Seat. Seaport. Oil, wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11 and 90. State Hwys. 1, 2, 30, 31 and 33; I-10.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern;Chicago & Northwestern; Illinois Central; Kansas City Southern; Louisiana Southern; Louisville & Nashville; Southern; S.P.; Missouri Pacific; Missouri; Kansas; Texas R.R.; Santa Fe; Southern Pacific; Union Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-110.
Airlines-Air New Orleans; American; Aviateca; Continental; Delta; Dolphin; Eastern; General Aviation; LACSA; Northeastern; Northwest; Pan American; Piedmont; Republic; Royale; Sahsa-Honduras; Southwest; TACA Int'l; Texas-International; TWA; United; USAir.
Steamship Lines-100 regularly scheduled lines. Approx. 15 common carrier barge lines-numerous others on charter.

3 - POPULATION:
City/Parish 80 Cen. 557,927; Loc. Est. 558,600
PMA-ABC: (80) 1,282,305; (83) 1,348,200
MSA 80 Cen. 1,256,353; Loc. Est. 1,330,074
Demographic Information available from Newspaper.
See paragraph 14.

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; Loc. Est. 214,000
MSA 80 Cen. 439,079; Loc. Est. 475,073
PMA-ABC: (80) 446,948; (83) 479,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	37	$6,928,370,000
Savings & Loan	47	$4,496,900,000

6 - PASSENGER AUTOS: Parish 243,449

7 - ELECTRIC METERS: Parish Residence 195,591

8 - GAS METERS: Parish Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 500 (N.A.); Durable Goods 25,900 ($339); Stone, Clay & Glass Prod. 2,500 ($355); Fabric Metal 3,700 ($423); Machinery 3,300 (N.A.); Trans. Equip. 14,200 (N.A.); Ship & Boat Bldg. 9,800 ($314); Other Durable Goods 1,700 (N.A.); Nondurable Goods 18,200 ($316); Food Prod. 7,600 ($261); Apparel & Textile Prod. 2,200 ($135); Paper Prod. 1,200 ($317); Printing & Pub. 3,300 ($280); Chemical Prod. 2,100 ($574); Petroleum Prod. 1,500 (N.A.); Other Nondurable Goods 300 (N.A.); Non-Manufacturing 461,000 (N.A.).

10 - CLIMATE: Normal Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Lionel Playworld
Bagne Falaya Plaza(40)	NA	West, Bealls, National/Canal Vlg.
Belle Promenade	13	D H. Holmes, JCPenney
Carrollton	1	JCPenney, Gus Mayer
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K mart, Levitz, Lawhorn, A&P, Home Depot, Marshall's
Gentilly-Elysian Fields	3	A&P, Maison Blanche, Gaylord's, True Value
Gentilly Woods Mall	4	Labiches, Gaylord's, Walgreen, National/Canal Vlg.
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plaza	12	Gaylord's
Lakeside	7	Holmes, Godchaux's, JCPenney
North Side Plz.	45	Beall's, Eckerd, Winn-Dixie
Oakwood	2	Sears, Holmes, Godchaux
One Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks 5th Ave.
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears, Leonard Krower
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz.	30	K mart
Riverlands Ctr.	26	K mart, TG&Y, Eckerd, Bealls, Winn-Dixie
St. Charles Plz.	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kents, TG&Y
Uptown Sq.	5	D.H. Holmes, Godchaux, Kreegers
Village Aurora	4	Walgreen
Westside	2	Maison Blanche, Marshall's

Principal Shopping Days-Thu., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Maison Blanche; D. H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Howards; J.A. West; Godchaux; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens.
Variety Stores-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge.
Discount Stores-Barker's; K mart; Gaylords; Kent's; Leonard Krower; Wilson's.
Chain Drug Stores-Kalz & Betshoff 38; Walgreen Louisiana 18; Rexall 2; Fasullo 4; Eckerd's 26.
Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegman 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Li'l General 11; Time-Saver 82; Delchamps 9.
Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannon; Western Auto; Thom McAn; Sherwin-Williams Paints; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zales; Kinney's; Chess King; The Limited; Bakers; Butler's.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 281,475; (sat) 252,810; THE TIMES-PICAYUNE (S) 340,009; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel.(504) 586-3785.
National Representative: Newhouse Newspapers.

OPELOUSAS

1 - LOCATION: St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small mfg. center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40 and 219; I-49.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific; Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.
Airlines-Charter Service; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 18,903; Loc. Est. 19,109
CZ-ABC: (80) 31,697; (83) 32,300
RTZ-ABC: (80) 88,311; (83) 92,600
Parish 80 Cen. 84,128; Loc. Est. 88,925
City & RTZ-ABC: (80) 120,008; (83) 124,900

4 - HOUSEHOLDS:
City 80 Cen. 6,438; Loc. Est. 6,516
Parish 80 Cen. 26,823; Loc. Est. 29,690
CZ-ABC: (80) 10,167; (83) 10,800
RTZ-ABC: (80) 28,496; (83) 30,900
City & RTZ-ABC: (80) 38,663; (83) 41,700

5 - BANKS	NUMBER	DEPOSITS
City	4	$346,749
Parish	10	$243,877

6 - PASSENGER AUTOS: Parish 53,334

7 - ELECTRIC METERS: Residence 9,500

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 800 ($160); Lumber & Wood Prod. 300 ($160); Drug Mfg. 200 ($160); Chemical (Fertilizer) 100 ($160); Natural Gas Rfy. 125 ($200); Pipe Fittings & Valves 300 ($200); Oil Ind. 800 ($300).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Dec. 2. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Magic Mart
St. Landry Plaza(12)	NA	Magic Mart, K&B Delchamps
Oline's(2)	NA	Olindes Furniture, A&P
Vista Village(20)	NA	Winn-Dixie, TG&Y

Principal Shopping Days-Department Stores Fri. & Sat.; Food Sat., Mon. & Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Abdalla's; Anthony's; West Bros.; W. F. Beall.

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COX

Variety Stores-Ve's; TG&Y.
Discount Stores-Dollar General; Howard Bros.; Wal-Mart.
Chain Drug Stores-Walgreen; New Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd's 3; Thrif-t-way; K&B.
Chain Supermarkets-National Food; A&P; Kroger; Winn-Dixie; Delchamps.
Other Chain Stores-Mengel's (women's); Singer Co.; Dimmick Auto Supply; Pope Auto Supply; Montgomery Ward (catalog); Otasco; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri) 15,409; (S) 16,418; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative: Papert Companies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80 & 167.

2 - TRANSPORTATION: Railroads-Illinois Central; Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter.

3 - POPULATION:
Corp. City 80 Cen. 20,585; Loc. Est. 21,964
Parish 80 Cen. 39,763; Loc. Est. 42,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,557; Loc. Est. 7,208
Parish 80 Cen. 12,280; Loc. Est. 13,652

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$115,477,663
Commercial	5	$119,771,589

6 - PASSENGER AUTOS: Parish 22,038

7 - ELECTRIC METERS: 6,717

8 - GAS METERS: 6,238

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Processing 320; Construction 1,200; Petroleum Prod. 240; Gas-Oil 200; Glass 300; Soft Drink 60; Transportation 140, Agricultural Prod. 54; Wholesale Trade 250; Retail Trade 2,300; Colleges 2,000; Insurance 300.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-2 blocks along W. Calif. Ave.; Village Plaza Shopping Center (15 stores); North Park Mall; I-20 Shopping Center; Ruston Shopping Center (11 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Village Plaza Center (Mon.-Fri.); North Park Mall and Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis; Beall's; Fred's.
Variety Stores-Murphys.
Discount Stores-Wal-Mart; Value Mart; K mart.
Chain Drug Stores-Marbury (Rexall); Brazill (Walgreen); K&B; Gibson.
Chain Supermarkets-Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven; Dixie Dandy.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Montgomery Ward (catalog); Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack; Cato's.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,957; (S) 8,034; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Rapresentative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River. 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines-American; Continental; Delta; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 205,815; Loc. Est. 213,990
CZ-ABC: (80) 308,166; (83) 327,200
RTZ-ABC: (80) 568,485; (83) 609,000
MSA 80 Cen. 333,015; Loc. Est. 347,937
Parish 80 Cen. 252,249; Loc. Est. 257,500
City & RTZ-ABC: (80) 876,651; (83) 936,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 74,649; Loc. Est. 78,000
Parish 80 Cen. 90,694; Loc. Est. 95,200
MSA 80 Cen. 117,391; Loc. Est. 128,270
CZ-ABC: (80) 108,775; (83) 119,800
RTZ-ABC: (80) 195,845; (83) 218,200
City & RTZ-ABC: (80) 304,620; (83) 338,000

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$350,000,000
Commercial	12	$4,125,000,000

6 - PASSENGER AUTOS: Parish 131,200

7 - ELECTRIC METERS: 117,000

8 - GAS METERS: 105,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture; Oil; Gas; Lumber; Retail Trade; Manufacturing; Food Products 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prod., Mchy. 27,000 ($350); Other 4,500 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers-(Shreveport & Bossier)-Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City's main dist. is 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., 3; Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Eastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. & Westwood Dr; Westwood Jewella & Greenwood Rd.; Shreve Island, Capt. Shreve Drive & Reilly Lane; Old River Center, & Kings Hwy. at Southfield; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center, Pierre Bossier Mall, Airline 8 Hwy. 80.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 3; JCPenney 2; Rubenstein's 3; Hearne 2; Selbers 3; Beall 6; Dixie Stores 2; Palais Royal 4; Yearwood's; Dillard's 3; Montgomery Ward.
Variety Stores-Woolworth 2; Kress; Burt's 5; TG&Y 11; G.C. Murphy Co.
Discount Stores-United Jewelers 2; Gibson's 2; Wilsons 2; K mart 3.
Chain Drug Stores-Lewis 5; Walgreen 2; Naremore; Barksdale 3; G&H; Chuck Snyder's 4;Rexall 3; McKeller Sunset; Plaza; Shreve Island; Tri-State; Uptown; Medic 11; Mitchell's 2; Eckerd's 9; Williams; Albertsons-Southco 2; K&B 3.
Chain Supermarkets-Safeway 2; Kroger 5; Brookshire 10; Best-Yet 5; 7-Eleven 50; Albertsons-Southco 2.
Other Chain Stores-Pants Parlor; Goldrings 2; Haspel; Lee Martin's 3; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Pants Place; Casual Corner; Western Auto; Autelec; Firestone; Goodrich; Goodyear; Int'l. Harvester; White Auto; Otasco; Florsheim; Thom McAn; Singer; Necchi; Zales Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; Margolis Shoes; Bell Bros. Shoes; S&H Green Stamps; Wilson's.

14 - NEWSPAPERS: TIMES (m) 81,449; JOURNAL (e) 27,794; TIMES (S) 114,042; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Nat'l. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative: Gannett Newspaper Advertising Sales.

SLIDELL

1 - LOCATION: St. Tammany Parish, (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstate 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: Railroads-SOU; GM&O.
Intericty Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718; Loc. Est. 29,973
Parish 80 Cen. 110,554; Loc. Est. 125,132
MSA 80 Cen. 1,256,353; Loc. Est. 1,330,074

4 - HOUSEHOLDS:
City 80 Cen. 8,295; Loc. Est. 8,905
Parish 80 Cen. 35,576; Loc. Est. 42,175
MSA 80 Cen. 439,079; Loc. Est. 475,073

5 - BANKS N.A.

6 - PASSENGER AUTOS: Parish 79,806 (1981)

7 - ELECTRIC METERS: City 4,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15. Last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northside Plz.(22)	NA	Winn-Dixie, TG&Y, Beall's
Plaza 190(17)	NA	A&P, Rose's, K&B, Sears
Tammany Mall (26)	NA	A&P, Mont. Ward, West Bros. Dept.
Sunflower(4)	NA	Sunflower, K mart
Midtown(15)	NA	Wal-Mart, Shoetown, Fasullo Drug

13 - RETAIL OUTLETS: Department Stores-Sears; West Bros; Montgomery Ward.
Discount Stores-K mart; Wal-Mart; Howard Brandiscount; TG&Y.
Chain Supermarkets-A&P; Sunflower Mkt.; Winn-Dixie; National; Delchamps.
Other Chain Stores-Radio Shack; Shoetown.

14 - NEWSPAPERS: SENTRY-NEWS (m) 6,753; (S) 7,083; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Steve Krehl, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South Slidell LA 70458; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press, Inc.
TIMES (e) 5,079; (S) 5,900; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth Pilcher, TIMES, 1441 Short Cut Rd., Slidell, LA 70458; Tel. (504) 643-5236.
National Representative: Papert Companies.

THIBODAUX

1 - LOCATION: Lafourche Parish, (In Houma-Thibodaux MSA), E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810; Loc. Est. 16,496
PMA-ABC: (80) 50,065; (83) 53,700
Parish 80 Cen. 82,483; Loc. Est. 89,713
MSA 80 Cen. 176,876; Loc. Est. 192,878

4 - HOUSEHOLDS:
City 80 Cen. 5,119; Loc. Est. 5,484
PMA-ABC: (80) 15,491; (83) 17,100
Parish 80 Cen. 25,391; Loc. Est. 28,917
MSA 80 Cen. 54,676; Loc. Est. 62,458

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Parish 49,361 (1982)

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Steel Fabrication, Agricultural Machinery; Nicholls State University; Candy; Fertilizer; Oil, Gas And Related Industries, Commercial Fishing; Sugarcane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest average temp. June-96; lowest average temp. Dec.-27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-12 miles. (Holmes; Godchaux's; Kirschmann's; Sears; Woolworth; Shainberg's; Miller-Wohl; Arthur Coplon; Katz & Besthoff). Sugarland-15 miles. (TG&Y; Family Center; Winn-Dixie; Eckerd's; Bill's Dollar Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Ellis Braud; Arthur Coplon; Jake's; Weill's; TG&Y; Sears (catalog); Montgomery Ward (catalog); K mart.
Discount Stores-West Gibson; Howard.
Variety Stores-Morgan & Lindsey; National Dollar Store; TG&Y; Walker's.
Chain Drug Stores-West Bros.; D&M 2; Lafourche; Eckerds; Katz & Besthoff; Southland Walgreen 2.
Chain Supermarkets-Rouses; L&N Food Stores; St. Charles Super Mkt.; A&P; National Food Stores; Winn-Dixie 2; Ricks IGA, Delchamps; Audubon.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Philip Morris.

14 - NEWSPAPERS: COMET (e-mon to fri) 11,553; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Lancon, Adv. Mgr., COMET, 705 W. 5th St., Thibodaux, LA 70301; Tel. (504) 447-4055.
National Representative: None.

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.
Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cmberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.
Portsmouth-Dover-Rochester, N.H.-Me.-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Me.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	85	79	81
5-14 Years	201	178	183
15-24 Years	170	206	211
25-44 Years	219	302	310
45-64 Years	205	219	225
65 and Over	114	141	145
TOTAL	994	1,125	1,155

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	150	248	372
General Mdse	275	393	616
Food	546	872	1,542
Automobiles	442	724	1,111
Gasoline Stations	162	244	478
Apparel	87	132	209
Furniture	76	116	185
Eat-Drink Places	140	261	537
Drugs	266	103	185
TOTAL SALES	2,233	3,616	6,170

AUBURN

See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County. E&P Map B-4. Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke.; I-95.

2 - TRANSPORTATION: Railroads-Maine Central.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Air New England; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 21,819; Loc. Est. 19,140
CZ-ABC: (80) 24,321; (83) 23,600
RTZ-ABC: (80) 224,174; (83) 232,300
County 80 Cen. 109,889; Loc. Est. 114,891
City & RTZ-ABC: (80) 248,495; (83) 255,900

4 - HOUSEHOLDS:
City 80 Cen. 8,405; Loc. Est. 6,989
County 80 Cen. 38,579; Loc. Est. 42,233
CZ-ABC: (80) 9,378; (83) 9,400
RTZ-ABC: (80) 76,983; (83) 83,300
City & RTZ-ABC: (80) 86,361; (83) 92,700

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$108,290,000
Savings & Loan	1	$460,931,000
Commercial	6	$157,326,000

6 - PASSENGER AUTOS: County 55,973

7 - ELECTRIC METERS: Residence 30,031

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers and Printers 225; Food Processing 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots and Shoes 1,038; Electrical 267; Iron Fabrication 245; Telephone 156; IRS 175.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz (15)	NA	Giguere's, K mart
Capitol(13)	NA	Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Cottle's

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days-Wed., Thu., Fri.
Principal Shopping Night-Thu., Shopping Centers open every evening.

13 - RETAIL OUTLETS: Department Stores-Adam's; Sears; JCPenney; Chernowsky's; Frank X Pomerleau.
Variety Stores-McLellan's; McCrory.
Discount Stores-Rix; Zayre's; K mart.
Chain Drug Stores-LaVerdiere's 2; Lovell's; Brooks Super Drug.
Chain Supermarkets-Sampson's; Cottle's 3; Mister Market; Barden's 2; Shaw's; Giguere's.
Other Chain Stores-Firestone; Goodrich; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,457; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (MSA) E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; B&A; Citibus.
Airlines-Delta; Bar Harbor Airlines; Federal Express; Down East; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; Loc. Est. 31,541
CZ-ABC: (80) 72,009; (83) 71,000
RTZ-ABC: (80) 357,098; (83) 361,600
County 80 Cen. 137,015; Loc. Est. 143,418
MSA 80 Cen. 83,919; Loc. Est. 87,044
City & RTZ-ABC: (80) 429,107; (83) 432,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772; Loc. Est. 11,484
County 80 Cen. 45,974; Loc. Est. 50,331
MSA 80 Cen. 28,362; Loc. Est. 30,327
CZ-ABC: (80) 24,343; (83) 24,900
RTZ-ABC: (80) 122,272; (83) 128,700
City & RTZ-ABC: (80) 146,615; (83) 153,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$246,065,000
Savings & Loan	1	$37,166,000
Commercial	6	$269,802,000

6 - PASSENGER AUTOS: County 68,977

7 - ELECTRIC METERS: Residence 21,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Products 2,200; Paper/Printing & Publishing 2,400; Food Processing 500; Machinery/Electrical & Non-Electrical 600; Total Manufacturing 5,700; Government 10,500; Services 9,100; Retail and Wholesale 9,600; Trans. & Public Util. 2,600; Fin. & Insurance 1,500; Contracting & Construction 1,200; Total Non-Manufacturing 34,500; Total Non-farm labor Force 40,200 (Greater Bangor Area).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central Broad; Bangor Mall, Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall(80)	5	Sears, Porteous, JCPenney
Broadway(13)	3	Zayre's, T.J. Maxx
Westgate Mall(9)	2	IGA
Airport Mall(28)	3	Rich's, Freese's
Maine Square Plaza(10)	5	Bass Shoe, Goldsmith's
K mart	4	K mart, PriceKutter
North Brewer(3)	3	IGA, LaVerdiere's
Brewer Mall(18)	4	Bob's Hardware
Twin City Plz.(17)	4	Doug's
Stillwater Ave. Plz.	6	Giguere's
University Mall(11)	8	Sampson
Ellsworth(11)	23	Zayre's
Ellsworth Mill Mall	9	The Body Shop, Brown's
Maine Coast Mall(21)	23	Ames, IGA
Belfast(3)	35	JCPenney, Shop 'n Save

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shopping Centers evenings till 9.

13 - RETAIL OUTLETS: Department Stores-Freese's 2; Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks; Liggett-Rexall; Miller; Ohmart & Hinkley 2; La Verdiere's 3; Wellby 3; CVS 2.
Discount Stores-K mart; Rich's; Zayre's.
Outlets-Bass Shoe 2; Brand Name Fashion; Dexter Shoe; Hathaway Shirt; Emple Knitting.
Chain Supermarkets-IGA Foodliner 2; Shop 'n Save (Doug's) 5; Sampson's 3; Hi-Lo/Giguere's 2; PriceKutter.
Other Chain Stores-Thom McAn; Fayva Shoe; Standard Shoe; Kinney Shoe; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; T.J. Maxx; Marianne's; Baskin Robbins; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; GNC; Colortile Nutri-System; Service Merchandise; Sherwin Williams; Trustworthy 2; Steego Auto Parts; CAP Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 76,611; (wknd) 87,298; Mar. 31, 1983 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 942-4881.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County. E&P Map B-5. Residential center on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Greyhound; Maine Trailways; Brunswick Transportation.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; Loc. Est. 32,880
Biddeford 80 Cen. 19,638; Loc. Est. 19,624
Saco 80 Cen. 12,921; Loc. Est. 13,256
PMA-ABC: (80) 108,744; (83) 114,900
County 80 Cen. 139,666; Loc. Est. 142,926

4 - HOUSEHOLDS:
Cities 80 Cen. 13,040; Loc. Est. 13,350
Biddeford 80 Cen. 7,950; Loc. Est. 8,049
Saco 80 Cen. 5,190; Loc. Est. 5,301
County 80 Cen. 66,833; Loc. Est. 68,737
PMA-ABC: (80) 38,764; (83) 42,500

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 79,003

7 - ELECTRIC METERS: Residence: Biddeford and Saco 14,670

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Precision Products 1,560 ($328); Textiles 1,273 ($240); Leather 1,470 ($224); Fabricated Metal Products 716 ($341); Aerospace 250 ($346); Apparel 325 ($211); Building Fabricators 100 (N.A.); Cardboard Boxes 100 (N.A.).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saco Valley(13)	0	Zayre's, Shaw's
5 Points(11)	2	IGA, Rich's
Me. Mall(104)	15	Jordan M., Sears

Principal Shopping Days-Downtown-Fri.; Shopping Centers-6 Nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny.
Variety Stores-Woolworth; Wellwoods; Bookland.
Chain Drug Stores-Central-Colonial Phcy. 2; Laverdiere 2; Brooks 2; Wellby.
Discount Stores-Zayre's; Rich's.
Chain Supermarkets-Shop 'N Save; Farm Store; Shaw's; Paul's Food Center; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores-Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furniture: Warren, Potter's; Western Auto; Goodyear; Sherwin-Williams; Diamond National; The Men's Shop, Inc.; Noyes Tire.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,152; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County. E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 17,366. Loc. Est. 18,013
CZ-ABC: (80) 35,352; (83) 35,900
RTZ-ABC: (80) 20,671; (83) 22,000
County 80 Cen. 215,789; Loc. Est. 227,222
City & RTZ-ABC: (80) 56,023; (83) 57,900

4 - HOUSEHOLDS:
City 80 Cen. 5,843; Loc. Est. 6,331
County 80 Cen. 78,704; Loc. Est. 85,570
CZ-ABC: (80) 12,137; (82) 12,800
RTZ-ABC: (80) 7,395; (83) 8,200
City & RTZ-ABC: (80) 19,532; (83) 21,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$97,114,000
Savings & Loan	2	$64,298,000
Savings	6	$169,048,000
Credit Unions	5	$20,000,000

6 - PASSENGER AUTOS: County 117,668

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Holiday Inn); JCPenney; Route 1 Kings.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. thru Sat. 9 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; JCPenney, Sears; Grand City.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; J.J. Newberry.
Discount Stores-Kings.
Chain Supermarkets-Shaws; Cottle's.
Other Chain Stores-G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Beaconway Fabrics; Radio Shack; Fayva; Bookland; Poore Simons.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,615; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice Pres., TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

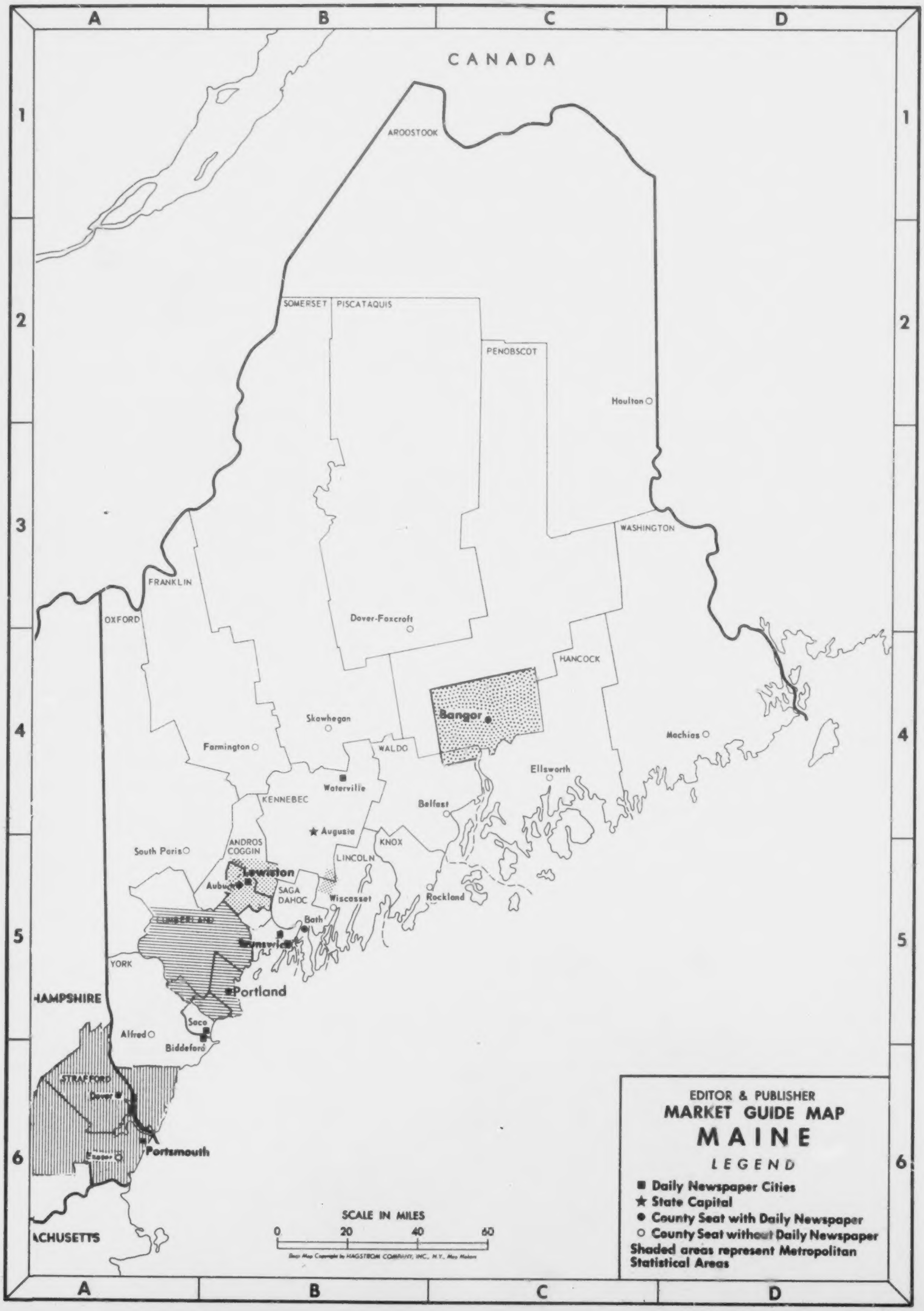
LEWISTON-AUBURN

1 - LOCATION: Androscoggin County, (MSA). E&P Map B-5, County Seat. Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston; 350 mi. from New York City.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; Loc. Est. 61,405
Lewiston 80 Cen. 40,481; Loc. Est. 39,139
Auburn 80 Cen. 23,128; Loc. Est. 22,266
CZ-ABC: (80) 63,609; (83) 61,600
RTZ-ABC: (80) 200,150; (83) 207,600
County 80 Cen. 99,657; Loc. Est. 100,586
MSA 80 Cen. 84,690; Loc. Est. N.A.
City & RTZ-ABC: (80) 263,759; (83) 269,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 23,451; Loc. Est. 23,030
Lewiston 80 Cen. 14,960; Loc. Est. 14,683
Auburn 80 Cen. 8,491; Loc. Est. 8,347
County 80 Cen. 35,233; Loc. Est. 37,016
MSA 80 Cen. 30,325; Loc. Est. N.A.
CZ-ABC: (80) 23,451; (83) 23,600
RTZ-ABC: (80) 69,599; (83) 75,000
City & RTZ-ABC: (80) 93,050; (83) 98,600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CANADA
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PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
KNOX
ANDROS COGGIN
South Paris
LINCOLN
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
CUMBERLAND
Bath
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
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ACHUSETTS
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MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$165,514,614

6 - PASSENGER AUTOS: County 48,059

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoe Mfg. 4,000; Textiles 1,600; Electronics 1,000; Wire Goods 110; Almanacs, Calandars, Diaries, etc. 500; Bakery Products 700; Paper Boxes 200; Carbonated Beverages 200; Metal Stamping 550; Plastics 1,500; Printing 1,500; Milk Processing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's.
Auburn-Main; N. Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.
Principal Shopping Days-Department-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Close-Mon. a.m.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Thurs., Fri.; some Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bradlees; JCPenney; Kings; Porteous, Mitchell & Braun; Ward Bros.
Variety Stores- Kresge; Big L; Mac's; Valu Plus; Laverdieres 2.
Discount Stores-K mart; Bradlees; Zayre.
Chain Drug Stores-CVS 2; Clark's 2; Big L 2; Valu Plus; Lovell.
Chain Supermarkets-Foodtown 3; Sampson's 11; Shaw's 2; Cottle's 2.
Other Chain Stores-Dodge Clothes (men's); Day's Jewelry; Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin Robbins Ice Cream; So Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's); Carlyle Jewelry; Chess King (men's); Earring Tree; Fields Hosiery; Foxmoor (women's); The Gap (M/W clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothes); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's); Pearl Vision; Phone Center; G.M. Pollack (jewelry); Spencer Gifts; Tourraine (women's); Weathervane (women's); Zales Jewelry.

14 - NEWSPAPERS: SUN (m) 34,597; JOURNAL (e) 13,673; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN/ JOURNAL, 104 Park St., Lewiston, ME 04240; Tel (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County, E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Greyhound; Trailways; Vermont Transit.
Airlines-Delta; Air New England; Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 61,572; Loc. Est. 61,019
CZ-ABC: (80) 113,951; (83) 110,700
RTZ-ABC: (80) 270,299; (83) 285,500
County 80 Cen. 215,789; Loc. Est. 227,222
MSA 80 Cen. 193,831; Loc. Est. N.A.
City & RTZ-ABC: (80) 384,250; (83) 396,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; Loc. Est. 24,725
County 80 Cen. 78,704; Loc. Est. 86,570
MSA 80 Cen. 71,266; Loc. Est. N.A.
CZ-ABC: (80) 44,222; (83) 44,400
RTZ-ABC: (80) 94,166; (83) 103,700
City & RTZ-ABC: (80) 138,388; (83) 148,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$556,786,177
Savings & Loan	4	$172,483,709
Commercial	5	$708,611,762

6 - PASSENGER AUTOS: County 117,668

7 - ELECTRIC METERS: 62,500

8 - GAS METERS: Residence 11,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Machy. 4,800; Food Prods. 2,500; Paper 2,600; Leather & Prod. 1,400; Lumber & Wood Prod. 800.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Ave. Plaza(6)	NA	Paul's
Lunt's Plz.(5)	NA	Martin Foods
North Gate(11)	NA	Shaw's Mkt., Wellwood
Northport(6)	NA	
Pine Tree(19)	NA	Zayre, Shaw's
Rainbow Mall(20)	NA	
West Gate(9)	NA	Shaw's Mkt., Wellwood 5&10
Mill Creek	NA	Shaw's Mkt., King's
Falmouth	NA	Shaw's Mkt., King's
K mart(2)	NA	K mart, Martin Foods
Westbrook(6)	NA	Bradlee's, Martin's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Supermarkets-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores-Woolworth; Wellwood.
Discount Stores-Zayre; King's; Bradlee's; Foden's; Romanow's; K mart; Child World; Marshall's.
Chain Drug Stores-Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Supermarkets-Martin's 4; Geo. C. Shaw 5; Gold Star IGA.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Bell Shops; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 58,580; EXPRESS (e) 29,372; TELEGRAM (S) 126,500; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St., PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N. of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: **Railroads**-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,779; Loc. Est. 17,396
CZ-ABC: (80) 26,851; (83) 26,500
RTZ-ABC: (80) 87,902; (83) 91,300
County 80 Cen. 109,889; Loc. Est. 114,891
City & RTZ-ABC: (80) 114,753; (83) 117,800

4 - HOUSEHOLDS:
City 80 Cen. 6,201; Loc. Est. 5,764
County 80 Cen. 38,579; Loc. Est. 42,233
CZ-ABC: (80) 9,456; (83) 9,700
RTZ-ABC: (80) 29,678; (83) 31,800
City & RTZ-ABC: (80) 39,134; (83) 41,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 55,973

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pulp & Paper 1,539; Molded Wood Fibre Products 1,050; Woolen Fabric Mfg. 550; Shirt Makers 800; Wooden Products 270; Railroad Repair Shop 400; Medical Center 1,100; Two colleges 585.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Silver St.; College Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm Plz.(10)	NA	Cottle's, K mart
Concourse(17)	NA	Zayre, Cottle's
JFK Mall(14)	NA	A&P, Blake Hdwe, Rich's

Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri., Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Butler's; Sterns; Levine's.
Discount Stores-K mart; Zayre; Rich's.
Chain Drug Stores-LaVerdiere's; CVS 2.
Chain Supermarkets-Cottle's; A&P; IGA; Sampson's; Giguere's.
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 25,779; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Seluke, Adv. Dir., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, Md.-W.Va.-Allegany County, Md.; Mineral County, W.Va.
Hagerstown-Washington County.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince Georges Counties, Md.

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Phildelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-includes Phildelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville Bridgeton N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	345	272	281
5-14 Years	815	649	670
15-24 Years	682	797	824
25-44 Years	997	1,252	1,294
45-64 Years	787	850	878
65 and Over	298	396	409
TOTAL	3,924	4,216	4,356

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	338	531	743
General Mdse	1,490	2,037	2,988
Food	2,077	3,198	5,291
Automobiles	1,780	2,825	4,053
Gasoline Stations	686	1,210	2,217
Apparel	504	687	1,020
Furniture	464	628	935
Eat-Drink Places	740	1,257	2,418
Drugs	386	516	869
TOTAL SALES	9,480	14,377	23,026

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S. of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Int'l; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; Loc. Est. 31,640
CZ-ABC: (80) 62,398; (83) 66,900
RTZ-ABC: (80) 40,789; (83) 43,800
County 80 Cen. 370,775; Loc. Est. 387,167
MSA 80 Cen. 2,199,531; Loc. Est. 2,255,640
City & RTZ-ABC: (80) 103,187; (83) 110,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; Loc. Est. 13,096
County 80 Cen. 121,028; Loc. Est. 132,193
MSA 80 Cen. 765,830; Loc. Est. 821,196
CZ-ABC: (80) 21,261; (83) 23,700
RTZ-ABC: (80) 12,988; (83) 14,400
City & RTZ-ABC: (80) 34,249; (83) 30,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000
Total Number of Banks	13	N.A.

6 - PASSENGER AUTOS: County 222,076

7 - ELECTRIC METERS: County/Res. 126,880

8 - GAS METERS: County/Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fort Meade 16,000; Westinghouse (3 locations) 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security over 10,000; US Dept. of Motor Vehicles over 1,000; US Coast Guard; Md. State Gov't; Vectra (fiber); Exxon; Amtech.; Kennecott Corporation.
Principal Industrial Pay Days-Govt. 15 & 30; Wkly. Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St., 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Annapolis(85)	NA	Hecht, Montgomery Ward
Colonial Parole(10)	NA	Kaleidoscope Fabric
Eastport(12)	NA	Safeway
Forest Plz.(16)	NA	Hechinger's
Parole S.C.(30)	NA	Sears, K mart

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Mon., Thu. & Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: **Department Stores**-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite-aid 2; Nationwide; Homewood; Giant Food Pharmacy; Revco.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant Foods 4; 7-Eleven 2; Convenient Food Mart 3; Magruder's.
Other Chain Stores-Firestone; Goodyear; Western Auto; Singer; Montgomery Ward; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 34,680; Apr. 2, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr./Adv. Dir., CAPITAL, 213 West St., Annapolis, MD 21401; Tel. (301) 268-5000.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford and Howard counties. E&P Map C-1. Nation's ninth city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Penn-Central; Canton (freight); Western Maryland; Baltimore & Annapolis; Conrail (freight).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-110 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound; McMahon Transp.; Trailways; Baltimore Motor Coach; Clyde's Charter.
Airlines-American; Delta; Eastern; TWA; United; USAir; Ozark; Piedmont; Air Virgina; Texas Int.; World Airways; Republic; Northeastern; Western and 15 other airlines.

3 - POPULATION:
Corp. City 80 Cen. 786,775; Loc. Est. 787,262
County 80 Cen. 655,615; Loc. Est. 676,903
MSA 80 Cen. 2,199,531; Loc. Est. 2,255,640
SUN:
PMA-ABC: (80) 1,761,753; (83) 1,778,200
NEWS AMERICAN:
CZ-ABC: (80) 1,555,711; (83) 1,554,400
RTZ-ABC: (80) 677,137; (83) 730,300
City & RTZ-ABC: (80) 2,232,848; (83) 2,284,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; Loc. Est. 294,523
County 80 Cen. 237,371; Loc. Est. 256,445
MSA 80 Cen. 765,830; Loc. Est. 821,196
SUN:
PMA-ABC: (80) 625,214; (83) 654,200
NEWS AMERICAN:
CZ-ABC: (80) 557,204; (83) 577,400
RTZ-ABC: (80) 221,811; (82) 248,100
City & RTZ-ABC: (80) 779,015; (82) 825,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Holding Co.	11	$12,867,000,000
Savings & Loan	13	$1,858,349,000
Financial & Real Estate Corp.	3	$6,557,000,000

6 - PASSENGER AUTOS: MSA 1,135,023

7 - ELECTRIC METERS: MSA 810,649

8 - GAS METERS: MSA 507,915

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metal Ind. 21,893 ($545); Food Products 12,350 ($377); Apparel & Textile 9,567 ($235); Transportation Eqp. 8,251 ($529); Elect. Eqpt. 24,152 ($528); Printing & Pub. 13,000 ($346); Machinery 10,669 ($405); Chemicals & Allied Products 10,123 ($456); Transportation & Public Utilities 53,346 ($428); Wholesale Trade 54,905 ($401); Retail Trade 160,933 ($177); Finance Ins. & Real Estate & Mining 57,855 ($326); Services, Fed. Govt., 51,696 ($431); State govt. 58,045 ($284); Local govt. 80,678 ($267).
Principal Pay Days-Fri., Thu.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct 27. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from north to south, and 4 blocks east to west.
Shopping Centers-Cross Keys Village, Mondawmin Mall, Reisterstown Road Plaza.
Principal MSA Shopping Areas and Shopping Centers
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Glen Burnie Mall, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plaza.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson
Shopping Centers-Dundalk Shopping Center, Eastpoint Mall, Eudowood Plaza, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plaza, North Plaza Mall, Parkville, Reisterstown, Security Square Mall, Towson Plaza, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.
Shopping Centers-Carrolltowne Towne Center, Crossroad Square, 140 Village, Westminster.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall.
Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carrolltowne	17	K mart, A&P
Chatham Mall	12	K mart, Cook's, Giant
Columbia Mall	15	Hecht's, Woodward & Lothrop
Eastpoint Mall	6	Hutzler's, JCPenney, Hochschild-Kohn
Eudowood Plaza	7	Montgomery Ward
Glen Burnie Mall	9	A&P, Mont. Ward
Glen Burnie Center	8	Sears, Giant
Golden Ring Mall	9	Montgomery Ward, Hecht's, Stewart's
Harford Mall	30	Montgomery Ward, Hochschild-Kohn
Harundale Mall	8	Hochschild-Kohn
Hunt Valley	15	Bamberger's, Sears
Jumper's Mall	9	K mart, Grand Union
Kenilworth Bazaar	8	Hochschild-Kohn
Laurel Centre	25	Hecht's, JCPenney
Northwood	4	Hecht's
Reisterstown Rd.	8	Hecht's, Stewart's
Security Sq. Mall	8	Woolworth, Sears, JCPenney, Hecht's
Towson Plaza	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Stewart's
White Marsh	15	Bamberger's, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thurs. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: Dept. Stores-Bamburger's 2; Hecht's 9; Hochschild's 8; Hutzler's 6; JCPenney 5; Montgomery Ward 10; Sears 8; Woodward & Lothrop 3; Caldor 5; Bradlee's 3; Marshall's 2.
Discount Stores-Aid 28; Ames 4; Cooks 5; Epstein's 7; K mart 12; Murphy's Mart 6.
Variety Stores-Ben Franklin 6; G.C. Murphy 13; S.S. Kresge 5; Woolworth 15.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite-Aid 95; Sav-A-Lot 7.
Chain Supermarkets-A&P 28; Brown's 8; Food-A-Rama 36; Giant 35; Mars 7; Safeway 20; 7-Eleven 84; Kash 'N Carry 6.
Other Chain Stores-Auto Supplies: Ezrine 24; Goodyear 11; Hi-Gear 4; Kimmel 9; Midas Muffler 13; P.A.P.A. 11; Pep Boys 6; Penn-Jersey 5; RPS 17; Western Auto 8. Furniture: Fradkin Bros.; Garon's Ethan Allen 4; Levenson & Klein 3; Scan 3; Shaivitz 3; Shiller's 3; This End Up 5; Towne & Country 2; Unclaimed Freight Co. 7. Appliances: Ash Himelfarb 3; G.E.-Hotpoint 4; Ritchie Lumber & Building Supply 3. Jewelry: Edward Arthur 3; Bailey; Banks & Biddle; Oscar Caplan & Sons 3; S & N Katz-Castelberg's 12; Kay Jewelers 8; Shaw's Keepsake Jewelers 4; Stieff-D.P. Paul 7. Shoes: Florsheim 7; Hahn 7; Hanover 11; Hess 15; Selwyn 4; Shoe World 7; Thom McAn 17. Health Clubs: Holiday Spas 5; Metro Nautilus Fitness Centers 6. Miscellaneous Clothing Stores: Cushner's; Farbers; Finkelstein's; Hamburger's; Jos A. Bank; Lane Bryant; Linda Lynn; Pants Corral; Pat Arnolde's Talls; Princess Shops; Weltzler's; Young Men's Stores.

14 - NEWSPAPERS: SUN (m-mon to fri) 178,250; (e-mon to fri) 165,152; (m-sat) 161,835; (e-sat) 133,177; (S) 393,621; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter L. Stegner, SUN, 501 N. Calvert St., Baltimore, MD 21278 (301) 332-6000.
National Representatives: Cresmar, Woodward, O'Mara & Ormsbee; Leonard Co. (Florida).
NEWS-AMERICAN (e-mon to fri) 130,707; (m-sat) 109,671; (S) 173,023; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dan Aquilino, Adv. Dir., NEWS-AMERICAN, 301 E. Lombard St., Baltimore, MD 21203; Tel. (301) 528-8000.
National Representative: Hearst Advertising Service.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Electronics, agricultural, sea food, timber, manufacturing area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; Loc. Est. 11,845
County 80 Cen. 30,623; Loc. Est. 31,348
PMA-ABC (80) 56,227, (83) 57,700

4 - HOUSEHOLDS:
City 80 Cen. 4,446; Loc. Est. 4,440
County 80 Cen. 11,329; Loc. Est. 12,128
PMA-ABC: (80) 21,263; (83) 22,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Saving & Loan	3	$80,000,000
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 15,340

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Processing 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown-4 blocks on one street.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cambridge(20)	1	Super Safeway, Ames, Drug Fair
Shoal Creek(10)	1	Montgomery Ward, Acme, Revco

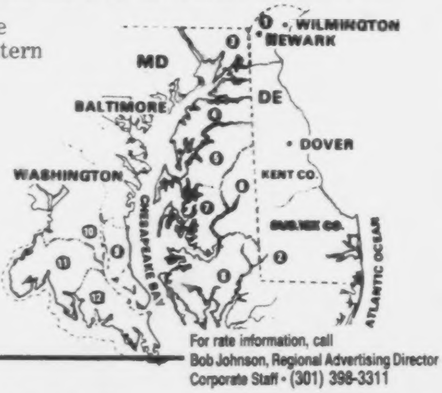
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Centers-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Sears; Montgomery Ward.
Variety Stores-McCrory's; Woolworth's.
Chain Drug Stores-Drug Fair.
Discount Stores-Ames.
Chain Supermarkets-Super Safeway; Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Montgomery Ward (catalog); Revco; Mor-Value.

14 - NEWSPAPERS: BANNER (e) 7,468; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Herman Stevens, Pres. or Claude Gootee, Gen. Mgr., BANNER, PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

THERE'S MORE TO MARYLAND AND DELAWARE THAN BALTIMORE AND WILMINGTON. — THERE'S CHESAPEAKE —

And, if you're not tapping the more than 200,000 households of the Eastern and Western Shores, you're really missing the boat. Chesapeake Publishing's 17 newspapers provide coverage of this 13 county market, accounting for over $2 billion in retail sales. So, the next time you have something to say, give us a call. We'll be glad to put you on the map.



For rate information, call
Bob Johnson, Regional Advertising Director
Corporate Staff • (301) 398-3311

1. New Castle Co., DE
WEEKLY POST
2. Sussex Co., DE
THE MILFORD CHRONICLE
THE LEADER REGISTER
THE KENT & SUSSEX SHOPPER
3. Cecil Co., MD
CECIL WHIG
7. Talbot Co., MD
**"THE STAR DEMOCRAT"
DELMARVA FARMER
8. Dorchester Co., MD
DORCHESTER NEWS
9. Calvert Co., MD
*CALVERT RECORDER
4. Kent Co., MD
KENT COUNTY NEWS
5. Queen Anne's Co., MD
QUEEN ANNE'S RECORD OBSERVER
THE KENT ISLAND BAY TIMES
6. Caroline Co., MD
TIMES RECORD
10. Prince Georges Co., MD
THE PRINCE GEORGES INDEPENDENT
CAPITAL-FLYER—ANDREWS AIR BASE
11. Charles Co., MD
*THE MARYLAND INDEPENDENT
12. St. Mary's Co., MD
*THE ENTERPRISE

**5 day daily
*Wednesdays & Friday

CHESAPEAKE PUBLISHING CORPORATION
A Subsidiary of Whitney Communications

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1, County Seat. Railroad and industrial center of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40 and 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: Railroads-B&O; C&O.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; Loc. Est. 25,381
CZ-ABC: (80) 45,296; (83) 44,900
RTZ-ABC: (80) 122,790: (83) 125,900
County 80 Cen. 80,548; Loc. Est. 81,647
MSA 80 Cen. 107,782; Loc. Est. 109,343
City & RTZ-ABC: (80) 168,086; (83) 170,800

4 - HOUSEHOLDS:
City 80 Cen. 10,669; Loc. Est. 11,023
County 80 Cen. 29,669; Loc. Est. 31,425
MSA 80 Cen. 39,107; Loc. Est. 41,476
CZ-ABC: (80) 17,597; (83) 18,100
RTZ-ABC: (80) 42,072; (83) 44,600
City & RTZ-ABC: (80) 59,669; (83) 62,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$201,902,025
Commercial	7	$255,827,109

6 - PASSENGER AUTOS: County 41,956

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tire Plant 1,980; PPG Industries 900; Textiles 1,100; Railroad 2,200; Pulp & Paper 2,100; Ballistics Laboratory 900.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Country Club(70)	9	JCPenney, K mart, Eyerly's
Cumberland(70)	NA	Gee Bee, Burtons, Wolf
La Vale Plz.(26)	9	Safeway, McCrory, People's Drug
Searstown(20)	9	Acme Mkt., Woolworth, Thrift Drug
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu. (Center City); Nearby shopping centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Eyerly's; JCPenney.
Variety Stores-Murphy; McCrory's; Woolworth.
Discount Stores-Hills; Gee Bee; Hecks; K mart.
Chain Drug Stores-People's 2; Thrift 3; Revco Drug Fair 2; Rite Aid 3.
Chain Supermarkets-A&P 5; Acme 3; Foodland 2; Browning; Foodliner (IGA); Safeway; Davis.
Other Chain Stores-Nobil Shoe; Lerner's; Zales Jewelry; Wolf Furniture; Kay Jewelers; Pearle Vision Center; Hanover Shoe; Camelot Music; Waldenbook; Hickory Farms; Kinney Shoe; Radio Shack; Super Shoes; Gordon Jewelers; Thom McAn; Chess King; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m) 14,653; TIMES (e) 19,451; (m-sat) 30,748; (S) 36,828; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., NEWS and TIMES, 7-9 S. Mechanic St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative. Landon Associates.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: Railroads-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; Loc. Est. 7,678
CZ-ABC: (80) 7,536; (83) 7,800
RTZ-ABC: (80) 41,211; (83) 43,000
County 80 Cen. 25,604; Loc. Est. 25,877
City & RTZ-ABC: (80) 48,747; (83) 50,800

4 - HOUSEHOLDS:
City 80 Cen. 3,125; Loc. Est.3,094
County 80 Cen. 9,934; Loc. Est. 10,527
CZ-ABC: (80) 3,125; (83) 3,400
RTZ-ABC: (80) 15,028; (83) 16,200
City & RTZ-ABC: (80) 18,153; (83) 19,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 15,780

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1 Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Square	NA	Acme Super Mkt., Peebles

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,017; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Hrycyk, Gen. Mgr., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2 - TRANSPORTATION: Railroads-Chessie System (C&O; B&O; WM).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; Loc. Est. 28,406
CZ-ABC: (80) 28,086; (83) 29,500
RTZ-ABC: (80) 264,854; (83) 286,700
County 80 Cen. 114,263; Loc. Est. 122,597
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
City & RTZ-ABC: (80) 292,940; (83) 326,200

4 - HOUSEHOLDS:
City 80 Cen. 10,417; Loc. Est. 11,186
County 80 Cen. 37,269; Loc. Est. 41,961
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
CZ-ABC: (80) 10,647; (83) 11,600
RTZ-ABC: (80) 87,654; (83) 98,500
City & RTZ-ABC: (80) 98,301 (83) 110,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,724,827,810
Savings & Loan	7	$2,889,736,691

6 - PASSENGER AUTOS. County 66,610

7 - ELECTRIC METERS: 59,361

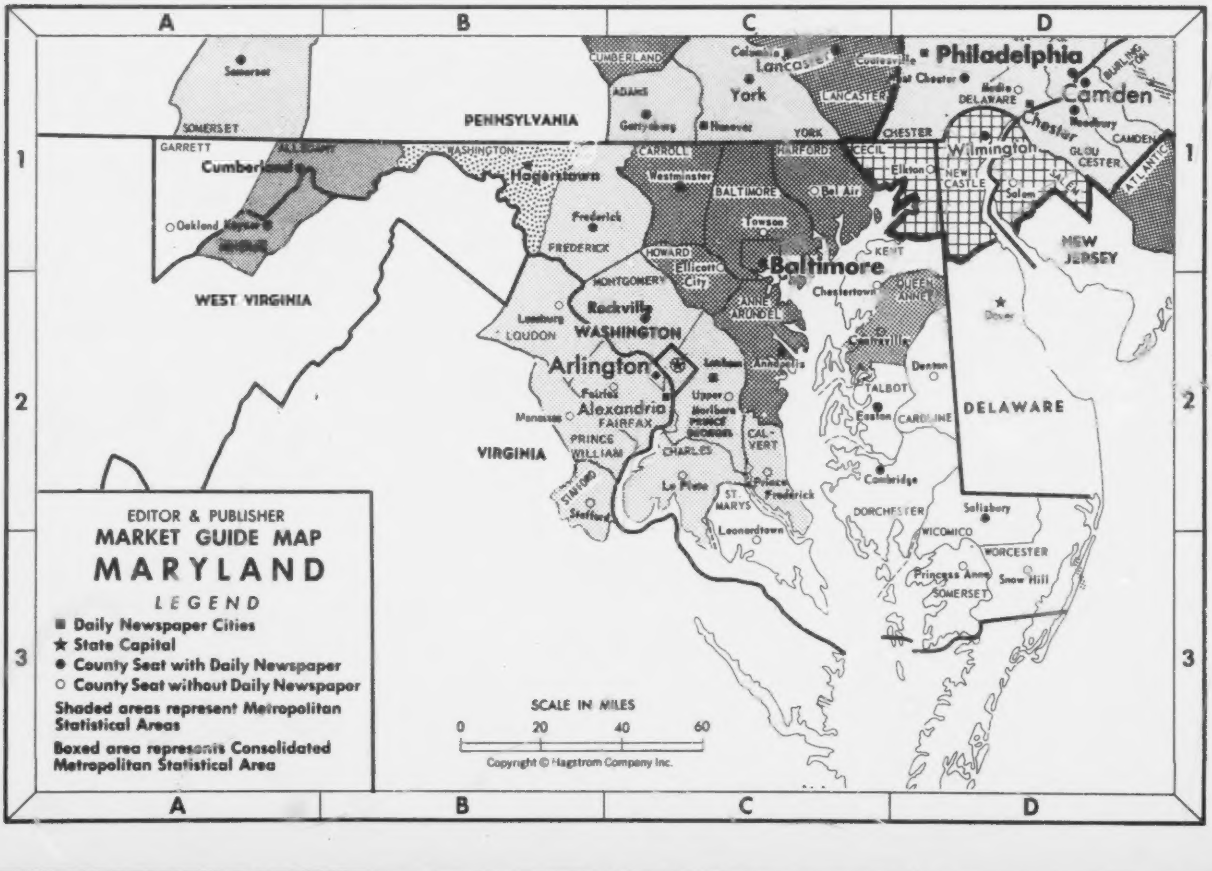
8 - GAS METERS: 4,385

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 (N.A.); Insurance 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days-1st & 15th, weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 160 stores.



Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World(4)	2	Carmack-Jays, Towers, Revco
County Sq.(7)	1	Giant, K mart
Frederick Ctr.(30)	2	People's, Woolworth, Murphy's Mart
Frederick Towne Mall(77)	3	JCPenney, McCrory, Montgomery Ward, Eyerley's
Monocay Vlg.	0	Mor-Valu
Patrick(4)	0	Drug Fair
Prospect	0	People's Drug, Safeway

Stores Close-Downtown, Wed. afternoon.
Stores Open Evenings-Downtown-Fri., Malls-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Routzahn's; JCPenney; Parsons; Eyerly's; Montgomery Ward; Hess's; Gee Bee; Anderson Little; Murphy's Mart.
Variety Stores-McCrory; Woolworth.
Discount Stores-Wise; Gee Bee.
Chain Drug Stores-Peoples Service 3; Drug Fair; Revco; Rea and Derick; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway 2; Weis Mkt. 3; Giant; Carmack-Jays 2; Mor-Valu.
Other Chain Stores-Singer Co.; Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prod.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 21,052; NEWS (e) 14,385; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representative: Landon Associates.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1. County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 34,132; Loc. Est. 33,685
CZ-ABC: (80) 72,638; (83) 74,300
RTZ-ABC: (80) 137,029; (83) 143,300
County/MSA 80 Cen. 113,086; Loc. Est. 117,190
City & RTZ-ABC: (80) 209,667 (83) 217,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; Loc. Est. 14,490
CZ-ABC: (80) 26,957; (83) 28,600
RTZ-ABC: (80) 47,357; (83) 51,300
County/MSA 80 Cen. 39,957; Loc. Est. 43,352
City & RTZ-ABC: (80) 74,314; (83) 79,900

5 - BANKS	NUMBER	EST. DEP.
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 59,766

7 - ELECTRIC METERS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 13,200, Transportation, Communication & Utilities (excl. railroads) 2,224; Contract Construction 2,318; Wholesale Trades 2,112; Retail Trades 6,555; Finance, Insurance & Real Estate 1,170; Services & Other (incl. State & local govt.) 13,200; Federal Govt. 1,15[illegible]. Major employers included above-Mack Truck 3,200; Fairchild Republic 2,570; Carborundow Co. 900; Londontown Mfg. 905; Jamison Door Co. 243, Moller Pipe Organs 214; Brandt Cabinet 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11. Last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	K mart, Sears
S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney, Eyerly's
Zayre Center(11)	1	Zayre, Giant Food

Principal Shopping Days-Thurs., Fri. Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. thru Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Eyerly's; Montgomery Ward; JCPenney; Routzahn's 2; Sears.
Variety Stores-McCrory's 2; Kresge's.
Discount Stores-K mart; King's; Two Guys; Zayre.
Chain Drug Stores-People's 3; Chatkin 3; Drug Fair; Revco 3; Dart Drug; Rea and Derick.
Chain Supermarkets-A&P; Grand Union 3; Martin's 3; Safeway; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores-Women's Clothing: Brooks; Shoes: Thom McAn, Gallenkamps, Kinney, Hanover, Giant Shoe Mart, Super Shoes; Tire/ Battery/ Accessories: Goodyear, Firestone, Joe The Motorist; Furniture/Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 3; Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr.

14 - NEWSPAPERS: HERALD (m-mon to fri) 17,827; (m-sat) 37,074; MAIL (e-mon to fri) 23,419; (S) 33,794; Mar. 31, 1983 ABC.
Local Contact for Market Information: Clarence Cropper, Display Adv. Mgr., HERALD-MAIL, 100 Summit Ave., PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Story & Kelly-Smith.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Conrail; Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; Loc. Est. N.A.
County 80 Cen. 665,071; Loc. Est. 672,894
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
PMA-ABC: (80) 665,071; (83) 670,100

4 - HOUSEHOLDS:
City 80 Cen. 11,169; Loc. Est. N.A.
County 80 Cen. 224,789; Loc. Est. 237,893
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
PMA-ABC: (80) 224,789; (83) 234,400

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 380,726

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whosesale & Retail Trade 55,000; Services 30,000; State & Local Gov't. 49,000; Federal Gov't. 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plaza.
Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plaza; Laurel Center; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart; Zayre's.
Chain Drug Stores-People's; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P; Grand Union.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 39,078; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, PRINCE GEORGE'S JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: U.S. Suburban Press, Inc.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie
Motor Freight Carriers-41 in MSA
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington DC

3 - POPULATION:
Corp. City 80 Cen. 43,811; Loc. Est. N.A.
PMA-ABC: (80) 579,053; (83) 602,000
County 80 Cen. 579,053; Loc. Est. 606,183
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865

4 - HOUSEHOLDS:
City 80 Cen. 14,885; Loc. Est. N.A.
PMA-ABC: (80) 207,195; (83) 223,500
County 80 Cen. 207,195; Loc. Est. 226,943
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 398,905

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Wholesale & Retail Trade 61,000; Federal Gov't. 44,000; State & Local Gov't. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winer 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntly Square; Village Mall; Lake Forest Mall; Loehman Plaza.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P; Grand Union.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 36,080; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, MONTGOMERY JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: U.S. Suburban Press, Inc.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agricultural and poultry area; medical & wholesale center. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 16,429; Loc. Est. 16,420
CZ-ABC: (80) 32,369; (83) 34,200
RTZ-ABC: (80) 166,362; (83) 174,800
County 80 Cen. 64,540; Loc. Est. 66,590
City & RTZ-ABC: (80) 198,731; (83) 209,000

4 - HOUSEHOLDS:
City 80 Cen. 6,543; Loc. Est. 6,821
County 80 Cen. 22,876; Loc. Est. 24,736
CZ-ABC: (80) 11,642; (83) 12,800
RTZ-ABC: (80) 59,438; (83) 64,800
City & RTZ-ABC: (80) 71,080; (83) 77,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$254,902,000
Savings & Loan	5	$159,043,000

6 - PASSENGER AUTOS: County 33,901

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Wicomico County-Federal Govt. 209 ($440); State Govt. 1,967 ($199); Local Govt. 2,485 ($242); Private Sector 21,752 ($223); Contract Construction 1,292 ($217); Manufacturing 5,699 ($234); Durable 1,567 ($314); Non Durable 4,132 ($204); Transportation 1,537 ($335); Wholesale 1,367 ($299); Retail 5,208 ($165); Fin., Ins. & Real Estate 917 ($228); Services & other 5,728 ($215).
Principal Pay Days-Fri., Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67. Winter 27-46. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves, 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair, Safeway
Downtown Plz(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse, Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Hutzler's.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Towers.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair.
Chain Supermarkets-Safeway; Acme; A&P 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Singer; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys (auto parts); Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn.

14 - NEWSPAPERS: TIMES (e) 26,556; (S) 29,324; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St., Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College, Westminster Theological Seminary, Carroll County Farm museum. Manufacturing, warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On MD Routes 140, 30, 26, 97 & 27.

2 - TRANSPORTATION: Railroads-Chessie System (B.O. Western MD & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; Loc. Est. 8,982
PMA-ABC: (80) 96,356; (83) 106,200
County 80 Cen. 96,356; Loc. Est. 101,790
MSA 80 Cen. 2,199,531; Loc. Est. 2,255,640

4 - HOUSEHOLDS:
City 80 Cen. 3,323; Loc. Est. 3,586
PMA-ABC: (80) 30,631; (83) 35,000
County 80 Cen. 30,631; Loc. Est. 33,902
MSA 80 Cen. 765,830; Loc. Est. 821,196

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 57,531

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outer Ware 591; Book Distribution 590; Rubber Foot Ware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Altrasonic Cleaning 318.
Principal Industry Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. Year 53.6; Snow Fall 27.8 First killing frost, Oct. 18. Last killing frost, April 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall(25)	NA	Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry.
Chain Supermarkets-A&P; Martins Food; Weiss Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m-mon to fri) 17,301; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., Westminster, MD 21157; Tel. (301) 848-4400.
National Representative: Landon Associates; U.S. Suburban Press, Inc.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.
New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.
Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County. Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley,. Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city, Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County. Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.
Brockton-Brockton city; Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, Mass.-R.I.-Fall River city; Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.
Lawrence-Haverhill, Mass.-N.H.-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass. Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H.
Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Central Falls, Pawtucket and Woonsocket cities. Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.
Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.
Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	470	337	346
5-14 Years	1,099	836	859
15-24 Years	980	1,101	1,132
25-44 Years	1,295	1,563	1,606
45-64 Years	1,212	1,173	1,206
65 and Over	633	727	747
TOTAL	5,689	5,737	5,896

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	585	776	1,284
General Mdse	1,850	2,361	4,093
Food	2,905	4,210	8,232
Automobiles	2,112	2,887	4,896
Gasoline Stations	794	1,290	2,794
Apparel	803	1,061	1,863
Furniture	685	729	1,283
Eat-Drink Places	1,226	1,828	4,157
Drugs	384	579	1,152
TOTAL SALES	13,298	18,474	35,201

ATHOL

1 - LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32. U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634; Loc. Est. 10,493
County 80 Cen. 646,352; Loc. Est. 648,841
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894; Loc. Est. 4,056
County 80 Cen. 225,323; Loc. Est. 242,920

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$37,848,000
Savings & Loan	2	$43,000,000
Commercial	2	$32,000,000

6 - PASSENGER AUTOS: County 319,226

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days-Thu.

10 - CLIMATE: First killing frost, Oct. 3. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Crescent St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Department Stores-Thu., Fri., Sat.; Food-Thu. & Fri.
Stores Close-Wed.
Stores Open Evenings-Department-Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Variety Stores-Skinner True Value.
Discount Stores-Mars Bargainland; M C Brooks Drugs.
Chain Supermarkets-IGA; Donelan's Supermarket; Stan's Sooper.
Other Chain Stores-Western Auto; W. E. Aubuchon; Sears Roebuck; Montgomery Ward; Agway Stores; Mars Bargainland; Brooks Drug Stores; Sherwin Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,800; Publisher's Guarantee Aug. 11, 1983.
Local Contact for Advertising and Merchandising Data: John J. Michalski, Nat. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Pawtucket-Woonsocket-Attleboro RI-MA PMSA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Hillsgrove, RI (30 mi.); Logan Intl. (40 mi.)

3 - POPULATION:
Corp City 80 Cen. 34,196; Loc. Est. 33,910
CZ-ABC: (80) 34,196; (83) 34,700
RTZ-ABC: (80) 67,243; (83) 70,900
PMSA 80 Cen. 307,403; Loc. Est. N.A.
County 80 Cen. 474,641; Loc. Est. 471,300
City & RTZ-ABC: (80) 101,439; (832) 105,600

4 - HOUSEHOLDS:
City 80 Cen. 11,898; Loc. Est. 11,806
County 80 Cen. 166,938; Loc. Est. 173,212
PMSA 80 Cen. 110,014; Loc. Est. N.A.
CZ-ABC: (80) 11,898; (83) 12,500
RTZ-ABC: (80) 22,269; (83) 24,300
City & RTZ-ABC: (80) 34,167; (83) 36,800

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$185,416,000
Savings & Loan	2	$79,618,134
Commercial	2	$147,439,610

6 - PASSENGER AUTOS: County 328,000

7 - ELECTRIC METERS: Residence 16,261

8 - GAS METERS: Residence 8,564

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fabricated Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Products; Wage Earners 23,316; Av. Wkly. Wage $165-$185.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; South Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., North Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plaza	14	Foxboro Furn.
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Walpole Mall(43)	20	Bradlee's, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(15)	5	Radio Shack, Zayre, Thom McAn, Star Mkt.
Lincoln Mall(65)	15	Cherry Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri.; Food stores-Mon. Thurs. & Fri.
Stores Open Evenings-Wed. and Thurs.

13 - RETAIL OUTLETS: Department Stores-London's; Mars.
Discount Stores-Gob Shop; Ann & Hope; Zayre; Kidstown; K mart; Caldor's.
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy.
Chain Supermarkets-Almac 5; Stop'N Shop; Fernandes 3; Super Service 2; Star Mkt; Food Mart; Valueland; IGA.
Other Chain Stores-General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 23,216; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN-CHRONICLE, 34 South Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

BEVERLY-PEABODY

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial center. Located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

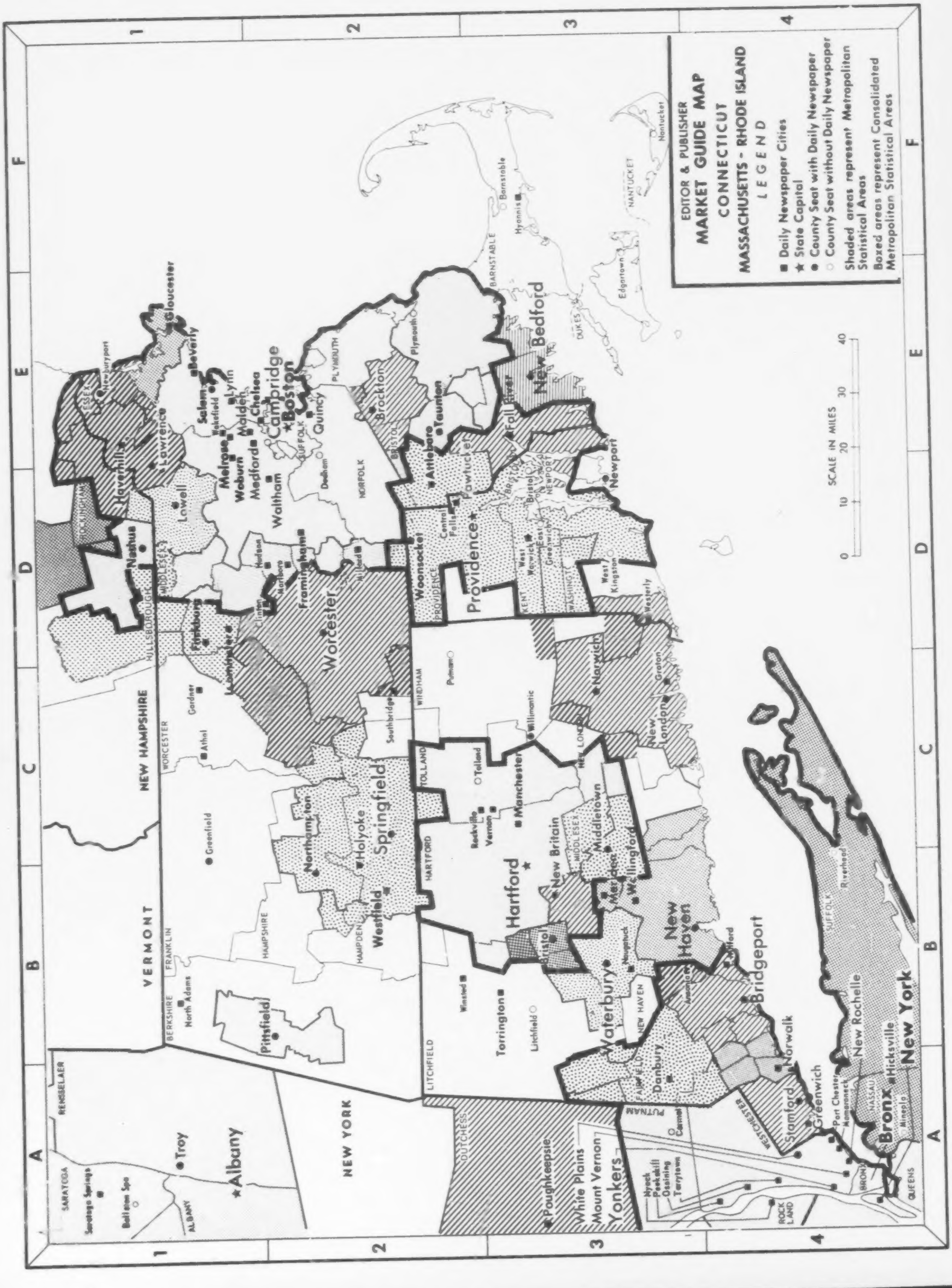
3 - POPULATION:
Corp. Cities 80 Cen. 83,361; Loc. Est. 83,684
Beverly 80 Cen. 37,655; Loc. Est. 37,962
Peabody 80 Cen. 45,976; Loc. Est. 45,902
CZ-ABC: (80) 83,631; (83) 83,200
RTZ-ABC: (80) 27,439; (83) 27,900
PMSA 80 Cen. 258,175; Loc. Est. N.A.
County 80 Cen. 633,676; Loc. Est. 642,384
City & RTZ-ABC: (80) 111,070; (83) 111,100

4 - HOUSEHOLDS:
Cities 80 Cen. 29,382; Loc. Est. 29,793
Beverly 80 Cen. 13,578; Loc. Est. 13,911
Peabody 80 Cen. 15,804; Loc. Est. 15,882
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. 93,661; Loc. Est. N.A.
CZ-ABC: (80) 29,382; (83) 30,400
RTZ-ABC: (80) 9,336; (83) 9,900
City & RTZ-ABC: (80) 38,718; (83) 40,300

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 30,621


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
NEW HAMPSHIRE
VERMONT
NEW YORK
Boston
Cambridge
Worcester
Springfield
Hartford
Providence
New Haven
Bridgeport
New Bedford
Fall River
Lowell
Lawrence
Haverhill
Brockton
Quincy
Waterbury
Pittsfield
Albany
Troy
Yonkers
New York
Bronx

8 - GAS METERS: Residence 15,544

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-**Beverly**-Shoe Machy. 1,300; Electronics 720; Metal Hydrides 250; Industrial Machinery 518; Fishing 470. Av. Wkly. wage $200. **Peabody**-Shoe $ Leather 1,995; Chemicals 197; Fabricated Metals 502; Paper Prods. 413; Apparel 300; Non-electric Machines 617; Transportation Equip. 266; Misc. Industries 11,592.
Principal Industrial Paydays-Thu., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-North Beverly Plaza, 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Center, North Beverly and Beverly Farms; Downtown Peabody-Main St. 6 blocks, Foster St. 4 blocks, Lowell St. 2 blocks, So. Peabody, W. Peabody, and Main Hwy. Route 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly		
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plaza(22)	4	K mart
Danver's Plaza(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	
Peabody		
North Shore(87)	1	Jordan Marsh, Sears, Filenes, Almy's
Danvers Plz.(15)	4	Almy's
Endicott Plz.(22)	2	K mart
Liberty Tree Mall (108)	3	Ann & Hope, Lechmere
Russell Plaza	2	Star, King's
Lowe Mart(9)	NA	Convenient Food Mart

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-All shopping centers & plazas. Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: **Department Stores**-Almy; Filene's; Jordan Marsh; Sears; Bigelow & Washburn.
Discount Stores-Zayre's; King's.
Chain Drug Stores-Eaton's General Sales; Brook's; Mall Drug; CVS; Osco.
Chain Supermarkets-A&P 2; Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket; Stop & Shop.

14 - NEWSPAPERS: TIMES (e) 13,660; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: U.S. Suburban Press, Inc.

BOSTON

1 - LOCATION: Suffolk County (PMSA). E&P Map E-2. State Capital, County Seat. Wholesale, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); So. Station (terminal on NYNH&H & B&A). Also, District-owned Metropolitan Bay Transit Authority, more than 2 million passengers annually.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Almeida; Boston; Worcester; Brushill; Canton & Bluehill; Englander Coachlines; MBTA; Michaud; Rapid Trans. Inc.; Sangees Trans; Shortline; Transit Bus Lines; Greyhound; Hudson; Johnson; Middlesex & Boston; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Air New England; Continental; Alitalia; USAir; American; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; National; Republic; Northwest Orient; Pan American; Piedmont; Provicetown-Boston; Air Canada; TAP; Swissair; Trans-World; United; Air France, People's Express.
Shipping-Port of Boston handles about 26 million short tons of cargo and approx. 10,500 passengers annually.
Steamship Lines and Agents-Practically every major steamship line serving the Port of New York also serves the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994; Loc. Est. 563,178
CZ-ABC: (80) 1,951,381; (83) 1,910,900
RTZ-ABC: (80) 1,848,399; (83) 1,889,100
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 650,142; Loc. Est. 652,160
City & RTZ-ABC: (80) 3,799,780; (83) 3,800,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457; Loc. Est. 229,985
County 80 Cen. 251,929; Loc. Est. 264,286
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
CZ-ABC: (80) 723,168; (83) 734,300
RTZ-ABC: (80) 616,097; (83) 653,900
City & RTZ-ABC: (80) 1,339,265; (83) 1,388,200

5 - BANKS	NUMBER	DEPOSITS
Savings	14	$5,280,759,000
Trust Companies	10	$2,597,372,000
Credit Union	113	N.A.
Cooperatives	115	$4,258,395,000

6 - PASSENGER AUTOS: State 3,282,448 (1981)

7 - ELECTRIC METERS: Greater Boston 610,764

8 - GAS METERS: County 164,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-All Mfg. 51,926; Construction 9,827; Trans., Comm. & Util. 35,704; Wholesale & Retail Trade 81,557; Financial, Insur. & Real Estate 66,153; Services 170,966 (1980 data).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Supplied by MWD are Arlington, Boston, Belmont, Brookline, Chelsea, Everett, Lexington, Naiden, Marblehead, Medford, Melrose, Milton, Nabant, Newton, Norwood, Quincy, Revere, Saugus, Somerville, Stoneham, Swampscott, Waltham, Watertown, Winthrop, Winchester, total hardness, 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING: **Central shopping district** has over 9,000 retail establishments, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Centers are Downtown on Washington St. from Adams Sq. to Essex St. Department Stores: Jordan Marsh, Filene's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Kay's; Variety: Kresge, Woolworth's; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldon, Tello's.
On Summer St., at Washington: Long Jewelers.
On Winter St., Edw. Case Shoe; Baker Shoe; Parklane Hosiery; Miles Card Shop; Tall Apparel Shop; Stowell's Jewelry; Homer's Jewelry; Sizes Unlimited; Osco Drug.
On Temple Pl., Women's Specialities. Also Dr. Scholl's; Singer Co.; Narrow Width.
On West St., Women's; Lane-Bryant; Burt Shoes.
On Tremont St. from School St. to Boylston St.; Men's: Sumner's; Shoes: Kay's-Newport, Cinderalla, Wilbar's.
Back Bay: On Boylston St. from Tremont to Prudential Center: Brigham's Ice Cream; Wilbar Shoe; Casual Corner Sportswear; Arthur Murray Dance; Cook's Travel Serv.; Mont. Frost; Lloyd's Optical; Makanna-Linens; Kay's Newport; Florsheim Shoe; Louis Men's Elkins Shoe; Copley Camera; H. Poulson Stationery; at Prudential Center: Lord & Taylor; Ground Round; Sak's 5th Ave.; Wallachs; Bally Shoe; Brigham's; Star Market.
On Newbury St. from Arlington: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros. Women's Aparel; Stuart's Hurwitch Bros.
On Arlington St.: Paine Furniture; Shreve, Crump & Low; Gray Shop.
Neighborhood Shopping Centers-Charlestown; East Boston; Brighton; Roslindale; Roxbury; South Boston; West Roxbury; Dorchester; Hyde Park; Allston; Grove-Hall; Jamaica Plain; Mattapan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington:		
Burlington Mall(64)	NA	Sears, CVS, Herman's
In Chestnut Hill:		
Mall at Chestnut Hill(62)	NA	Filenes, Bloomingdale's Furn.
In Dedham:		
Dedham Mall(48)	NA	Sears, Bradlees, Woolworths
In Medford:		
Fellsway Plaza(22)	NA	Woolworths, CVS
In Hanover:		
Hanover Mall(78)	NA	Sears, Zayre, Woolworth
In Danvers:		
Liberty Tree(72)	NA	Ann & Hope, Lechmere, Star Mkt.
In Chelsea:		
Mystic Mall(45)	NA	Demoulas Mkt., Osco, K mart
In Natick:		
Natick Mall(38)	NA	Filene's, Sears
In Saugus:		
New England(34)	NA	Woolworth, Sears
In Revere:		
Northgate(30)	NA	Lerners, CVS
In Peabody:		
Northshore(87)	NA	Jordan Marsh, Sears, J.J. Newberry, Filenes
In Stoneham:		
Redstone(27)	NA	Star Mkt, Caldor, Woolworth
In Framingham:		
Shopper's World (87)	NA	Jordan Marsh, Bradlees
In Braintree:		
South Shore Plaza(110)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton:		
Westgate Mall(57)	NA	Jordan Marsh Bradlees
In Walpole:		
Walpole Mall(43)	NA	Almy's, Bradlees

13 - RETAIL OUTLETS: **Department Stores**-Almy's 15; Bloomingdale's 2; Filene's 10; Jordan Marsh 9; Sears 11; Lord & Taylor 3.
Discount Stores-Ann & Hope; Bradlees 20; Caldor 11; Kings 19; Lechmere 4; Marshall's 15; Zayre 19; K mart 17.
Men's Clothing-Brooks Brothers; Louis; Matini Carl; Milton's; J. Press; Wallach's Zareh.
Women's Clothing-Ann Taylor; Bonwit Teller; Casual Corner; Cherry & Webb; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs; Anne Star; Charles Summer; The Talbots; Touraine; Jaeger; Yolanda; Loeham's; Hoffman's.
Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch.
Chain Drug Stores-Consumer Value Stores; Mall Drug; Drug Mutual; Archer Kent; Osco Drug; Medi Mart; Rix.
Chain Supermarkets-A&P 4; Stop & Shop 44; Purity Supreme 26; Star Mkt. 40.
Furniture-J.Homestock-Levitz 3; Mayflower Furniture; Paine Furniture; Allen Furn.; Rapids Furn.; Ruderman's; Summerfield's; Puritan; Scandinavian Design; Bradford.
Variety Stores-Kresges; Woolworth's.
Shoes-Bally; Baker's; Farber's; Charles Panza; Pappagalo; Richard's; Solby Bayes; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Knapp Shoes; Stride Rite; Thayer McNeil; Thom McAn; Edwin Case; Taymor's; George Davis.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 149,913; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clayton Westland, Adv. Dir., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: None.
GLOBE (all day-mon to fri) 506,465; (m-sat) 453,182; (S) 779,134; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representatives: Million Mkt. Newspapers; Leonard Co.; American Publishers Reps.
BOSTON HERALD (m-mon fri) 244,753; (m-sat) 207,580; (S) 220,445; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Smith, Vice Pres. Adv. & Mktg., BOSTON HERALD One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representative: Branham/Newspaper Sales.

BROCKTON

1 - LOCATION: Plymouth County, (PMSA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: **Railroads**-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; Loc. Est. 91,637
CZ-ABC: (80) 198,026; (83) 202,800
RTZ-ABC: (80) 227,953; (83) 245,600
PMSA 80 Cen. 169,374; Loc. Est. 174,825
County 80 Cen. 405,437; Loc. Est. 406,600
City & RTZ-ABC: (80) 425,979; (83) 448,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; Loc. Est. 30,473
County 80 Cen. 132,580; Loc. Est. 138,765
PMSA 80 Cen. N.A.; Loc. Est. 57,434
CZ-ABC: (80) 65,367; (83) 69,400
RTZ-ABC: (80) 72,727; (83) 81,400
City & RTZ-ABC: (80) 138,094 (83) 150,800

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County Est. 177,640 (1981)

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Leather Prod. 3,500 ($152); Clothing 1,692 ($156); Manufacturing 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30. Last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Westgate Mall; Downtown 12 blocks on Main St. and 12 side Sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plaza(20)	NA	Woolworth, Caldor, Channel Lumber
East-Way(10)	NA	Shaw's BPM
K mart Plaza(6)	NA	K mart, Value King
Park Plaza(9)	NA	TJ Maxx, Service Merchandise
South(12)	NA	Shaw's BPM
Tedeschi's	NA	Stop & Shop
Westgate(55)	NA	Kennedy's, Jordan Marsh, Bradlees
West(15)	NA	Sears, Shaw's BPM
Oak Plaza(6)	NA	Fernandes Super

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed. & Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Almy's; Sears; Jordan Marsh.
Variety Stores-Woolworth 2.
Discount Stores-Bradlee's 2; Zayre; K mart; Stuarts; Woolworth; Caldor.
Chain Drug Stores-Cunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix.; Pharmacity 3.
Chain Supermarkets-Shaw's BPM 3; Stop & Shop; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme; Value Land.
Other Chain Stores-Atherton's Furniture; K mart; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 59,145; (m-sat) 57,482; (S) 59,168; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St., PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD

See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston PMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Boston & Albany.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan International Airport.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 25,431; Loc. Est. 24,962

PMSA 80 Cen. 2,204,238; Loc. Est. N.A.
County 80 Cen. 650,142; Loc. Est. 652,160

4 - HOUSEHOLDS:
City 80 Cen. 9,715; Loc. Est. 9,786
County 80 Cen. 251,929; Loc. Est. 254,286
PMSA 80 Cen. 998,915; Loc. Est. N.A.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Processing; Wholesale Produce Mkts. Center; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mystic Mall(45)	NA	De Moulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores-Bradlees; Rix; BD's.
Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; I.G.A.; Blackstone; DeMoulas.
Discount Stores-Bradlee's; K mart.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,850; Publishers Est. Feb. 1982 (latest statement available).
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 270 Broadway, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester MSA), E&P Map D-2. 15 mi. N of Worcester on Route 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; Loc. Est. 12,520
County 80 Cen. 646,352; Loc. Est. 648,841
MSA 80 Cen. 402,918; Loc. Est. N.A.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; Loc. Est. 4,767
County 80 Cen. 225,323; Loc. Est. 236,564
MSA 80 Cen. 137,858; Loc. Est. N.A.

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$484,000,000
Co-op	1	$15,000,000
Savings	2	$97,000,000
Credit Union	1	$21,000,000

6 - PASSENGER AUTOS: County 314,748 (1981)

7 - ELECTRIC METERS: Residence 4,964

8 - GAS METERS: Residence 2,526

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 200; Electronics 500; Cereal 200; Plastics 2,000; Wire Insulations 800.
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodroff Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sears Town(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. until 9:00 pm.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart.
Variety Stores-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,307; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River, 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic; Peoples.

3 - POPULATION:
Corp. City 80 Cen. 25,298; Loc. Est. 26,736
PMA-ABC: (80) 96,122; (83) 95,300
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 606,587; Loc. Est. 657,045
Demographic information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; Loc. Est. 9,102
PMA-ABC: (80) 32,225; (83) 33,200
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
County 80 Cen. 207,823; Loc. Est. 235,794

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (Local)	4	$120,484,000
Savings	9	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, Zayre, Cherry, Webb, Touraine (CWT)
Lechmere Sales	10	Lechmere Sales, Filene's Basement
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 12,032; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

FALL RIVER

1 - LOCATION: Bristol County, (In Fall River, MA-RI PMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; Loc. Est. 90,005
CZ-ABC: (80) 152,474; (83) 153,500
RTZ-ABC: (80) 20,194; (83) 22,000
PMSA 80 Cen. 127,253; Loc. Est. 128,423
County 80 Cen. 474,641; Loc. Est. 480,694
City & RTZ-ABC: (80) 172,668; (83) 175,500

4 - HOUSEHOLDS:
City 80 Cen. 34,895; Loc. Est. 35,670
County 80 Cen. 166,938; Loc. Est. 176,787
PMSA 80 Cen. N.A.; Loc. Est. 48,324
CZ-ABC: (80) 54,846; (83) 57,200
RTZ-ABC: (80) 6,519; (83) 7,300
City & RTZ-ABC: (80) 61,365; (83) 64,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$448,113,514
Savings & Loan	3	$225,212,786
Commercial	3	$267,848,032

6 - PASSENGER AUTOS: City 43,625-

7 - ELECTRIC METERS: Residence 137,061

8 - GAS METERS: Residence 36,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($235); Garment 53,644 ($360); Gen. Mfg. ($350).
Principal Industrial Pay Days-Fri. & Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid October. Last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fall River(12)	NA	Edgar's, Edwards Mkt.
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	NA	Sears, Zayre
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Edgar's, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Edgar's 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whlse.; K mart 3; Ann & Hope; CVS 5.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Adam 3; CVS 2.
Chain Supermarkets-Stop & Shop 3; Edwards Mkt.; Food Mart 3; Valueland; Almac's 3.
Other Chain Stores-Thom McAn; Liss Dept.; Sawyer's Men's; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 39,424; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Garde, Adv. Mgr., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Fitchburg-Leominster MSA). E&P Map D-1, County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Seat of Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; Loc. Est. 38,913
CZ-ABC: (80) 74,088; (83) 73,800
RTZ-ABC: (80) 103,454; (83) 105,900
MSA 80 Cen. 106,343; Loc. Est. 107,671
County 80 Cen. 646,352; Loc. Est. 643,000
City & RTZ-ABC: (80) 177,542; (83) 179,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; Loc. Est. 14,000
County 80 Cen. 225,323; Loc. Est. 229,100
MSA 80 Cen. N.A.; Loc. Est. 39,043
CZ-ABC: (80) 26,846; (83) 27,700
RTZ-ABC: (80) 35,589; (83) 37,800
City & RTZ-ABC: (80) 62,435; (83) 65,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mach. & Elec. Machy. 4,900; Paper & Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16. Last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District-12 blocks on Main St. and several side streets for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkts.
Searstown(30)	4	Sears, DeMoulas, Bradlees
No. Main St.	3	Farmers Whse., Marshall's
Twin City Plaza	1	K mart, Victory Mkt.
Wallace Plaza(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Department Stores-Thurs. & Fri.; Food Stores-Wed., Thurs. & Fri.

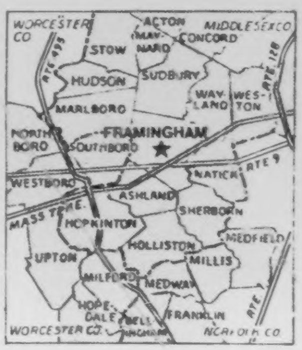
13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth.
Discount Stores-Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2; Giguere Drug 3; CVS 2.
Chain Supermarkets-Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; L. Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlees; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 23,855; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph R. Dryden, Pub., SENTINEL-ENTERPRISE, 808 Main St., Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston PMSA); E&P Map D-2 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 Mass. Tpke.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.



Middlesex News
(e) 49,406; (m-sat) 49,652
(S) 55,631 ABC 3 / 31 / 83

3 - POPULATION:
Corp. City 80 Cen. 65,113; Loc. Est. 65,624
PMA-ABC: (80) 190,531; (83) 191,500
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; Loc. Est. 25,115
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
PMA-ABC: (80) 65,692; (83) 68,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: **Principal Shopping Center**-4 miles on Route 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Deerskin, Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Anderson Little Sears, Star Mkt., Filene's.
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Natick Towne Mall(16)	NA	Burlington Service Merch., Paperoma
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thurs. & Fri.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
Variety Stores-Woolworth.
Discount Stores-K mart; Caldor; King's; Rich's; Bradlees; Marshall's.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt.; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furniture; Plywood Ranch; Diamond International; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes.

14 - NEWSPAPERS: THE MIDDLESEX NEWS (e-mon to fri) 49,406; (m-sat) 49,652; (S) 55,631; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James F. Carney, Dir. of Sales, THE MIDDLESEX NEWS, 33 New York Ave., Framingham, MA 01701; Tel. (617) 872-4321.
National Representatives: Landon Associates; Harte-Hanks Communications; U.S. Suburban Press, Inc.

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential center. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: **Railroads**-Boston and Maine.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach, Wilson Bus; Vermont transit; Bonanza Bus.

3 - POPULATION:
Corp. City 80 Cen. 17,900; Loc. Est. 17,228
CZ-ABC: (80) 17,900; (83) 17,400
RTZ-ABC: (80) 25,055; (83) 26,000
County 80 Cen. 646,352; Loc. Est. 648,841
City & RTZ-ABC: (80) 42,955; (83) 43,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; Loc. Est. 7,080
CZ-ABC: (80) 7,038; (83) 7,100
RTZ-ABC: (80) 8,200; (83) 8,800
County 80 Cen. 225,323; Loc. Est. 236,564
City & RTZ-ABC: (80) 15,238; (83) 15,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$[illegible]60,467,000

6 - PASSENGER AUTOS: County 314,748 (1981)

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Fixtures 3,018; Machy. 728; Paper & Pdts. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1. Last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on So. Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gardner Plaza(12)	NA	Brook's, JCPenney
Timpany Plaza(16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	IGA Mkt.
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Some Wed. aft. summer-downtown.
Stores Open Evenings-Downtown-Thurs. to 9; Centers daily to 9; Food daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc.
Discount Stores-Big L; Rich.
Variety Stores-Newberry.
Chain Drug Stores-Rexall 2; Brooks 2; Edards.
Chain Supermarkets-Dunelan's; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Sears; Clark; Grossman's.

14 - NEWSPAPERS: NEWS (e) 8,012; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (In Salem-Gloucester PMSA), E&P Map E-1. Fishing, manufacturing, and resort center. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION. **Railroads**-Boston & Maine.

Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; Loc. Est. 28,121
CZ-ABC: (80) 34,113; (83) 34,500
RTZ-ABC: (80) 8,422; (83) 8,600
County 80 Cen. 633,632, Loc. Est. 642,384
City & RTZ-ABC: (80) 42,535; (83) 43,100
PMSA 80 Cen. 258,175; Loc. Est. N.A.

4 - HOUSEHOLDS:
City 80 Cen. 10,517; Loc. Est. 11,937
County 80 Cen. 228,432; Loc. Est. 242,268
CZ-ABC: (80) 13,307; (83) 13,900
RTZ-ABC: (80) 3,064; (83) 3,300
City & RTZ-ABC: (80) 16,371; (83) 17,200
PMSA 80 Cen. 93,661; Loc. Est. N.A.

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Food Processing 1,386; Machinery Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plaza	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plaza(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, King's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Goldman's; Empire.
Discount Stores-King's.
Chain Drug Stores-Sterling; Connor's 2; Brook's; CVS.
Chain Supermarkets-A&P; First National; Stop & Shop; IGA.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: TIMES (e) 11,522; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Jameson, Adv. Mgr., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: U.S. Suburban Press, Inc.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1, County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Entrance to Mohawk Trail, terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: **Railroads**-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,213
CZ-ABC: (80) 30,005; (83) 30,200
RTZ-ABC: (80) 41,408; (83) 43,300
County 80 Cen. 64,317; Loc. Est. 65,012
City & RTZ-ABC: (80) 71,413; (83) 73,500

4 - HOUSEHOLDS:
City 80 Cen. 7,214; Loc. Est. 7,023
County 80 Cen. 24,228; Loc. Est. 25,640
CZ-ABC: (80) 11,615; (83) 12,100
RTZ-ABC: (80) 15,165; (83) 16,500
City & RTZ-ABC: (80) 26,780; (83) 28,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Insurance 650.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25 Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherry Rum Plaza(5)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(3)	1	Rite Aid, Food Mart
Kings Plaza(8)	1	Ames

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wilson's; Sears; JCPenney.
Variety Stores-McLellan.
Discount Stores-Railroad Salvage; Ames.
Chain Drug Stores-Rite Aid; Brooks; CVS.
Chain Supermarkets-A&P; IGA; Stop & Shop; Food Mart; Carroll's.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Ames.

14 - NEWSPAPERS: RECORDER (e) 14,672; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Russell Webster, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; Interstate 495.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.

Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michuard; Trailways of N.E.;Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; Loc. Est. 47,853
CZ-ABC: (80) 46,865; (83) 47,300
Bal. in PMA-ABC: (80) 151,899; (83) 161,300
Total PMA-ABC: (80) 198,764; (83) 208,600
PMSA 80 Cen. 339,090; Loc. Est. N.A.
County 80 Cen. 633,676; Loc. Est. 642,384
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; Loc. Est. 18,521
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. 118,912; Loc. Est. N.A.
CZ-ABC: (80) 17,261; (83) 18,100
Bal. in PMA-ABC: (80) 52,608; (83) 58,200
Total PMA-ABC: (80) 69,869; (83) 76,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,013

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoe 8,200; Paper Pdts. 468; Western Electric 5,000; others 4,750 ($22,250,000 yearly wages); Compugraphic 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Haverhill Plz.(21)	NA	CVS, Thom McAn
Westgate Ctr.(14)	NA	DeMoulas Mkt.
Methuen Mall(100)	NA	Sears, Howlands, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees. Stop & Shop

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food-Mon. thru Sat.; Dept. and all other-Fri., some Tues. eve.

13 - RETAIL OUTLETS: **Department Stores**-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlees.
Chain Drug Stores-Consumer Valu; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt. 2; De Moulas Mkt.; Cerretanis Mkt.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams, Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Merchandise.

14 - NEWSPAPERS: GAZETTE (e) 16,276; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mark E. Connolly, Adv. Mgr., GAZETTE, 447

W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield MSA), E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpk., Exit 4.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; Loc. Est. 43,646
PMA-ABC: (80) 149,625; (83) 147,000
County 80 Cen. 443,018; Loc. Est. 446,322
MSA 80 Cen. 515,259; Loc. Est. N.A.

4 - HOUSEHOLDS:
City 80 Cen. 16,615; Loc. Est. 17,425
County 80 Cen. 158,027; Loc. Est. 166,559
MSA 80 Cen. 182,849; Loc. Est. N.A.
PMA-ABC: (80) 54,084; (83) 55,100

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	10	$786,267,935

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,292

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Publishing 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fabr. Metal 975; Machy. (Ex. Elec.) 1,853; Elec. Machy. 171; Utilities 328; Misc. 3,217.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch, Food Mart
Main Gate	4	Big-Y
Zayre(11)	4	Zayre, Shop Rite
So. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlee's
Hampden Plz.	NA	Shop Rite
Holyoke Plaza	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Merchandise
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zai's
K mart Plaza	NA	K mart, Shop-Rite

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; Some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; JCPenney; Sears; G. Fox; Service Merchandise.
Discount Stores-Zayre's; K mart; Caldor; Bradlees.
Chain Supermarkets-Stop & Shop; AG 3; Food Mart 3; Big Y 3, Pats 2; Shop Rite 3; Edgar's 2; Ryback's.
Other Chain Stores-Thom McAn; Kempton's; Fanny Farmer; Sherwin-Williams; Rucki's; Rix; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; Dora Dale.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 27,625; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Roy, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston PMSA), E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION. Intercity Bus Lines-Hughes.

3 - POPULATION:
Town 80 Cen. 16,408; Loc. Est. 16,558
County 80 Cen. 1,367,034; 1,359,897
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
Town 80 Cen. 5,320; Loc. Est. 5,611
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chemicals; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores-Godlin's.
Discount Stores-Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Food Farm; Victory Mkt.
Other Chain Stores-Aubuchon's.

14 - NEWSPAPERS: SUN (e) 2,591; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

HYANNIS

1 - LOCATION: Barnstable County, E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Provincetown-Boston; 3 Air Taxis.

3 - POPULATION:
Hyannis 80 Cen. 10,662; Loc. Est. 11,116
PMA-ABC: (80) 147,925; (83) 164,300
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 147,925; Loc. Est. 164,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; Loc. Est. 3,611
County 80 Cen. 58,556; Loc. Est. 67,500
PMA-ABC: (80) 58,556; (83) 67,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS. Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Candles; Cement Prod; Novelties; Boats; Cigars; Cranberries; Electronics; Shoes; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; So. Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	Cornwell's, A&P
Falmouth Mall(26)	20	Bradlees, Angelo's, A&P, Stop & Shop
South Yarmouth Plaza(10)	5	Bradlees, Angelo's, Stop & Shop
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thu., Sat. Food-Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-K mart; Bradlee 4; T.J. Maxx; Marshalls.
Chain Drug Stores-Rexall 10, Brooks 5, Big A 2; CVS 5; Dunnington Drug 5.
Chain Supermarkets-A&P 10; Stop & Shop 4; Angelo's 9; Star Mkt.
Other Chain Stores-Buttners; Puritan Clothing; Kennedy's; Anderson-Little; Castro; Kinney Shoes; Consumer Value; Lerner's; Clerry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans; Plywood Ranch.

14 - NEWSPAPERS: CAPE COD TIMES (e-mon to fri; m-sat) 35,280; (S) 40,921; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, Adv. Dir. CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative. Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; Loc. Est. 62,781
PMA-ABC: (80) 186,169; (83) 190,700
RTZ-ABC: (80) 105,153; (83) 109,700
PMSA 80 Cen. 339,090; Loc. Est. N.A.
County 80 Cen. 633,632; Loc. Est. 642,284
PMA & RTZ-ABC: (80) 291,322; (83) 300,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; Loc. Est. 25,289
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. 118,912; Loc. Est. N.A.
PMA-ABC: (80) 64,957; (83) 68,900
RTZ-ABC: (80) 34,764, (83) 37,900
PMA & RTZ-ABC: (80) 99,721; (83) 106,800

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$642,920,673
Commercial	6	$1,280,585,608
Cooperative	4	$443,047,541

6 - PASSENGER AUTOS: City est. 35,000 (1981)

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 2,835; Manufacturing 41,800; Transportation 4,700; Wholesale Trade 3,510; Retail Trade 18,136; Finance 3,900; Service 15,500; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,618; Fabricated Metal 1,161; Machinery 4,808; Electrical Mach. 11,635.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence; Rte. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Almy's
No. Andover Mall(7)	4	DeMoulas
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas
Shawsheen Plz.(8)	4	DeMoulas, Liss, New England Stores
Zayre	2	Zayre, Messina's, Osco
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tue. & Fri.; Food 6 nights.
MA-NH Shopping Centers-open every evening and Sunday 1 to 6.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; Almy's; Bradlees; Howland; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-Stuart's; Marshall's; Zayre 2; K mart; T.J. Maxx; Filene's Basement Store.
Chain Drug Stores-Osco; Adams; Pharmacity; Nahill 2; CVS 5; Med-X 2; Birch; Rite-Aid.
Chain Supermarkets-Messina's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2; Heartland Jr.
Other Chain Stores-ADAP; McQuades; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; R&R Jewelers; Sackett's Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Walden Book; The Gap; Zale Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Rosebud Flowers; Orange Julius.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 54,982; (S) 56,317; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Chester J. Zembruski, Adv. Dir., EAGLE-TRIBUNE, Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Story & Kelly-Smith.

LOWELL

1 - LOCATION: Middlesex County (In Lowell, MA-NH PMSA), E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Routes 3, 4, 110, 133, I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; NY,NH & H; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Transp. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transp. Authority.

3 - POPULATION:
City 80 Cen. 92,418; Loc. Est. 91,905
CZ-ABC: (80) 225,320; (83) 229,900
RTZ-ABC: (80) 141,431; (83) 145,900
PMSA 80 Cen. 243,142; Loc. Est. N.A.
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
City & RTZ-ABC: (80) 366,751; (83) 375,800

4 - HOUSEHOLDS:
City 80 Cen. 32,691; Loc. Est. 35,125
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. 77,319; Loc. Est. N.A.
CZ-ABC: (80) 71,934; (83) 76,200
RTZ-ABC: (80) 44,158; (83) 47,200
City & RTZ-ABC: (80) 116,092; (83) 123,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Government 3,903; Agriculture 32; Contract Construction 1,044; Manufacturing 15,406; Communication, Utilities, Transportation 1,307; Wholesale Trade 7,012; Finance, Insurance, Real Estate 1,389; Service 8,189.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plaza (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plaza, Rte. 495 Connector; Stadium Plaza, Jct. Rte. 38 & 495; Sunrise Shopping Center, Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plaza, Jct. Rtes. 3 & 110, Chelmsford; Towne Plaza, Rte. 3A, Billerica; Tewksbury Shopping Center, Rte 38 Tewksbury; Wilmington Plaza, Rte. 38, Wilmington; Pelham Plaza, Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Food-Every Night ex. Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Cherry & Webb; Caldor; Sears 2, T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshalls 4.
Discount Stores-Zayres 2; Stuarts 4; Brooks; Mars 2; K mart 2.
Variety Stores-Woolworth.
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite-Aid; CVS 5.
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's; Candyland; Fanny Farmer.

14 - NEWSPAPERS: SUN (e) 57,526; (S) 54,527; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Story & Kelly-Smith.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston PMSA). 10 mi. N of Boston; 4 mi. from Route 1 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: **Railroads**-MBTA Rail.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; Loc. Est. 75,740
CZ-ABC: (80) 121,001; (83) 118,000
RTZ-ABC: (80) 267,853; (83) 265,900
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 633,632; Loc. Est. 642,384
City & RTZ-ABC: (80) 388,854; (83) 383,900

4 - HOUSEHOLDS:
City 80 Cen. 30,421; Loc. Est. 30,823
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
CZ-ABC: (80) 45,097; (83) 45,600
RTZ-ABC: (80) 97,362; (83) 100,300
City & RTZ-ABC: (80) 142,459; (83) 145,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$560,171,000
Co-op	2	$46,300,000
Savings	2	$654,190,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: More than 58,000 Wage Earners in Electrical Transportation Equipment; Turbines; Jet Engines; Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lamps; Metal Products; Incandescent Lamps; Medicine; Clothing and other industries in Lynn. Av. Wkly. Wage: $273.50 (1979).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Union St.; Market St.; Munroe St.; Broad St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlee
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Stop & Shop, Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Almy's, Woolworth, Purity Supreme
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Stop & Shop, Filenes
Northgate(30)	5	Almy's, Zayre
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Some Thu., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears 2; Caldor 2.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Zayre 3; Rich's; Bradlee; Jerry's; Randy's; Factory Shoe; Siesta Shop; Tri City Sales.
Major Size Specialty Stores-Rooks; Empire; Hoffmans; Jerry's.
Chain Drug Stores-Eaton; CVS; Medimart; Osco 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; A.G. Stores 12; I.G.M. 19; Richdale 6; Purity Supreme 2; Demoulas, Heartland.
Other Chain Stores-Clothing: Jordan Marsh, Filene, J.J. Newberry, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerners, Anderson Little, Howlands, National Shirt Shops; Paint: Town 2, Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, Colman's, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Musinsky's Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, French Shriner, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Furniture: Levitz.

14 - NEWSPAPERS: ITEM (e-mon to fri) 30,187; (e-sat) 26,948; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Eugene Hastings, Nat'l. Adv. Mgr., ITEM, Box 951, Lynn, MA 01901; Tel. (617) 593-7700.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

MALDEN

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: **Railroads**-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
City 80 Cen. 53,386; Loc. Est. 52,498
PMA-ABC: (80) 53,386; (83) 52,800
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,746; Loc. Est. 18,600
PMA-ABC: (80) 20,746; (83) 21,300
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. NA ($280); Trans. Com. & Util. 1,187 ($320); Wholesale & Retail Trade 3,528 ($300); Finance, Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. Annual payroll $364,000,000; 27,000 Total employed.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Child World; Stuart's; Caldor; Hallmark.
Discount Stores-Sparks; Medic-Fair; FFDC; Big L.
Variety Stores-FFC.
Chain Drug Stores-Big L; Liggett's.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Thom McAn; Radio Shack; Hanlon's Shoes; Anderson-Little; National Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,162; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston PMSA), E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, 290.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.

Motor Freight Carriers-10.
Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; Loc. Est. 31,676
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 10,925; Loc. Est. 12,051
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$40,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers; Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(19)	13	Big Discount, Rich's
Indian Head(8)	NA	Stop & Shop, Marshall's

Principal Shopping Days-Thu., Fri., & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Golden's; Jobber's Outlet; Concannon's.
Variety Stores-Godin's.
Discount Stores-Rich's; Marshall's; Adams Brook Discount; Zayre.
Chain Drug Stores-Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.
Chain Supermarkets-Stop & Shop 2; IGA; Big D; Victory Markets.
Other Chain Stores-Town Paint; Everett Auto; Consumer Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 4,087; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston PMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: **Railroads**-MBTA; Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; Loc. Est. 56,034
PMA-ABC: (80) 58,076; (83) 56,500
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206; Loc. Est. 20,171
PMA-ABC: (80) 20,206; (83) 20,400
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Manufacturing; Transp. Comm. & Util.; Whol. & Ret.; Finance, Ins. & Real Est.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers: Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	Turnstyle
Meadow Glenn(50)	1	Bradlees, Marshalls
Medford(17)	1	Woolworth, Liberty
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marshall's.
Discount Stores-Zayres; Osco; Almy's; Bradlees.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; Consumer Valu; Craddock 2; Archer-Kent; Pharma City.
Chain Supermarkets-Edwards; Stop & Shop 2; Johnnie's; Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 6,028; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: U.S. Suburban Press, Inc.; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston PMSA), E&P Map E-2. 7 mi. from Boston. On U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority; Service Bus Lines; Saugus Transit.
Airlines-All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055; Loc. Est. 29,043
PMA-ABC: (80) 30,055; (83) 29,300
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,359,897

4 - HOUSEHOLDS:
City 80 Cen. 10,649; Loc. Est. 10,736
PMA-ABC: (80) 10,649; (83) 10,800
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$170,000,000
Savings	2	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; Annual Payroll $104,000,000. Mfg. Chemicals; Transistors; Radios; Food Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Weldwood.
Chain Drug Stores-CVS; Big 2; Brooks.
Chain Food Stores-Gallahoe's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,148; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

MILFORD

1 - LOCATION: Worcester County (In Boston PMSA), E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.
Motor Carriers-3.

3 - POPULATION:
Town 80 Cen. 23,390; Loc. Est. 24,840
PMA-ABC: (80) 82,161; (83) 84,600
County 80 Cen. 646,352; Loc. Est. 648,841
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
Town 80 Cen. 8,216; Loc. Est. 8,920
County 80 Cen. 225,323; Loc. Est. 236,564
PMA-ABC: (80) 26,496; (83) 28,300
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$118,000,000
Commercial	3	$109,000,000
Savings & Loan	1	$84,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,171

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Loom Mfg. 700; Shoes 350; Glass 300; Mfg. Scientific Inst. 902; Milford Hospital 977.

10 - CLIMATE: Min. & Max. Temp. 10 winter avg.; 90 summer avg.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Milford Plaza(12)	1	Sears, Stop & Shop
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Mon. thru Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Mars; K mart; Calico Corner; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet Store; Bargains; Marshall's.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.
Chain Supermarkets-Stop & Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 13,753; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roy F. Lovell, Pub. & Pres., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (MSA), E&P Map E-3. Situated on Buzzards Bay. 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-New England Transportation; Southeastern Regional Transit Authority; Medeiros; Greyhound; American Eagle.
Freight Steamship Lines-9.
Airlines-Provincetown-Boston Airlines; National Air; Gull Air.

3 - POPULATION:
Corp. City 80 Cen. 98,478; Loc. Est. 98,000
CZ-ABC: (80) 140,485; (83) 140,500
RTZ-ABC: (80) 80,769; (83) 89,200
County 80 Cen. 474,641; Loc. Est. 478,100
MSA 80 Cen. 130,548; Loc. Est. 132,111
City & RTZ-ABC: (80) 221,254; (83) 229,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; Loc. Est. 39,260
County 80 Cen. 166,938; Loc. Est. 176,670
MSA 80 Cen. N.A.; Loc. Est. 50,182
CZ-ABC: (80) 51,933; (83) 53,800
RTZ-ABC: (80) 27,262; (83) 31,200
City & RTZ-ABC: (80) 79,195; (83) 85,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$784,560,100
Savings & Loan	1	$45,990,000
Commercial	10	$326,803,150

6 - PASSENGER AUTOS: County 215,000

7 - ELECTRIC METERS: Res. & Comm. 68,196

8 - GAS METERS: Res. & Comm. 43,402

9 - PRINCIPAL INDUSTRIES: Total wage earners 69,600; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy. 7,000; Food Prod. 2,000; Construction 1,700; Govt. 12,500; Transp. & Pub. Util. 2,400; Financial & Real Est. 2,000; Services 8,900; Fishing 3,000; Nation's largest East Coast fishing port (82 million pounds of fish valued at $85,000,000-1982 data.)

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Darthmouth Mall(72)	5	Sears, Zayre's
King's Hwy.	4	King's, Shaw's
Berdon Plaza(8)	3	Almac's
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	NA	Bed & Bath, Fashion Barn
Wareham Plz.(12)	15	J.J. Newberry's

Principal Shopping Days-Thurs., Fri., & Sat.
Stores Open Evenings-Thu.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: **Department Stores**-Star Store; Cherry-Webb & Touraine 2; Sears; Peerless.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; King's Dept. Store; K mart 2; Ann & Hope.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Brooks 5; Rite Aid 3.
Chain Supermarkets-A&P; Stop & Shop; Angelo's; Shaw's Supermarkets 3; Fernandes 3; Almac's 3; Food Mart 3.
Other Chain Stores-Singer Co.; Benny's; National Hard goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Plywood Ranch; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Fashion Barn; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 48,084; (m-sat) 47,727; (S) 51,383. Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Coakley, Adv. Dir., STANDARD-TIMES, 555 Pleasant SE, New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA), E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Route 1 and Shore Line Route 1A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Transp. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; Loc. Est. 16,175
CZ-ABC: (80) 28,136; (83) 28,300
RTZ-ABC: (80) 58,703; (83) 62,500
County 80 Cen. 633,676; Loc. Est. 642,384
PMSA 80 Cen. 339,090; Loc. Est. N.A.
City & RTZ-ABC: (80) 86,839; (83) 90,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; Loc. Est. 6,456
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. 118,912; Loc. Est. N.A.
CZ-ABC: (80) 10,322; (83) 10,800
RTZ-ABC: (80) 21,061; (83) 23,400
City & RTZ-ABC: (80) 31,383; (83) 34,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry & Number of Wage Earners-Apparel 323; Furniture 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elec. Mchy. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and RR 1,280; Self-Employed Domestic and Family 2,000; Local Agricultural 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(11)	NA	First Nat'l, Mammoth Mkt.
Port Plaza(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-IGA; Shaw's.

14 - NEWSPAPERS: NEWS (e) 11,189; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Harris, Adv. Dir., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press, Inc.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of state. Indurstrial and shopping center. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: **Railroads**-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; Loc. Est. 17,988
CZ-ABC: (80) 35,532; (83) 35,300
RTZ-ABC: (80) 13,217; (83) 13,400
County 80 Cen. 145,110; Loc. Est. 146,231
City & RTZ-ABC: (80) 48,749; (83) 48,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; Loc. Est. 6,529
County 80 Cen. 52,400; Loc. Est. 55,240
CZ-ABC: (80) 12,726; (83) 13,200
RTZ-ABC: (80) 4,682; (83) 5,000
City & RTZ-ABC: (80) 17,408; (83) 18,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Electrical; Textile; Paper; Leather; Machinery; Chemicals; Employees: 6,580. Non-Agriculture 14,850; Non-Manufacturing.
Principal Industrial Pay Days-Wed., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(North Adams)-3 blocks on Main St., and following adjacent streets: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shopping District: 4 blocks on Park St., 1 on Center St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shopping Center on State Rd. bet. North Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plaza(3)		Price Chopper, King's
Artery Arcade(4)	NA	Adams Super Mkt.

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Thu.; Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre's; K mart.
Variety Stores-J.J. Newberry; Woolworth.
Chain Supermarkets-Adams; Price Chopper; Grand Union; P&C.
Other Chain Stores-Goodrich; Montgomery Ward; Top Value Stamps; Chek-R-Board; National Auto; Firestone; Brook's Health & Beauty Aids, Agway; Big L; Rite Aid.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,165; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Tomasini, Adv. Dir., TRANSCRIPT, American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield MSA), E&P Map B-2. County Seat. Center of Pioneer Valley educational center in NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91, State Hwys. 9 & 66.

2 - TRANSPORTATION: **Railroads**-B&M (freight).
Motor Freight Carriers-5.
Western Mass. Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; Pioneer Valley Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 29,286; Loc. Est. 30,000
CZ-ABC: (80) 44,866; (83) 45,700
RTZ-ABC: (80) 54,491; (83) 58,100
MSA 80 Cen. 515,259; Loc. Est. N.A.
County 80 Cen. 138,813; Loc. Est. 146,472
City & RTZ-ABC: (80) 99,357; (83) 103,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 10,600
County 30 Cen. 44,253; Loc. Est. 47,600
MSA 80 Cen. 182,849; Loc. Est. N.A.
CZ-ABC: (80) 16,009; (83) 16,900
RTZ-ABC: (80) 14,851; (83) 16,300
City & RTZ-ABC: (80) 30,860; (83) 33,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$308,100,000
Savings	4	Incl. above

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plaza	5	Stop & Shop,

Amherst Shoppers Park(15)	7	A&P
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	Almy's
Hamp Plaza	2	Caldor, Food Mart
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thu. & Sat.
Stores Open Evenings-Department Stores-Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Steigers.
Discount Stores-K mart; Serv-U; Bradlees; Zayre; Caldor.
Chain Drug Stores-CVS; Brooks; Genovese; Mall Drug; Rite Aid.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores-Sears; Singer Co.; Sherwin-Williams Paints; Pay Saver; Anderson-Little; Goodyear; Firestone; Grossman's; Agway; Aubuchan.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,096; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Slaff, Adv. Dir., GAZETTE, 115 Conz St., Northampton, MA 01060; Tel. (413) 584-5000.
National Representative: Landon Associates.

PITTSFIELD

1 - LOCATION: Berkshire County (MSA), E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. NE of Danbury, CT on Route 7; 56 mi. W of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 51,974; Loc. Est. 50,835
CZ-ABC: (80) 74,672; (83) 73,500
RTZ-ABC: (80) 30,652; (83) 31,700
MSA 80 Cen. 83,490; Loc. Est. N.A.
County 80 Cen. 145,110; Loc. Est. 138,323
City & RTZ-ABC: (80) 105,324; (83) 105,200

4 - HOUSEHOLDS:
City 80 Cen. 19,436; Loc. Est. 18,625
County 80 Cen. 52,400; Loc. Est. 53,000
MSA 80 Cen. 30,146; Loc. Est. N.A.
CZ-ABC: (80) 26,932; (83) 27,600
RTZ-ABC: (80) 11,198; (83) 11,900
City & RTZ-ABC: (80) 38,130; (83) 39,500

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms (Ann. Payroll), Number of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whsle. Trade 60 ($3,750,000) 650; Retail Trade 562 ($12,500,000) 4,100; Fin, Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical ($207,000,000) 7,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18. Last killing frost, June 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central	NA	England's
A-Z(8)	NA	Zayre, Adams Mkt.
Allendale(23)	NA	England Bros., T.J. Maxx, Sears
Berkshire Common (20)	NA	
Bradlee's(7)	NA	Bradlee's, Stop & Shop
Pittsfield Plz.(8)	NA	Montgomery Ward, Halperin's Furn.
K mart Plz.(9)	NA	K mart, Price Chopper

Principal Shopping Days-Thurs. through Sun.
Stores Open Evenings-Thurs.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlee's; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Adams 5; Stop & Shop; Price Chopper 4.
Other Chain Stores-Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 32,360; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative-Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128, 175 and Southest Expressway.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak.
Motor Freight Carriers-76.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; Loc. Est. 83,897
CZ-ABC: (80) 176,681; (83) 177,300
RTZ-ABC: (80) 155,997; (83) 157,000
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 606,587; Loc. Est. 657,045
City & RTZ-ABC: (80) 332,678; (83) 334,300

4 - HOUSEHOLDS:
City 80 Cen. 33,492; Loc. Est. 37,532
County 80 Cen. 207,823; Loc. Est. 235,794
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
CZ-ABC: (80) 64,405; (83) 67,000
RTZ-ABC: (80) 49,483; (83) 51,600
City & RTZ-ABC: (80) 113,890; (83) 118,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$374,194,000
Savings & Loan	2	$17,321,000
Commercial	5	$263,198,000
Co-op Banks	2	$210,921,000

6 - PASSENGER AUTOS: County 447,000

7 - ELECTRIC METERS: Residence 32,000

8 - GAS METERS: Residence 22,750

9 - PRINCIPAL INDUSTRIES: In Quincy, Total Employment 37,198, including: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Eat and Drink places 1,440; Retailing 1,683; Insurance, Real Estate and Finance 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway with parking for 6,000 cars; 104 stores now open including Allstate, The Limited, Ann Taylor, Baker Shoe, Bergson's Brigham's Anderson-Little, Charlie's Saloon, Cummings, Eric & Ralph's, Finishing Touch, Fanny Farmer I & II, Fields Hosiery, Filene's, Casual Corner, Florsheim, Hickory Farms, CVS, Howard Johnson, Jordan Marsh, Stride Rite, Kennedy's, KayBee Toys, Lane Bryant, Lauriat's, Lord & Taylor, The Lodge, Radio Shack, Simon & Son, Singer, Ups & Downs, Thayer McNeil, Thom McAn, Sullivan Tire, Wallach's, Sears.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Almy's, Zayre, Angelo's, Sears, Jordan Marsh
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19
Dedham Plaza (Rte.1)(48)	10	Zayre Tweeter, Inc., Medi-Mart
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	2	Radio Shack
Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plaza(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, Howland
Cobb's Corner (Canton)(24)	15	Marshalls, Shaw's, Colman's Sporting, Hoffman's
Dedham Mall (Rte.1)(48)	11	Sears, Stop & Shop, Woolworth
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Stop & Shop, Shoe Town, T.J. Maxx
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14)	19	Angelo's, Marshall's Pharmacity

Other Shopping Centers (No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (15).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Food & Almost all others-Thurs. & Fri.; some Mon.; some every night.

13 - RETAIL OUTLETS: Department Stores-Bargain Center; Clothing: Remick's Sawyer's.
Variety Stores-Woolworth; Osco.
Discount Stores-Zayre; Kings; Osco; Bargain Center; Paperama.
Chain Supermarkets-Angelo's 10; Stop & Shop 11; Star Mkt. 3; Purity Supreme 4; Shaw's 7; Roxie's 2.
Chain Drug Stores-Osco 3; CVS 14; Sher; Rite Aide; Adams Drug 7; Medi-Mart 3.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner, T.J. Maxx, Anderson Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Heffernan's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Tags Sleep; Jewelry: Rogers, Harts, Stone's; Fabrics: Ryder's.

14 - NEWSPAPERS: THE PATRIOT LEDGER (e-mon to fri) 91,924; (m-sat) 92,117; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7175.
National Representative: Landon Associates.

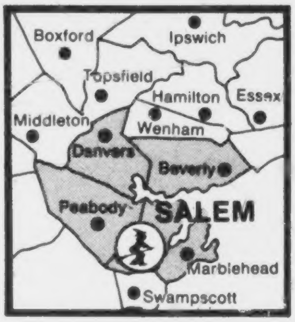
SALEM

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,264; Loc. Est. 37,956
CZ-ABC: (80) 128,422; (83) 126,800
RTZ-ABC: (80) 117,968; (83) 119,900
PMSA 80 Cen. 258,175; Loc. Est. N.A.
County 80 Cen. 633,632; Loc. Est. 642,384
City & RTZ-ABC: (80) 246,390; (83) 246,700

4 - HOUSEHOLDS:
City 80 Cen. 15,065; Loc. Est. 15,438
County 80 Cen. 228,432; Loc. Est. 242,268
PMSA 80 Cen. 93,661; Loc. Est. N.A.
CZ-ABC: (80) 46,700; (83) 47,900
RTZ-ABC: (80) 40,517; (83) 42,800
City & RTZ-ABC: (80) 87,277; (83) 90,000



Salem News (e)
31,077 ABC 3 / 31 / 83

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357. Av. Wkly. Wage: $300.
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9. Last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Newberry, Filene's
Beverly Plz.(19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Almy's, Purity Supreme
Highland Plaza	2	Rich's, Mr. Grocer
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack
East India Mall(14)	NA	Almy's, CVS
Russel Plaza(10)	5	Syms, Star
Swampscott Mall(17)	2	Bradlees, Medi Mart, Fayva
Hawthorne Mall(20)	2	Caldor, Radio Shack, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas
Bourbon Plaza(10)	4	Grossman's, Marshall's

Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & Food-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Almy's; Empire Mahan's.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Brooks 4; CVS 7; Pharmacity 2; Rexall 4.
Chain Supermarkets-Mr. Grocer 4; Stop & Shop 4; Star Market 3; Sunshine Country 2; Harvest Market 4; Purity Supreme 3; DeMoulas 4; Heartland 2.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R.H. Stearns; Sears; Brigham's; Kennedy's; Jordan Marsh; Filene's; J.J. Newberry; Zayre Brooks; Radio Shack; CVS.

14 - NEWSPAPERS: NEWS (e) 31,077; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: **Railroads**-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; Loc. Est. 17,637
County 80 Cen. 646,352; Loc. Est. 648,841

4 - HOUSEHOLDS:
City 80 Cen. 6,225; Loc. Est. 6,417
County 80 Cen. 225,323; Loc. Est. 236,564

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: City 12,893

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp. Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost Oct. 17. Last killing frost Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz.(12)	3	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thu

13 - RETAIL OUTLETS: **Variety Stores**-McLellans.
Discount Stores-Ames; The Fair.
Chain Supermarkets-Iandoli; Big Bunny; Park'N Shop.
Other Chain Stores-Wyman Liquors; Latour Hardware.; JCPenney; Cantwell Hardware; Big L. Discount; Aubuchon Hdwe.; Book Corner; Rite-Aid Pharmacy; Carvel; Radio Shack; Friendly Ice Cream.

14 - NEWSPAPERS: NEWS (e) 6,500; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: U.S. Suburban Press, Inc.

SPRINGFIELD

1 - LOCATION: Hampden County (MSA). E&P Map c-2, County Seat. 136 mi. N of New York; 89 mi. W. of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291.

2 - TRANSPORTATION:
Railroads-Amtrak; Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental, Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines-American; Best; Bar Harbour; Delta; Eastern; Continental; Northeastern; Pan Am; Pilgrim; Piedmont; People's; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 152,319; Loc. Est. 150,956
CZ-ABC: (80) 361,363; (83) 359,100
RTZ-ABC: (80) 288,881; (83) 294,300
County 80 Cen. 443,018; Loc. Est. 446,322
MSA 80 Cen. 515,259; Loc. Est. N.A.
City & RTZ-ABC: (80) 650,244; (83) 653,400

4 - HOUSEHOLDS:
City 80 Cen. 55,329; Loc. Est. 57,590
County 80 Cen. 158,027; Loc. Est. 166,559
MSA 80 Cen. 182,849; Loc. Est. N.A.
CZ-ABC: (80) 128,779; (83) 132,500
RTZ-ABC: (80) 95,108; (83) 99,900
City & RTZ-ABC: (80) 223,887; (83) 232,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$991,537,127
Savings & Loan	2	$636,514,599
Co-operative	1	$52,474,606
Commercial	6	$719,917,967
Federal Farm Loan	1	$1,218,110,778
Total Banks	15	$3,618,550,077

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number Employed-Ordnance & Accessories 2,720; Food & Kindred Prod. 2,534; Textile Mill Prod. 1,910; Apparel 3,049; Lumber & Wood Prod. 790; Furniture & Fixtures 408; Paper & Allied Prod. 7,463; Printing & Publishing 5,746; Chemicals & Allied 4,294; Rubber Prod. 3,924; Leather & Leather Prod. 1,069; Stone, Clay & Glass Prod. 656; Primary Metal Industries 3,612; Fabr. Metal Products 5,761; Machinery (ex. electrical) 7,319; Electrical Machinery 3,372; Transportation Equip. 2,412; Prof. & Scientific 1,232; Misc. Mfg. 6,539.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: **Downtown Shopping Area**-From Union St. on Main to Lyman St. Main; Dwight St. to E. Columbus Ave. including all side sts. in this area, includes Baystate West Mall.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baystate West(53)	0	Steiger, A.O. White
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees
Holyoke Mall(152)	8	Steiger, JCPenney, Sears, G. Fox

Major Strip Centers

Agawam(49)	3	Zayre, Food Mart
Boston Road(3)	6	K mart, Marshall's
Century(21)	1	Bradlees, Stop & Shop
Exchange St. Ctr.(8)	4	Woolworth
Enfield Ctr.(29)	8	Rite Aid
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlee's; Caldor; Mars; Lechmere, Marshall's; Zayre; K mart; Ames.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fava.
Chain Supermarkets-A&P; Edwards; Waldbaum's/Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Peerless; Lerner; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's Singer; Walden Bookstore; Denby's; Child World; Toys-R-Us; Friendly Ice Cream; Pier 1 Imports; Davids; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Mars; Cohoes; Loehman's.

14 - NEWSPAPERS: UNION (m) 71,178; NEWS (e) 72,940; REPUBLICAN (S) 146,762; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION, NEWS & SUNDAY REPUBLICAN, 1860 Main St., Springfield, MA 01101; Tel. (413) 788-1108.
National Representative: Newhouse Newspapers.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; Loc. Est. 44,949
CZ-ABC: (80) 45,001; (83) 45,600
RTZ-ABC: (80) 66,821; (83) 72,000
County 80 Cen. 474,641; Loc. Est. 480,694
City & RTZ-ABC: (80) 111,822; (83) 117,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; Loc. Est. 16,600
County 80 Cen. 166,938; Loc. Est. 176,787
CZ-ABC: (80) 15,795; (83) 16,600
RTZ-ABC: (80) 20,954; (83) 23,400
City & RTZ-ABC: (80) 36,749; (83) 40,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$126,000,000
Cooperative	3	$105,000,000
Commercial	3	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County 265,090 (1981)

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Pdts. 685; Jewelry 450; Metals and Related Pdts. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Finance, Insurance & Real Estate 471; Transportation & Utilities 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-4 blocks on Main St.; 2 on Broadway; 2 on Weir St., 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E. Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Raynham(6)	3	Brockton Mkt.
Rte. 44 Plaza	2	Brockton Mkt.
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees, Stop & Shop
Cape Rd. Plaza	3	K mart, Food Mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.; Food-Mon. thru Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bradlees; K mart; Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-Stop & Shop; BPM 2; Trucchi's 2; Food Mart.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's (auto supplies); Singer Co.; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog); Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing).

14 - NEWSPAPERS: GAZETTE (e) 13,992; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William A. White, Adv. Dir., GAZETTE, 5 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County, (In Boston PMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; Loc. Est. 24,751
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 8,650; Loc. Est. 8,875
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: 8,627

8 - GAS METERS: 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone; Clay & Glass; Metal & Fabricating; Machinery (not elect.); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Kline's.
Chain Supermarkets-Stop & Shop; IGA Stores 2.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,605; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ms. Willette Brooks, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston PMSA) E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: **Railroads**-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Middlesex & Boston St. Ry.; Boston & Worcester; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 58,200; Loc. Est. 57,099
CZ-ABC: (80) 58,200; (83) 57,500
RTZ-ABC: (80) 191,852; (83) 187,700
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
City & RTZ-ABC: (80) 250,052; (83) 245,200

4 - HOUSEHOLDS:
City 80 Cen. 20,594; Loc. Est. 21,084
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880
CZ-ABC: (80) 20,594; (83) 21,100
RTZ-ABC: (80) 66,730; (83) 67,700
City & RTZ-ABC: (80) 87,324; (83) 88,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$198,437,208
Savings	5	$128,434
Savings & Loan	2	$89,278,462
Co-operative	1	$4,898,618

6 - PASSENGER AUTOS: County Est. 900,000 (1981)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 15,788; Whole & Ret. 4,160; Contract Const. 524; Trans. & Comm. 449; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thurs., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Moody St.; 3 on Main St; Lexington St.; River St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburndale(8)	2	Star, Garb Drug

Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Purity Supreme
Newton Nonantum	4	6 Blocks
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
Watertown Mall(40)	4	Bradlees, Anderson-Little
River St. Plz.	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth's.
Discount Stores-Zayre; Marshall's; Bradlees.
Chain Drug Stores-Osco; Archer Kent; CVS; Garb Drug; Hubbard Drug.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Market.
Other Chain Stores-Thom McAn; Singer Sewing; Sears; Cummings (Women's Fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (Women's Fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 13,137; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St., PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

WESTFIELD

1 - LOCATION: Hampden County, (In Springfield MSA), E&P Map B-2. 10 miles W of Springfield; on Hwys. 10, 20, 202, the Mass. Tpk. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the Mass. Tpke. Forty-seven square miles making Westfield the second largest area city in the Commonwealth with 89 percent of the land area usable.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-20 miles to Bradley International Field for American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations. Airport covers 500 acres making it second largest in state.

3 - POPULATION:
Corp. City 80 Cen. 36,465; Loc. Est. 39,054
County 80 Cen. 443,018; Loc. Est. 446,322
PMSA 80 Cen. 515,259; Loc. Est. N.A.

4 - HOUSEHOLDS:
City 80 Cen. 12,404; Loc. Est. 13,787
County 80 Cen. 158,027; Loc. Est. 166,559
PMSA 80 Cen. 182,849; Loc. Est. N.A.

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furniture; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gages; Precision Parts; Envelopes and Stationery; Wholesale & Retail Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; J.J. Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer Co.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 6,938; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Sam Hinish, Adv. Dir, NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, (In Boston PMSA), E&P Map E-1. 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; Loc. Est. 36,402
County 80 Cen. 1,367,034; Loc. Est. 1,359,897
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 12,393; Loc. Est. 12,803
County 80 Cen. 476,201; Loc. Est. 495,692
PMSA 80 Cen. N.A.; Loc. Est. 1,155,880

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Manufacturing; Gelatin.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27. Last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Woburn Mall (35 units); K mart, De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End.; E. Woburn; N. Woburn.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	NA	Zayre, Purity Mkt.
Woburn Plaza(19)	NA	Star Mkt., Toys R Us
Burlington Village Mall(28)	NA	Caldor, De Moulas, Loehman's
Burlington Mall (64)	NA	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	NA	Edwards, Ethan Allen, Value Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt. Caldor

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Gorin's.
Discount Stores-Zayre; Bradlees; K mart.
Variety Stores-Gorins.
Chain Drug Stores-CVS; Osco; Big L.
Chain Supermarkets-A&P; Purity; Star; Stop & Shop; Edward's; De Moulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (e-mon to fri) 15,878; Dec. 31, 1982 CAC.
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., TIMES and CHRONICLE, 25 Montvale Ave, Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Representatives; U.S. Suburban Press, Inc.

WORCESTER

1 - LOCATION: Worcester County (MSA), E&P Map D-2, County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield, Mass. On U.S. Hwy. 20; State Hwys 9, 12, 70, 110, 122, 122A; I-90, 190, 290.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-About 180 Lines.
Intercity Bus Lines-Greyhound Lines; Continental Trailways; Worcester Regional Transit Authority; Peter Pan; A-B-C; Gray Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Air Vermont; Ransome; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; Loc. Est. 160,200
CZ-ABC: (80) 258,582; (83) 256,700
RTZ-ABC: (80) 335,605; (83) 345,300
City & RTZ-ABC: (80) 594,187; (83) 602,000
MSA 80 Cen. 402,918; Loc. Est. N.A.
County 80 Cen. 646,352; Loc. Est. 652,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; Loc. Est. 60,000
MSA 80 Cen. 137,858; Loc. Est. N.A.
County 80 Cen. 225,323; Loc. Est. 234,600
CZ-ABC: (80) 91,803; (83) 94,400
RTZ-ABC: (80) 115,840; (83) 123,400
City & RTZ-ABC: (80) 207,643; (83) 217,800

5 - BANKS	NUMBER	EST. DEP.
Savings	24	$1,825,232,000
Commercial	14	$1,429,006,000

6 - PASSENGER AUTOS: City 75,323; County 319,226

7 - ELECTRIC METERS: Residence 53,288

8 - GAS METERS: Residence 43,549

9 - PRINCIPAL INDUSTRIES: Industry, Number of workers; (Av. Wkly. Wage)-Machy (Ex. Elec.) 10,600 ($347); Fabricated Metals 9,000 ($284); Primary Metals 2,200 ($345); Textile Prods. 3,500 ($223); Leather Prods. 2,100 ($181); Printing & Publishing 2,200 ($271).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3. Last killing frost, Apr. 26.

11 - TAP WATER: (City) Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District (Census Tract 17) (76 blocks in 285 acres).
Neighborhood Shopping Centers-10 blocks at Main and Park Ave.; 5 at W. Boylston and Norton Co.; 2 at Lincoln and Burncoat; 6 at Pleasant and Chandler (Tatnuck Sq.); 2 at Grafton and Hamilton; 6 at Water and Millbury Sts.; 2 at Millbury and Greenwood; 2 at Burncoat and Quinapoxet.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plz.(8)	7	T.J. Maxx, LaBonte's
Country Club Plaza(13)	3	Caldor, Food World
County Plz.(6)	5	Mart, Price Rite
The Fair(11)	4	The Fair, Big Discount
Fairlawn(15)	4	Food Warehouse
Lawnfair(3)	1	Zayre, Price Rite
Lincoln Plaza(43)	3	R.H. White, Zayre
Webster Sq.(16)	3	Zayre, Iandoli's
White City(37)	3	Bradlees, Iandoli's
Grafton Hill Plz.(15)	3	Caldor, Zayre
Auburn Mall Pl.(58)	6	Sears, Caldor
Gold Star(5)	NA	Food Village
Worcester(102)	1	Filene's, Lerner, Jordan Marsh
West Boylston(9)	7	Iandoli's, The Fair

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Gen. Mdse.-Mon. thru Sat.; Food-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; R.H. White; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre's 4; The Mart 2; The Fair 2; Caldor 3.
Variety Stores-McCrory.
Chain Drug Stores-Vernon 2; Beacon 2; CVS 15; Rix; Monahan 5.
Chain Supermarkets-Stop & Shop; Price Rite 3; Iandoli's 9; Big Discount 7; Whitman's 2.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone; Shoes: Thom McAn 7, Kinney, Morse 2, Hanover, Fayva 3; Other: Fanny Farmer 2.

14 - NEWSPAPERS: TELEGRAM (m) 55,866; GAZETTE (e) 86,179; TELEGRAM (S) 118,880; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA 01613; Tel. (617) 793-9100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	805	685	682
5-14 Years	1,906	1,529	1,522
15-24 Years	1,577	1,793	1,784
25-44 Years	2,087	2,544	2,532
45-64 Years	1,757	1,796	1,786
65 and Over	750	912	908
TOTAL	8,882	9,258	9,214

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	1,144	1,683	2,046
General Mdse	2,929	4,381	5,579
Food	4,710	6,608	9,489
Automobiles	4,409	7,433	9,257
Gasoline Stations	1,481	2,591	4,121
Apparel	1,086	1,642	2,117
Furniture	1,008	1,491	1,928
Eat-Drink Places	1,609	2,696	4,503
Drugs	751	1,060	1,536
TOTAL SALES	20,630	31,677	43,970

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecusmeth.

3 - POPULATION:
Corp. City 80 Cen. 21,186; Loc. Est. 20,769
CZ-ABC: (80) 28,677; (83) 28,200
RTZ-ABC: (80) 61,271; (83) 61,100
County 80 Cen. 89,948; Loc. Est. 89,820
City & RTZ-ABC: (80) 89,948; (83) 89,300

4 - HOUSEHOLDS:
City 80 Cen. 8,676; Loc. Est. 6,975

County 80 Cen. 30,044; Loc. Est. 31,382
CZ-ABC: (80) 9,606; (83) 9,700
RTZ-ABC: (80) 20,438; (83) 21,200
City & RTZ-ABC: (80) 30,044; (83) 30,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$210,000,000
Savings & Loan	2	$190,000,000

6 - PASSENGER AUTOS: County 46,153

7 - ELECTRIC METERS: Residence 24,650

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($230); Auto Parts 1,690 ($240); Paper Pdts. 167 ($178); Laboratory Equipt. 300 ($210); Woodworking 300 ($215); Planting 80 ($215).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20. Last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Adrian Mall(50)	NA	Sears, JCPenney
Adrian Plaza(7)	NA	A&P
Delco Plaza	NA	Rink's Bargain City
Southland Plz.(14)	NA	
Spielman(7)	NA	Farmer Jack
Westgate(2)	NA	Kroger

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Klines; Sears.
Discount Stores-American; Rink's Bargain City; K mart; Meijers Thrifty Acres.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor Drugs.
Chain Supermarkets-Kroger 2; Meijers Thrifty Acres.
Other Chain Stores-Firestone; V&S Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode O'Day; American Greetings; Pick Way.

14 - NEWSPAPERS: TELEGRAM (e) 16,670; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek MSA). E&P Map C-5. 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059; Loc. Est. 10,100
MSA 80 Cen. 141,557; Loc. Est. 140,388
County 80 Cen. 141,557; Loc. Est. 140,388

4 - HOUSEHOLDS:
City 80 Cen. 3,999; Loc. Est. 3,392
County 80 Cen. 51,123; Loc. Est. 52,964
MSA 80 Cen. 51,123; Loc. Est. 52,964

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: County 76,747

7 - ELECTRIC METERS: 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Foundries 500; Wire Prod. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Superior St. & 1 west on 5 cross sts.

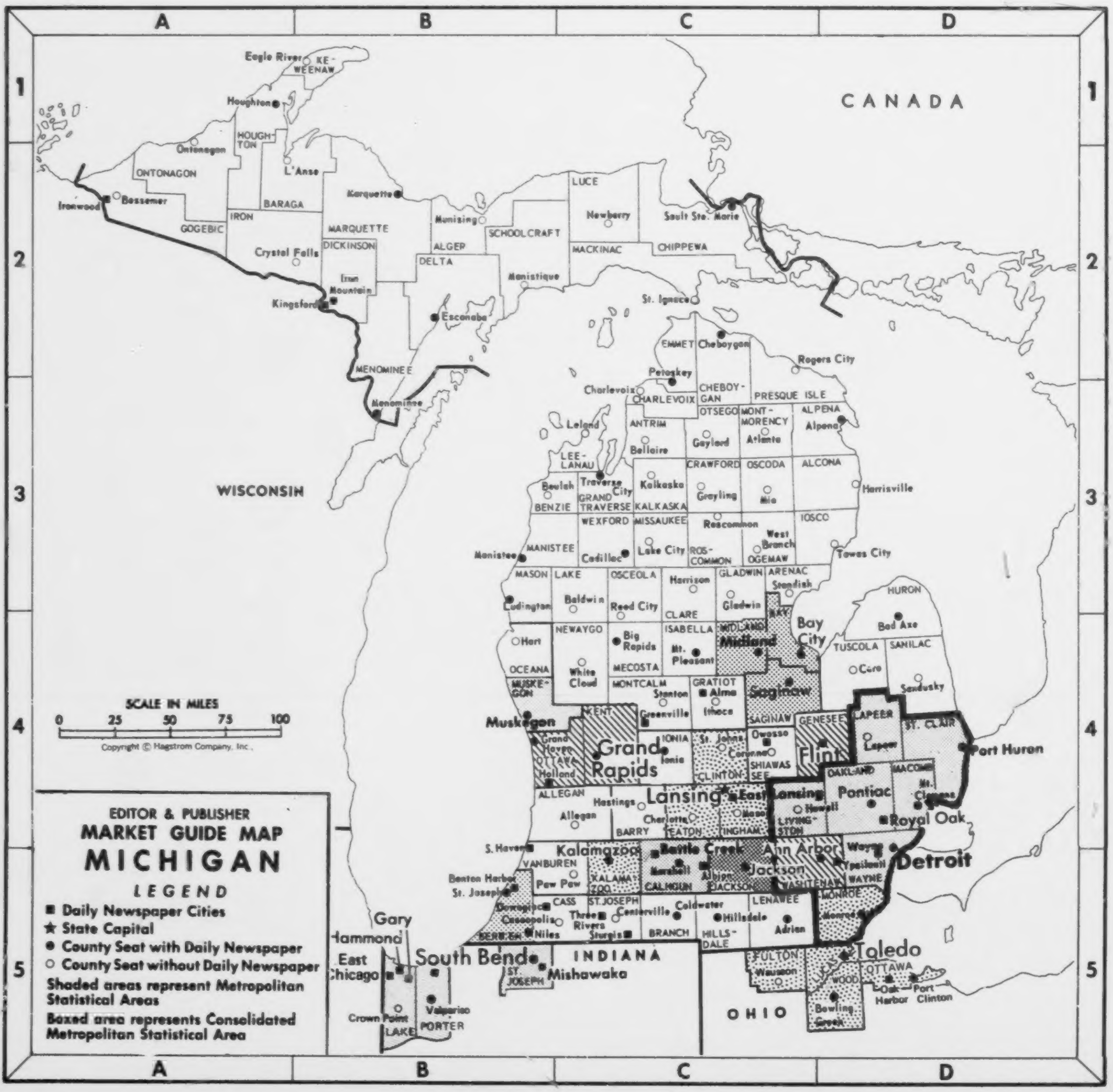
Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thursday; Shopping Center and Food nightly.

13 - RETAIL OUTLETS: **Chain Drug Stores**-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Montgomery Ward (catalog); Nu Vision.

14 - NEWSPAPERS: EVENING RECORDER (e-mon to fri) 3,657; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Pub., ALBION EVENING RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.


EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
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A
B
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CANADA
WISCONSIN
INDIANA
OHIO
Eagle River
KEWEENAW
Houghton
HOUGHTON
Ontonagon
ONTONAGON
L'Anse
BARAGA
Ironwood
Bessemer
GOGEBIC
IRON
Marquette
MARQUETTE
Munising
ALGER
LUCE
Newberry
Sault Ste. Marie
CHIPPEWA
MACKINAC
SCHOOLCRAFT
Crystal Falls
DICKINSON
Iron Mountain
Kingsford
DELTA
Escanaba
Manistique
St. Ignace
MENOMINEE
Menominee
EMMET
Cheboygan
Petoskey
Charlevoix
CHARLEVOIX
CHEBOYGAN
PRESQUE ISLE
Rogers City
Leland
ANTRIM
Bellaire
OTSEGO
Gaylord
MONTMORENCY
Atlanta
ALPENA
Alpena
LEELANAU
Beulah
BENZIE
Traverse City
GRAND TRAVERSE
Kalkaska
KALKASKA
CRAWFORD
Grayling
OSCODA
Mio
ALCONA
Harrisville
Manistee
MANISTEE
WEXFORD
Cadillac
MISSAUKEE
Lake City
ROSCOMMON
Roscommon
OGEMAW
West Branch
IOSCO
Tawas City
MASON
Ludington
LAKE
Baldwin
OSCEOLA
Reed City
CLARE
Harrison
GLADWIN
Gladwin
ARENAC
Standish
HURON
Bad Axe
OCEANA
Hart
NEWAYGO
White Cloud
MECOSTA
Big Rapids
ISABELLA
Mt. Pleasant
MIDLAND
Midland
BAY
Bay City
TUSCOLA
Caro
SANILAC
Sandusky
MUSKEGON
Muskegon
KENT
Grand Rapids
MONTCALM
Stanton
Greenville
GRATIOT
Alma
Ithaca
SAGINAW
Saginaw
GENESEE
Flint
LAPEER
Lapeer
ST. CLAIR
Port Huron
OTTAWA
Grand Haven
Holland
IONIA
Ionia
CLINTON
St. Johns
SHIAWASSEE
Owosso
Corunna
ALLEGAN
Allegan
BARRY
Hastings
EATON
Charlotte
Lansing
East Lansing
INGHAM
Mason
LIVINGSTON
Howell
OAKLAND
Pontiac
MACOMB
Mt. Clemens
Royal Oak
Detroit
S. Haven
VAN BUREN
Paw Paw
KALAMAZOO
Kalamazoo
CALHOUN
Marshall
Battle Creek
Albion
JACKSON
Jackson
WASHTENAW
Ann Arbor
Ypsilanti
WAYNE
Benton Harbor
St. Joseph
BERRIEN
Dowagiac
CASS
Cassopolis
Niles
ST. JOSEPH
Centreville
Three Rivers
Sturgis
BRANCH
Coldwater
HILLSDALE
Hillsdale
LENAWEE
Adrian
MONROE
Monroe
Gary
Hammond
East Chicago
Crown Point
LAKE
Valparaiso
PORTER
South Bend
Mishawaka
ST. JOSEPH
FULTON
Wauseon
LUCAS
Toledo
WOOD
Bowling Green
OTTAWA
Oak Harbor
Port Clinton

ALMA
See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Railroads-Detroit and Mackinac.
Motor Freight Carrier-1.
Intercity Bus Lines-Great Lakes; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; Loc. Est. 11,546
CZ-ABC: (80) 22,366; (83) 21,600
RTZ-ABC: (80) 33,276; (83) 33,900
County 80 Cen. 32,315; Loc. Est. 32,593
City & RTZ-ABC: (80) 55,642; (83) 55,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; Loc. Est. 3,831
County 80 Cen. 11,151; Loc. Est. 11,755
CZ-ABC: (80) 7,936; (83) 7,900
RTZ-ABC: (80) 11,613; (83) 12,300
City & RTZ-ABC: (80) 19,549; (83) 20,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$215,300,000
Savings & Loan	2	$51,200,000

6 - PASSENGER AUTOS: County 16,951

7 - ELECTRIC METERS: Residence 5,400

8 - GAS METERS: Residence 5,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cement 1,000 ($280); Machines 650 ($220); Auto Trim 130 ($160); Paper 200 ($220); Hardboard 550 ($240); Foundry 125 ($210).

10 - CLIMATE: Min. & Max. Avg. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpena Shopping Center(15)	NA	Lakeshore Shoprite, Kresge, Cunningham
Giantway Plaza(4)	2	Giantway, Midway
Ripley Square(4)	1	A&P, Fisher Big Wheel, TG&Y, Western Auto
Thunder Bay(5)	1	Super Foods, Revco, Sears
Alpena Mall(16)	1	K mart, JCPenney

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vaughn; Kotwicki's.
Discount Stores-Big Wheel; Giantway; K mart.
Variety Stores-McLellan's; Kresge's; TG&Y; Disco; Western Auto; Gambles.
Chain Drug Stores-Spen's Walgreen; Apex; Revco.
Chain Supermarkets-A&P; Midway 2; Super Foods; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Three Sisters; Sherwin-Williams; Singer; Montgomery Ward (catalog); Sears (catalog); Gately's, Gittleman's; Western Auto; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber.

14 - NEWSPAPERS: NEWS (e) 12,351, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (PMSA) E&P Map D-5, County Seat, Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; Loc. Est. 106,595
CZ-ABC: (80) 124,053; (83) 122,800
RTZ-ABC: (80) 234,688; (83) 237,400
County/PMSA 80 Cen. 264,748; Loc. Est. 267,849
CZ & RTZ-ABC: (80) 358,741; (83) 360,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; Loc. Est. 39,257
County/PMSA 80 Cen. 92,937; Loc. Est. 98,362
CZ-ABC: (80) 45,344; (83) 46,600
RTZ-ABC: (80) 78,984; (83) 82,700
CZ & RTZ-ABC: (80) 124,328; (83) 129,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$809,870,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 140,316

7 ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation, Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; East Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arborland(30)	NA	
Westgate(14)	NA	True Value Hdwe., Apex Drugs, Kroger
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Apex Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Apex Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Department Stores-Mon & Fri.; Briarwood-Mon. thru Sat.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor.
Variety Stores-Kresge.
Discount Stores-K mart; Meijers.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Apex.
Chain Supermarkets-Kroger 5; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney's; Winkelman's; Hughes & Hatcher; Bakers.

14 - NEWSPAPERS: NEWS (e) 47,562; (S) 54,753; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Gilbert Campbell, Mktg. Mgr., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; Loc. Est. 3,205
CZ-ABC: (80) 3,184; (83) 3,100
RTZ-ABC: (80) 39,410; (83) 39,000
County 80 Cen. 36,459; Loc. Est. 36,788
City & RTZ-ABC: (80) 42,594; (83) 42,100

4 - HOUSEHOLDS:
City 80 Cen. 1,185; Loc. Est. 955
County 80 Cen. 12,764; Loc. Est. 13,468
CZ-ABC: (80) 1,185; (83) 1,200
RTZ-ABC: (80) 13,646; (83) 14,000
City & RTZ-ABC: (80) 14,831; (83) 15,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 19,478

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open til 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N. on M-53 (9 stores).
Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; Montgomery Ward (catalog).
Discount Stores-American Discount; Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; Dibble's.
Chain Drug Stores-Perry Drugs.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 8,888; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Margaret J. Kreh, Adv. Mgr., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Hearst Advertising Service.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; North Star; Indian Trails.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 35,724; Loc. Est. 34,342
CZ-ABC: (80) 92,311; (83) 88,900
RTZ-ABC: (80) 176,734; (83) 175,700
County 80 Cen. 141,557; Loc. Est. 140,388
MSA 80 Cen. 141,557; Loc. Est. 140,388
City & RTZ-ABC: (80) 269,045; (83) 264,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; Loc. Est. 14,308
County 80 Cen. 51,123; Loc. Est. 52,964
MSA 80 Cen. 51,123; Loc. Est. 52,964
CZ-ABC: (80) 34,476; (83) 34,400
RTZ-ABC: (80) 60,212; (83) 62,300
City & RTZ-ABC: (80) 94,688; (83) 96,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$5,316,679,000
Savings & Loan	2	$800,209,000

6 - PASSENGER AUTOS: County 76,747

7 - ELECTRIC METERS: Residence 87,989

8 - GAS METERS: Residence 40,583

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 6,800; Mach. (non-elect.) 4,600; Metal 2,400; Paper 1,100; Av. Wkly. Wage $445.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Michigan Ave., 3 on Capital Ave; Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. S. W.; 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital N.E.; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia Plz.(24)	3	Woolworth, Muir, Felpausch
Lakeview	3	
Lakeview Square(82)	NA	Sears, JCPenney, J.L. Hudson
Urbandale Pl.(14)	3	Muirs, Felpausch
Meijer Thrifty Acres	4	Meijer

Principal Shopping Days-Wed., Fri., Sat., Mon.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Herp's.
Discount Stores-Meijer Thrifty Acres; K mart.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Muir's 3; Walgreen; Osco; CVS.
Chain Supermarkets-Meijer; Cut Rate 3; Komarck's 2; Felpausch 4; Orchard Park 2; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney's, Butler's, Hanover's, Sibley's; Auto Supply: Firestone; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 31,072; (m-sat) 30,787; (S) 38,274; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett Newspaper Advertising Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On Hwys.U.S. 23; I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Republic; Freedom; Simmons.

3 - POPULATION:
In PMA:
Corp. City 80 Cen. 41,593; Loc. Est. 38,123
CZ-ABC: (80) 78,776; (83) 75,000
Bal. In Bay Co.: (80) 41,105; (83) 41,500
Bal. in PMA-ABC: (80) 132,858; (83) 137,000
County 80 Cen. 119,881; Loc. Est. 118,241
MSA 80 Cen. 421,518; Loc. Est. 420,303
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
In PMA:
City 80 Cen. 15,545; Loc. Est. 14,969
County 80 Cen. 41,348; Loc. Est. 42,696
CZ-ABC: (80) 28,453; (83) 28,100
Bal. in Bay Co.: (80) 12,895; (83) 13,600
Bal. in PMA-ABC: (80) 47,751; (83) 51,200
MSA 80 Cen. 141,962; Loc. Est. 148,111

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 64,436

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Machinery 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chemical Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Center; 3 on N. Water; Hampton Square Mall on Center Ave. Road; 2 miles east of Bay City.
Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plaza.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings, Sunday.

13 - RETAIL OUTLETS: Department Stores-W.R.

Knepp; JCPenney; Sears; Wiechmann's.
Discount Stores-National Distributors; K mart; Unclaimed Freight Store; Meijer Square.
Chain Drug Stores-Valley Walgreen; Clinton Discount; State Discount; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.
Other Chain Stores-Paint: Cook's, Sherwin-Williams, Elliott; Shoes: Merit, Nobil, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 39,720; (S) 44,690; Mar. 31, 1983 ABC.
Local Contact for Advertising and Marketing Data: Gene Eldridge, Nat'l Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 895-8551.
National Representative: Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA), E&P Map B-5, County Seat. Industrial and agricultrual center. On U.S. Hwys. 12, 31, 33 and State Hwy. M-139; Interstate 94 & 196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride.
Airlines-Mississippi Valley.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; Loc. Est. 23,336
Benton Harbor 80 Cen. 14,707; Loc. Est. 14,182
St. Joseph 80 Cen. 9,622; Loc. Est. 9,154
PMA-ABC: (80) 209,441; (83) 207,600
County/MSA 80 Cen. 171,276; Loc. Est. 169,592
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; Loc. Est. 8,459
Benton Harbor 80 Cen. 4,597; Loc. Est. 4,129
St. Joseph 80 Cen. 4,296; Loc. Est. 4,330
County/MSA 80 Cen. 60,276; Loc. Est. 63,362
PMA-ABC: (80) 72,846; (83) 74,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 89,044

7 - ELECTRIC METERS: Residence 65,795

8 - GAS METERS: Residence 31,328

9 - PRINCIPAL INDUSTRIES: Foundry, Heavy Machinery; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings, Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfrs.; Ptg. Prod.; Hydraulic Pumps; Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & production; Wineries; Food Processing.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairplain Plz.(30)	4	Woolworth
Riverview	2	K mart
Benton Sq.(4)	4	MC Sports
Southtown	2	Hilltop Foods
Fairplain	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone Center(4)	1	K mart, Meijer's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-In larger Shopping Centers

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Rimes.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop.
Chain Drug Stores-Muir's; Osco; Revco; Walgreen's.
Chain Supermarkets-Jewel Family Foods; Hilltop 3; Hardings; Super Valu; Meijer's.
Other Chain Stores-Little Irene; Sherwin-Williams; Nobil Shoes; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Circus World; Radio Shack; Lifestyle; Curtis-Mathes; Payless Shoes; Baker Shoes; Jewelfire; Beverly's; Footlocker; Gordon Jewelers; Homemaker Shop; Kinney Shoes; Lerner Shop; Thom McAn; Naturalizer; Recordland; Richman Bros.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,557; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Manufacturing and agriculture center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 14,361; Loc. Est. 14,026
County 80 Cen. 36,961; Loc. Est. 37,090
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 2,449
County 80 Cen. 11,134; Loc. Est. 11,714

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$4,393,654
Commercial	2	$42,446,904

6 - PASSENGER AUTOS: County 14,043

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Shops 22; Furniture 62; Box Mfg. 62; Tool & Die 19; Industrial Machinery & Equipment 140; Shoes 1,100; Canoes & Boats 35; State College Professional & Faculty 561; State College Service Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: **Principal Shopping Center**-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(14)	NA	K mart, Revco
Southland(8)	NA	Kroger

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; JCPenney; Vaughan's; Klines.
Variety Stores-Dibble's; Woolworth.
Discount Stores-Giant Way; K mart.
Chain Supermarkets-Kroger; Giant; Eberhard.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: PIONEER (e) 5,264; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7. County seat. shopping, resort, wholesale and manufacturing center; 96 mi. north of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115 and M-55.

2 - TRANSPORTATION: **Railroads**-Conrail; Ann Arbor (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; North Star.

3 - POPULATION:
Corp. City 80 Cen. 10,199; Loc. Est. 10,183
County 80 Cen. 25,102; Loc. Est. 26,879

4 - HOUSEHOLDS:
City 80 Cen. 3,822; Loc. Est. 3,316
County 80 Cen. 8,983; Loc. Est. 10,107

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$282,000,000
Savings & Loan	2	$7,800,000

6 - PASSENGER AUTOS: County 12,800

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable and Aluminum Castings; Furn.; Machine Prod.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Prod.; Canvas Prod.; Show Cases & Metal Trim. 3,250 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	NA	Hamady
K mart Plaza(4)	NA	K mart
Olesons(3)	NA	Olesons Foods
Giantway Plz.(2)	NA	Giantway

Principal Shopping Days-Department Stores-Mon., Fri. & Sat. Food-Thu., Fri. & Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Cochranes; JCPenney; Sears; Clark's; Millikens.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Gould; Revco.
Chain Supermarkets-Hamady; Giant; Oleson; Eberhard.
Other Chain Stores-Gambles; Western Auto; Van Drie Furniture; Traverse Bay Woolen; Wickes Lumber; Peninsula Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,638; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Thomas C. Huckie, Gen. Mgr., Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23 & 27; State Hwys. 33 & 68.

2 - TRANSPORTATION: **Railroads**-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound; Mio Bus.
Motor Freight Carriers-3.
Airlines-Republic; Trans-Michigan Airlines.

3 - POPULATION:
Corp. City 80 Cen. 5,106; Loc. Est. 4,706
County 80 Cen. 20,649; Loc. Est. 21,080

4 - HOUSEHOLDS:
City 80 Cen. 1,803; Loc. Est. 1,142
County 80 Cen. 7,277; Loc. Est. 7,792

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 11,271

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 155 ($200); Tube Forming 86 ($200); Wire Harness 120 (N.A.); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco
Lincoln Bridge Plz.(6)	NA	Gambles, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Sat. & Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; B&C Family Center (food & general merch.); Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-K mart.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 4,962; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, PO Box 40, Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwys. 112 & 27.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; Loc. Est. 9,602
County 80 Cen. 40,188; Loc. Est. 41,157

4 - HOUSEHOLDS:
City 80 Cen. 4,843; Loc. Est. 3,169
County 80 Cen. 14,014; Loc. Est. 14,964

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$204,369,000

6 - PASSENGER AUTOS: County 19,966

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furniture; Clothing; Marine Engines; Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Shoes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Sears, Fisher Big Wheel); East End.

13 - RETAIL OUTLETS: **Department Stores**-Branch; JCPenney; Spurgeon's.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 6,952; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mike Wilcox, Adv. Dir., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (716) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA), E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96 & 75; U.S. Hwys. 10, 12, 16, 24, 25 & 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Northwest Orient; Ozark; Pan Am; Republic; Trans World; USAir; United.
At City Airport-Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; Loc. Est. 1,145,591
CZ-ABC: (80) 1,437,334; (83) 1,289,500
RTZ-ABC: (80) 3,329,874; (83) 3,296,300
County 80 Cen. 2,337,240; Loc. Est. 2,311,709
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
City & RTZ-ABC: (80) 4,767,208; (83) 4,585,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; Loc. Est. 443,379
County 80 Cen. 823,971; Loc. Est. 852,409
PMSA 80 Cen. 1,551,942; Loc. Est. 1,619,584
CZ-ABC: (80) 521,217; (83) 485,300
RTZ-ABC: (80) 1,134,455; (83) 1,166,000
City & RTZ-ABC: (80) 1,655,672; (83) 1,651,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	81	$18,452,000,000
Savings & Loan	23	$6,527,000,000

6 - PASSENGER AUTOS: County 1,208,478

7 - ELECTRIC METERS: 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Manufacturing 525,000 ($514); Durables 439,800 ($530); Lumber & Wood Products 2,100 ($235); Furniture & Fixtures 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fabricated Metals 70,100 ($465); Nonelectrical Machinery 94,400 ($503); Electrical Machinery 7,600 ($340); Transportation Equipment 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Transport & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Nonmanufacturing 939,600 (N.A.); Construction 53,600 ($534); Trans., Commun., & Util. 84,[illegible]00 (N.A.); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,600 ($208); Services 345,000 (N.A.); Mining 1,200 (N.A.); Government 260,500 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-One square mile downtown, centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads & thins out towards the edges of the expressway loop.

Neighborhood Shopping Districts in PMSA

Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Budget City Shopping Ctr., Dequindre & John R. Warren (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.), Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E. 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N. Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr.,Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N. Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W. Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Telecraft Shopping Ctr., Schoolcraft & Telegraph, Redford (Wayne Cty.); Topps-Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne City.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E. Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.); Windmill Plaza, NEC 18 Mile Rd., Sterling Heights (Macomb Cty.).

Regional Centers-Carousel Shopping Ctr., 8 Mile & Schoenherr Warren (Macomb Cty.); Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Michigan's Miracle Mile Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Cntr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Renaissance Fashion Circle, Renaissance Ctr., Detroit (Wayne Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tech Plaza, 12 Mile Rd. & Van Dyke (Warren (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Village Plaza, Michigan Ave. & Outer Drive, Dearborn (Wayne Cty.); Village Square, Between 12 & 13 Mile Rds., Southfield (Oakland Cty.); Westborn Shopping Ctr., Michigan & W. Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S. Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Pontiac Mall, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

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So start sewing.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER
A MEMBER OF THE EVENING NEWS ASSOCIATION

Source: Publisher's statement to ABC for six months ending 3/31/83.

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: (PMSA) Department Stores-Crowley 9; Lord & Taylor 3; J.L. Hudson 9; Montgomery Ward 11; JCPenney 13; Sears 10.

Variety Stores-Kresge 30; Woolworth 18.

Discount Stores-Forest City 8; K mart 52; Merchandise Mart 13; Meijers Thrifty Acres 4.

Chain Drug Stores-Revco 33; Arnold 20; Shapiro 7; Arbor Drugs 30; Apex 18; Perry 58; Motor City Pres. 10.

Chain Supermarkets-Farmer Jack 78; Chatham 40; Kroger 48; A&P 23; Great Scott 28; Spartan 32; IGA 31; Hollywood 5; Danny's 6.

Other Chain Stores-Women's Apparel: Saks 2, Jacobsons 4, Winkelmans 41, Alberts 18, Fays' 6, Juliet 3, Lane Bryant 10, Kay Baum 5, Lerner 7, Marianne 19, Robelle 6, B. Siegel 7, Stuarts 3, Vanity Fair 14, Alcove 11, Today 8, Alberts; Men's Apparel: Capper & Capper, Crawfords 3, Jack Stevens 4, Kesslers 3, Max Greens' 3, Midwest Trouser Exchange 3, Osmuns' 4, Richmond Brothers 13, Shifman's 4, Sims 6, Todds 5, United Shirt 21, Valente 13, Van Horn 10; Appliance Stores: Fretters 20, Highland 11, Good Housekeeping 6, World Wide 5, Ardans 6; Shoes: Aliens, Bakers, Cannon, Father & Son 6, Famous Brand, Flagg Bros., Haig, Kinney, Maling, Mary Jane, Shoe Tree, Sibleys 19, Thom McAn 14, Chester Hack, Knapp 4, Kosin, Phillips, Pic-Way, Shapiro 7, Sherman 6, Payless; Furniture: Star, Leeds 3, Tri State 17, Art Van 10, Gardner-White 3, Dobb's 3, Towne & County 4, New York Carpet World 13, Beckwith Evans 10.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 635,740; (m-sat) 578,145; (S) 780,647; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-6400.

National Representatives: Knight Ridder; Metropolitan Publishers Reps.; Towmar.

THE DETROIT NEWS (all day-mon to fri) 651,763; (m-sat) 620,731; (S) 855,461; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Norman R. Young, Adv. Dir., THE DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2158.

National Representatives: Million Market Newspapers; Leonard; American Publishers Reps.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago; 45 mi. SW of Kalamazoo. On State Hwys. M-51 & M-62.

2 - TRANSPORTATION: **Railroads**-Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-Indian Trails.

3 - POPULATION:

Corp. City 80 Cen. 6,307; Loc. Est. 5,969

County 80 Cen. 49,499; Loc. Est. 49,835

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 2,276; Loc. Est. 1,925

County 80 Cen. 17,236; Loc. Est. 18,127

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 24,396

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Fishing Tackle 125 (N.A.); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prod. 151 ($225).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 15-40. First killing frost, Oct. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; de-ironized.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on North and South Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.

Nearby Shopping Center-M-51 South (Hale's Hdwr., Buy Low); Wonderland; Donker's.

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Sears.

Variety Stores-Woolworth; Harvey's.

Discount Stores-Wonderland.

Chain Drug Stores-Dowagiac Rexall; CVS Discount.

Chain Supermarkets-Eberhard; Village Market 4; Harding's.

Other Chain Stores-Gambles; Firestone; Hale's True Value Hdwr.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,300; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.

National Representative: None.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41 and State Hwy. M-35. Iron ore shipping port.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

Airlines-Republic.

3 - POPULATION:

Corp City. 80 Cen. 14,355; Loc. Est. 13,653

CZ-ABC: (80) 19,536; (83) 18,800

RTZ-ABC: (80) 30,610; (83) 30,700

County 80 Cen. 38,947; Loc. Est. 39,120

City & RTZ-ABC: (80) 50,146; (83) 49,500

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 6,467; Loc. Est. 4,648

County 80 Cen. 13,568; Loc. Est. 14,196

CZ-ABC: (80) 7,113; (83) 7,100

RTZ-ABC: (80) 10,236; (83) 10,600

City & RTZ-ABC: (80) 17,349; (83) 17,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 20,310

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners-Wood 200; Paper 1,200; Heavy Machinery 11,050; Rail Process 252.

Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Ludington St.; Delta Plaza Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).

Neighborhood Shopping Center -Stephenson Ave.

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.

Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: **Department Stores**-F&G; Leader; Fair; Montgomery Ward; JCPenney.

Discount Stores-K mart; Jupiter; Shopko.

Variety Stores-Merricks; Woolworth.

Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.

Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurices; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,376; Mar. 31, 1983 ABC

Local Contact for Advertising and Merchandising Data: T. Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.

National Representatives: Landon Associates;

FLINT

1 - LOCATION: Genesee and Shiawassee Counties (MSA). E&P Map D-4, County Seat. On Flint River.

Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.
Airlines-Midstate; Allegheny; Freedom; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 159,611; Loc. Est. 153,401
CZ-ABC: (80) 290,068; (83) 275,100
RTZ-ABC: (80) 355,633; (83) 361,200
Counties 80 Cen. 521,589; Loc. Est. 524,186
  Genesee 80 Cen. 450,449; Loc. Est. 451,478
  Shiawassee 80 Cen. 71,140; Loc. Est. 72,708
MSA 80 Cen. 450,449; Loc. Est. 449,212
City & RTZ-ABC: (80) 645,701; (83) 636,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 57,653; Loc. Est. 55,352
Counties 80 Cen. 178,000; Loc. Est. 178,874
  Genesee 80 Cen. 154,641; Loc. Est. 154,997
  Shiawassee 80 Cen. 23,359; Loc. Est. 23,877
MSA 80 Cen. 154,641; Loc. Est. 161,401
CZ-ABC: (80) 102,737; (83) 101,200
RTZ-ABC: (80) 111,400; (83) 117,400
City & RTZ-ABC: (80) 241,137; (83) 218,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	9	N.A.
Savings & Loan	4	N.A.
Credit Unions	20	N.A.

6 - PASSENGER AUTOS: Counties 282,560; Genesee 246,568; Shiawassee 35,992

7 - ELECTRIC METERS: Genesee 168,975

8 - GAS METERS: Genesee 135,620

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metals 9,100; Transportation Equipment 45,700; Food 800; Total Manufacturing 61,900; Total Non-Manufacturing 83,100; Total Government 27,300; Average Weekly Production Pay $520.16.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88, Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Small Mall	5	Sears Outlet
Eastland Mall	3	The Fair, JCPenney
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	The Fair, Hamady
Grand Mall	10	

K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon. Best Food Days (Adv.); Mon. & Tues.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Stores-J.L. Hudson; Sears 2; The Fair 3; JCPenney 2.
Variety Stores-S.S. Kresge; Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Best Products.
Chain Drug Stores-Apex; Baker's; Cook's 6; Drug Shops 3; Corrigall 2; Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 7; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Greenley's; Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; United Shirt; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; Rayco; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdr.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens.

14 - NEWSPAPERS: JOURNAL (e) 107,458; (m-sat) 101,996; (S) 112,005; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Thornquist, Display Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0660.
National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4, County Seat. East shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines- Greyhound; North Star.
Airlines-Republic; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; Loc. Est. 11,261
CZ-ABC: (80) 18,601; (83) 17,800
RTZ-ABC: (80) 19,021; (83) 20,600
MSA 80 Cen. 601,680; Loc. Est. 619,098
County 80 Cen. 157,174; Loc. Est. 161,274
City & RTZ-ABC: (80) 37,622, (83) 38,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; Loc. Est. 4,567
County 80 Cen. 50,449; Loc. Est., 54,017
MSA 80 Cen. 206,047; Loc. Est. 221,751
CZ-ABC: (80) 6,915; (83) 6,900
RTZ-ABC: (80) 6,145; (83) 6,900
City & RTZ-ABC: (80) 13,060; (83) 13,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Saving	2	$226,741,000
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 88,847

7 - ELECTRIC METERS: Residence 8,160

8 - GAS METERS: Residence 6,306

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($256); Metal Working 3,400 ($281); Leather & Plastics 610 ($22[illegible]); Electronics 250 ($208).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plaza, 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon. & Fri.
Stores Open Evenings-Downtown Shopping Center Monday & Friday; K mart & Meijer every evening.

13 - RETAIL OUTLETS: Department Stores-Steketee's.
Variety Stores-K mart; Meijer Thrifty Acres.
Chain Supermarkets-D&W Foods; Meijer Mkt.; H. Casemier 2.

14 - NEWSPAPERS: TRIBUNE (e) 9,492; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE, 110 N. Third St., Grand Haven, MI 49417; Tel (616) 842-6400.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16 & 131; State Hwys. 11, 50, 21 & 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; Freedom; USAir; Piedmont; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 181,843; Loc. Est. 176,466
CZ-ABC: (80) 393,084; (83) 385,300
RTZ-ABC: (80) 374,877; (83) 382,100
MSA 80 Cen. 601,680; Loc. Est. 619,098
County 80 Cen. 444,506; Loc. Est. 457,824
City & RTZ-ABC: (80) 767,961; (83) 767,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; Loc. Est. 66,920
County 80 Cen. 155,598; Loc. Est. 167,734
MSA 80 Cen. 206,047; Loc. Est. 221,751
CZ-ABC: (80) 138,253; (83) 140,600
RTZ-ABC: (80) 122,836; (83) 130,000
City & RTZ-ABC: (80) 261,089; (83) 270,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$2,443,912,398
Savings & Loan	4	$315,018,932

6 - PASSENGER AUTOS: County 262,755

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 79,200 ($182); Lumber & Wood Prod. 1,800 ($142); Furn. & Fixtures 12,400 ($176); Primary Metal ind. 4,500 ($176); Transportation Equip. 2,100 ($170); Food Prod. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fabricated Metal Prod. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83, Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Monroe Mall and East Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division and Fulton extending 3 miles South to Division and 44th St.; Plainfield and Coit; Plainfield and Kenwood, Plainfield from Fuller to East Beltline; Leonard and Fuller; Leonard and Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson bet. Fulton and Wealthy; State Street; Cherry and Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy and Lake Dr.; Wealthy at Lakeside; Franklin and Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to East Beltline; Kalamazoo and 44th St. and Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton and Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville and Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at West Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Park; North Park.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Breton Vlg.(55)	NA	D&W
Eastbrook(69)	NA	Steketee's
Gaslight(50)	NA	Jacobson's
N. Kent(60)	NA	K mart, Mont. Ward
Rogers(51)	NA	Mont. Ward
Southland(17)	NA	Herp's
Woodland(97)	NA	Sears, J.L. Hudson, JCPenney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Value Store; Remes 5.
Chain Supermarkets-Eberhard 10; Meijer 8; Shop Rite 7; D&W 13; Family Foods 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros. Nobil 2; Miscellaneous: Singer Co. 3, Goodyear 2, Firestone 3, General 2, Fanny Farmer 2, S & H Green Stamps, Top Value.

14 - NEWSPAPERS: PRESS (e) 131,718; (S) 164,308; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Montgomery, Adv. Dir., PRESS, Press Plaza, Vandenberg Center, Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Manufacturing and farming center. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: Railroads-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; Loc. Est. 7,833
CZ-ABC: (80) 8,019; (83) 7,900
RTZ-ABC: (80) 45,406; (83) 46,200
County 80 Cen. 47,555; Loc. Est. 48,146
City & RTZ-ABC: (80) 53,425; (83) 54,100

4 - HOUSEHOLDS:
City 80 Cen. 3,098; Loc. Est. 2,632
County 80 Cen. 16,543; Loc. Est. 17,553
CZ-ABC: (80) 3,098; (83) 3,100
RTZ-ABC: (80) 15,381; (83) 16,300
City & RTZ-ABC: (80) 18,479; (83) 19,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$50,000,000

6 - PASSENGER AUTOS: County 24,031

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Processing; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost Oct. 10. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belding(15)9	6	Muir's, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Curtis

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts.
Discount Stores-Meijer's Thrifty Acres.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Cleveland's; Clothes Tree; Jack's Automotive.

14 - NEWSPAPERS: DAILY NEWS AND BELDING BANNER (e) 7,335; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS AND BELDING BANNER, 109 N. Lafayette, Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agricultural, industrial and educational center. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: Railroads-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; Loc. Est. 7,108
County 80 Cen. 42,071; Loc. Est. 42,604

4 - HOUSEHOLDS:
City 80 Cen. 3,396; Loc. Est. 2,431
County 80 Cen. 14,383; Loc. Est. 15,217

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$53,147,000
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 20,544

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15. Last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Howell St.; Murphy's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plaza	1	Murphy's Mart, Kroger, Gambles

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 1 Supermkt., Murphy's Plaza.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Murphy's Mart; Touse.
Variety Stores-G. C. Murphy; Consumer's Discount Center; American Discount Center; Ace Hardware.
Chain Drug Stores-Perry Drugs; Nash; Ross (F.I.P.).
Chain Supermarkets-Kroger; Market House.
Other Chain Stores-Miller's; Lafayette's; Cato

14 - NEWSPAPERS: NEWS (e) 8,166; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: None.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Grey hound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; Loc. Est. 25,203
PMA-ABC: (80) 67,736; (83) 67,400
RTZ-ABC: (80) 27,681; (83) 28,500
MSA 80 Cen. 601,680; Loc. Est. 619,098
Counties 80 Cen. 238,729; Loc. Est. 244,720
Ottawa 80 Cen. 157,174; Loc. Est. 161,274
Allegan 80 Cen. 81,555; Loc. Est. 83,446
PMA & RTZ-ABC: (80) 95,417; (83) 95,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; Loc. Est. 9,061
Counties 80 Cen. 77,681; Loc. Est. 81,161
Allegan 80 Cen. 27,232; Loc. Est. 29,144
Ottawa 80 Cen. 50,449; Loc. Est. 54,017
MSA 80 Cen. 206,047; Loc. Est. 221,751
PMA-ABC: (80) 22,648; (83) 23,400
RTZ-ABC: (80) 8,976; (83) 9,600
PMA & RTZ-ABC: (80) 31,624; (83) 33,000

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$408,856,658
Savings & Loan	3	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 88,847; Allegan 41,697

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Wood Products 3,892; Metal & Machinery 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Average Weekly Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12. Last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(13)	NA	K mart
Lincoln Plz.(9)	NA	Family Fare

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: **Department Stores**-Du Mez; JCPenney; Sears; Steketee's.
Discount Stores-National Discount; Meijer Thrifty Acres; K mart; Teerman's.
Variety Stores-Woolworth.
Chain Drug Stores-Hansen's Rexall; Thrifty Acres; Bunte's 2; Model-Walgreen.
Chain Supermarkets-Town & Country; Meijer; Thrifty Acres; Wilt's; Family Fare; YFF's.
Other Chain Stores-Goodrich; Goodyear; Montgomery Ward; Cashway Lumber.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 17,443; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Adv. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago; 230 mi. from Green Bay; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdq.; location of Michigan Technological University.

2 - TRANSPORTATION: **Railroads**-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,512; Loc. Est. 7,897
CZ-ABC: (80) 12,634; (83) 12,700
RTZ-ABC: (80) 44,790; (83) 43,600
County 80 Cen. 37,872; Loc. Est. 38,299
City & RTZ-ABC: (80) 57,424; (83) 56,300

4 - HOUSEHOLDS:
City 80 Cen. 1,748; Loc. Est. 1,579
County 80 Cen. 12,975; Loc. Est. 13,709
CZ-ABC: (80) 3,605; (83) 3,800
RTZ-ABC: (80) 16,386; (83) 16,500
City & RTZ-ABC: (80) 19,991; (83) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 15,529

7 - ELECTRIC METERS: Residence 7,510

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Educational 3,800; Industrial Manufacturing 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida Mall.
Stores Open Sunday-Grocery; Pamida Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Vertins; Gartners; Spurgeon's.
Variety Stores-Woolworth; Newberry; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Quality 5; Northland 12; IGA 4; Red Owl; Super Valu 2.
Other Chain Stores-Sears; Gambles; Coast-to-Coast; Holiday; True Valu; Ace; Erickson; Ward's (catalog).

14 - NEWSPAPERS: MINING GAZETTE (e) 12,003; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Karen Tews, Adv. Mgr., MINING GAZETTE, 206 Shelden Ave., Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy I-96, 7 mi. S.

2 - TRANSPORTATION: **Railroads**-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; Loc. Est. 5,609
County 80 Cen. 51,815; Loc. Est. 52,605
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; Loc. Est. 2,143
County 80 Cen. 16,230; Loc. Est. 17,209

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$134,501,965
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 24,259

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	0	K mart, Eberhards
Meijer Thrifty Acres(5)	2	Meijer
Bosley Ctr.(3)	0	Bosley Drug

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart; Meijer Thrifty Acres.
Chain Supermarkets-Meijer; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,352; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: James E. Huckle, Publisher, SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: Landon Associates.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141, State Hwy. 95.

2 - TRANSPORTATION: **Railroads**-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-North Central (6 flights daily); Freedom & Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; Loc. Est. 13,656
Kingsford 80 Cen. 5,290; Loc. Est. 5,262
Iron Mountain 80 Cen. 8,341; Loc. Est. 8,394
CZ-ABC: (80) 13,631; (83) 13,000
RTZ-ABC: (80) 35,081; (83) 35,100
County 80 Cen. 25,341; Loc. Est. 26,086
City & RTZ-ABC: (80) 48,712; (83) 48,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358; Loc. Est. 5,471
Kingsford 80 Cen. 1,987; Loc. Est. 1,871
Iron Mountain 80 Cen. 3,371; Loc. Est. 3,600
County 80 Cen. 9,536; Loc. Est. 9,780
CZ-ABC: (80) 5,358; (83) 5,300
RTZ-ABC: (80) 13,027; (83) 13,500
City & RTZ-ABC: (80) 18,385; (83) 18,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$92,937,600
Savings and Loan	1	$58,000,000

6 - PASSENGER AUTOS: County Approx. 21,000 (Cars & Trucks)

7 - ELECTRIC METERS: Residence 10,114

8 - GAS METERS: Residence 4,800 (County), Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Avg. Wkly. Wage)-Wood Prod. 660 ($240); Machinery 540 ($250); Tools & Casting 770 ($270); Mining 350 ($375); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-S.S. Kresge.
Chain Drug Stores-Walgreen 2; The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu.
Other Chain Stores-Gamble's; Selins; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 10,162, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald E. Hogun, Pub., NEWS, 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agricultural; forest industry and vacation center. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; Mich. Hwy. 28; Wis. Hwy. 77.

2 - TRANSPORTATION: **Railroads**-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 7,169
CZ-ABC: (80) 12,342; (83) 11,600
RTZ-ABC: (80) 40,814; (83) 41,900
County 80 Cen. 19,686; Loc. Est. 18,698
City & RTZ-ABC: (80) 53,156; (83) 53,500

4 - HOUSEHOLDS:
City 80 Cen. 4,042; Loc. Est. 2,544
County 80 Cen. 7,578; Loc. Est. 7,545
CZ ABC: (80) 5,003; (83) 4,900
RTZ-ABC: (80) 15,150; (83) 16,200
City & RTZ-ABC: (80) 20,153; (83) 21,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 9,173

7 - ELECTRIC METERS: Residence 3,898

8 - GAS METERS: Residence 4,672

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter-30-40. First killing frost, Sept. 28. Last killing frost June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; Wolverine; K mart; Jupiter Discount.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.
Other Chain Stores-Stern Fields; Coast-to-Coast.

14 - NEWSPAPERS: GLOBE (e) 9,075, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Street, Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson SMSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; Loc. Est. 36,836
CZ-ABC: (80) 79,703; (83) 76,700
County/SMSA 80 Cen. 151,495; Loc. Est. 150,666
Bal. of Jackson County-ABC: (80) 71,792; (83) 72,000
Bal. in PMA-ABC: (80) 75,664; (83) 75,100
Total PMA-ABC: (80) 227,159; (83) 223,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; Loc. Est. 14,160
County/SMSA 80 Cen. 50,974; Loc. Est. 52,997
CZ-ABC: (80) 29,401; (83) 29,300
Bal. in PMA-ABC: (80) 24,973; (83) 25,700
Total PMA-ABC: (80) 75,947; (83) 77,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 78,490

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Trans. Equip. 3,100; Machinery (Non-Electr.) 2,500; Fabricated Metal Prod. 2,500; Prime Metals 700; Rubber Tires 1,675; Utilities 1,675.
Principal Pay Days-Fri. & Thu., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Plaza(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plaza(36)	NA	Sears, Woolworth, Kroger, Muir's
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thurs. & Fri.
Stores Open Evenings-Dept. Mon. & Fri.; Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-L. H. Field (Allied); Montgomery Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer Thrifty Acres.
Variety Stores-Woolworth's.
Chain Drug Stores-Muir's; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 5; Meijer Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: Goodyear, Firestone; Shoes: L.G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's, Rohring's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,941; (S) 41,440; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. C. Gerdes, Adv. Mgr., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representatives: Newhouse Newspapers

KALAMAZOO

1 - LOCATION: Kalamazoo County (In Kalamazoo MSA). E&P Map C-5. County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 79,722; Loc. Est. 76,528
CZ-ABC: (80) 148,436; (83) 143,900
RTZ-ABC: (80) 183,133; (83) 184,700
County 80 Cen. 212,378; Loc. Est. 213,346
MSA 80 Cen. 212,378; Loc. Est. 213,346
City & RTZ-ABC: (80) 331,569; (83) 328,600

4 - HOUSEHOLDS:
City 80 Cen. 28,375; Loc. Est. 28,653
County 80 Cen. 75,405; Loc. Est. 79,210
MSA 80 Cen. 75,405; Loc. Est. 79,210
CZ-ABC: (80) 53,022; (83) 53,400
RTZ-ABC: (80) 63,648; (83) 66,600
City & RTZ-ABC: (80) 116,670; (83) 120,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$942,298,000
Savings & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 117,963

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper & Allied Prod. 4,700; Chem. & Allied Prod. 7,200; Metal Ind. 5,500; Const. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9. Last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; West Main Mall; Crossroads Mall; East Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Airport Plaza(3)	NA	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	NA	Muir's Drugs
Eastwood Plaza(11)	NA	Muir's Drugs
Kalamazoo Ctr. Fashion Mall(30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreen
Maple Mall(70)	NA	Montgomery Ward, Meijer's
Southland Mall(30)	NA	Gilmore's
Westmain Mall(55)	NA	JCPenney, Zayre
Crossroads Mall	NA	JCPenney, Sears, J.L. Hudson

Principal Shopping Days-Sat. Sun. Wed. & Fri.
Stores Open Evenings-Wed., some also on Fri.; some department stores 6 nights weekly, all malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; JCPenney 2; Jacobson's; Wards; Steketee; J.L. Hudson.
Variety Stores-G.L. Perry.
Discount Stores-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3.
Chain Drug Stores-Walgreen, Muir's 3; Perry Drugs 3; Revco.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer's 2; Jewel Food 3.
Other Chain Stores-Budd; Nobil; Fanny Farmer; L.C. Haig; Firestone; Goodrich; Goodyear; Highland Appliance, Frelter Appliance.

14 - NEWSPAPERS: GAZETTE (e) 61,906; (S) 70,899; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carl Gilbert, Gen. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse Newspapers Metro Suburbia.

KINGSFORD
See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles. E&P Map C-4. State capital, university center, mfg.; in central Michigan; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 130,414, Loc. Est. 128,861
CZ-ABC: (80) 263,601; (83) 259,500
RTZ-ABC: (80) 175,695; (83) 177,400
MSA 80 Cen. 416,667; Loc. Est. 421,428
County 80 Cen. 272,437; Loc. Est. 274,400
City & RTZ-ABC: (80) 439,296; (83) 436,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,058; Loc. Est. 50,725
County 80 Cen. 95,179; Loc. Est. 98,993
MSA 80 Cen. 143,071; Loc. Est. 150,110
CZ ABC: (80) 92,838; (83) 94,900
RTZ-ABC: (80) 55,570; (83) 58,200
City & RTZ-ABC: (80) 148,408; (83) 153,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$1,381,805,000
Savings & Loan	3	$620,938,000

6 - PASSENGER AUTOS: County 148,027

7 - ELECTRIC METERS: Residence 102,315

8 - GAS METERS: Residence 64,772

9 - PRINCIPAL INDUSTRIES: Metro Area-Number of Wage Earners (Av. Wkly. Wage)-Transportation Equipment 26,500 ($703); Fabricated Metals N.A. (N.A.); Non Elec. Mach. 3,200 (N.A.).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8. Last killing frost, May 7. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Lansing 7 blocks; East Michigan 15; S. Cedar 20; W. Saginaw 8; North E. Grand River 6; North Larch 15; 10 on Grand River, E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cedar Park Center	10	Kroger, Muirs
Haslett Village Sq.	14	Goff, Muirs
Country Meadows Village Ctr.	3	Muirs
Frandor(102)	1	Sears, Kroger Eberhards, SupeRx
Brookfield	7	Country Mkt., Muir
Edgemont Park(12)	3	Schmidt, Leonard's
Colonial Village(15)	2	Muir's, Schmidt
Lansing Mall(105)	6	Mont. Ward, JCPenney, Hudson's
Meridian Mall(106)	6	JCPenney, Hudson's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Logan Ctr.(16)	2	Kroger, SupeRx
Waverly Plz.(11)	2	Kroger

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores-Meijer's Thrifty Acres 3; K mart 3.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Muirs 3; SupeRx 2; Revco 3; Thrifty Acres 3; State Discount & Cosmetic 6.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 5; Eberhard 4; Shop-Rite 12; Meijer's Thrifty Acres 3; Min-A-Mart 22; Quality Dairy 25; Thriftway 4.
Other Chain Stores-Ladies' Wear: Winkelman's, Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Gutman's, Casual Corner, Marti Walker, Tampo, Hit or Miss, Tansy, Vogue, Albert's, Fox Moor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris; Men's Wear: Edward's, Leather Loft; Wilson's Suede, Valente's, Silvermans, His Place; J. Riggings, Richman Bros., Redwood & Ross, Mays, Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Regal, Thom McAn, Kinney, Barker, Shoeland, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Bressier Ice Cream, Fanny Farmer, Modern's Baker, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Friendly Ice Cream; Jewelry: Claire's Botique, Corey's Jewelry Box, Shifrin-Willins, Fox's, Bowen's, J.B. Robinson, Shaw's, Linn & Owen, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive.

14 - NEWSPAPERS: STATE JOURNAL (e) 70,491 (S) 81,602; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett Newspaper Advertising Sales.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 35; State Hwy. M-116; 240 mi. N of Chicago; 110 mi. NW of Grand Rapids; 60 mi from Muskegon.

2 - TRANSPORTATION: Railroads-C&O
Ferries-C&O (home port) to Kewanee
Motor Freight Carriers-3
Passenger & Freight Steamship Lines-1
Intercity Bus Lines-North Star
City Bus-Dart

3 - POPULATION:
Corp. City 80 Cen. 8,937; Loc. Est. 8,994
CZ ABC: (80) 8,937; (83) 8,500
RTZ-ABC: (80) 31,753; (83) 32,900
County 80 Cen. 26,365; Loc. Est. 28,051
City & RTZ-ABC: (80) 40,690; (83) 41,400

4 - HOUSEHOLDS:
City 80 Cen. 3,576; Loc. Est. 2,934
County 80 Cen. 9,693; Loc. Est. 10,783
CZ-ABC: (80) 3,576; (83) 3,500
RTZ-ABC: (80) 11,417; (83) 12,300
City & RTZ-ABC: (80) 14,993; (83) 15,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 13,466

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Res. 3,027; Comm. 492

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad & Car Ferries 250; Chemicals 250; Vibrator Machy. 350; 3 Light Ind. Plants 200 ea.
Principal Industrial Pay Days-Thurs. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Giant Plz.(6)	1	Giantway
Eastgate Plz(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thurs., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Bonser 2; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Ward's Automotive (catalog); Payless Shoes; Little Red Shoe Store; Mole Hole; Mariellen's; Hallmark; Radio Shack; Comfort Center; Bercon Furn.; Thompson's Toggery.

14 - NEWSPAPERS: NEWS (e) 7,987; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Larsen, Gen. Mgr., NEWS, 202 N. Rath, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway bet. Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M 22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Simmons.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; Loc. Est. 7,088
County 80 Cen. 23,019; Loc. Est. 22,766

4 - HOUSEHOLDS:
City 80 Cen. 3,036; Loc. Est. 2,205
County 80 Cen. 8,490; Loc. Est. 8,817

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 12,041

ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205);

Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chemical 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14. Last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney.
Discount Stores-K mart; Ben Franklin; Gambles.
Chain Drug Stores-Revco.
Variety Stores-Woolworth.
Chain Supermarkets-Spartan; Big E; Hamady Bros.; Oleson's Farm Market.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVOCATE (e-mon to fri, m-sat) 5,561; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Cris H. Batdorf, Pub.,NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center, on the S. shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State 28 & 94.

2 - TRANSPORTATION: Railroads-Soo Line Railroad Company; Lake Superior & Ishpeming.
Intercity Bus Lines-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 23,288; Loc. Est. 22,400
CZ-ABC: (80) 23,288; (83) 22,800
RTZ-ABC: (80) 52,822; (83) 53,600
County 80 Cen. 74,101; Loc. Est. 73,111
City & RTZ-ABC: (80) 76,110; (83) 76,400

4 - HOUSEHOLDS:
City 80 Cen. 7,555; Loc. Est. 6,661
County 80 Cen. 24,514; Loc. Est. 25,294
CZ-ABC: (80) 7,555; (83) 7,700
RTZ-ABC: (80) 17,673; (83) 18,500
City & RTZ-ABC: (80) 25,228; (83) 26,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 33,254

7 - ELECTRIC METERS: Residence 7,800

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Processing; Wood Prod.; Lumber; Sausage Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15. Last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(30)	2	Woolworth, Super Valu
Westwood Plaza(18)	4	Pranges, K mart

Principal Shopping Days-Tues. and Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Getz; Prange's; American of Marquette; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 8; Super Valu.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,399; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Gregg, Adv. Dir., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 7,201; Loc. Est. 7,124
County 80 Cen. 141,557; Loc. Est. 140,388
MSA 80 Cen. 141,557; Loc. Est. 140,388

4 - HOUSEHOLDS:
City 80 Cen. 2,707; Loc. Est. 2,798
County 80 Cen. 51,123; Loc. Est. 52,964
MSA 80 Cen. 51,123; Loc. Est. 52,964

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 76,747
7 - ELECTRIC METERS: Residence 2,900
8 - GAS METERS: Residence 2,575
9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Insurance 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34, Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct. Last killing frost, April.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plaza(7)	NA	K mart
Redfield Plaza(12)	NA	Redfield Apple, Felpaush Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall.
Chain Supermarkets-Eberhard; Felpausch.
Other Chain Stores-G. C. Murphy, Gambles; K mart.

14 - NEWSPAPERS: EVENING CHRONICLE (e-mon to fri; m-sat) 2,702, sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., EVENING CHRONICLE, 115 S. Grand, Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On West shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intericity Bus Lines-Greyhound.
Airlines-Simmons (commuter).

3 - POPULATION:
Corp. City 80 Cen. 10,099; Loc. Est. 8,757
CZ-ABC: (80) 10,099; (83) 9,500
RTZ-ABC: (80) 33,846; (83) 34,100
County 80 Cen. 26,201; Loc. Est. 23,792
City & RTZ-ABC: (80) 43,945; (83) 43,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; Loc. Est. 3,085
County 80 Cen. 9,283; Loc. Est. 8,812
CZ-ABC: (80) 3,945; (83) 3,900
RTZ-ABC: (80) 12,052; (83) 12,600
City & RTZ-ABC: (80) 15,997; (83) 16,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,004

7 - ELECTRIC METERS: Residence 6,582
8 - GAS METERS: Residence 3,781
9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prod. 1,230; Lumber Prod. 790; Chemicals 565; Furn. 760; Fans, Saws, Elec. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prod. & Constr. 260; Non-Elec. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thurs., Fri.; 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10th Ave.; M&M Plaza.
Neighborhood Shopping Centers-10th St.; 13 St.
Shopping Centers-M&M Plaza, K mart, (Enclosed Mall, McCrory, Super Valu). Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts and Shopping Center 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Stores-McCrory's.
Chain Drug Stores-Cross Drugs; Lundgren's 2; Rexall 2; Osco.
Chain Supermarkets-IGA Stores 8; Super Valu 2; Red Owl 2.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,987; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kurt Van Hout, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette WI 54143; Tel. (715)735-6611.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; Loc. Est. 36,512
CZ-ABC: (80) 39,639; (83) 39,000
RTZ-ABC: (80) 75,808; (83) 77,000
County 80 Cen. 73,578; Loc. Est. 74,166
MSA 80 Cen. 421,518; Loc. Est. 420,303
City & RTZ-ABC: (80) 115,447; (83) 116,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; Loc. Est. 13,172
County 80 Cen. 24,498, Loc. Est. 25,864
MSA 80 Cen. 141,962; Loc. Est. 148,111
CZ-ABC: (80) 13,835; (83) 14,100
RTZ-ABC: (80) 24,509; (83) 25,900
City & RTZ-ABC: (80) 38,344; (83) 40,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$263,592,000
Savings & Loan	2	$346,746,591

6 - PASSENGER AUTOS: County 43,117

7 - ELECTRIC METERS: 13,763

8 - GAS METERS: 11,094

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Miller Furniture, Knopics Hdwe.
Circle Mall(16)	1	Kroger, SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods, Walgreen
Giantway Plz.	2	Giant Food
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores-Hansens; W. R. Knepp; JCPenney; Sears; Wards; 3-D.
Discount Stores-Clinton Discount; Tradeway K mart.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-State Disc.; Valley Walgreen; SupeRx; State Vitamin & Cosmetic; Community 2; Arnold Drugs.
Chain Supermarkets-A&P; Giant Super 3; Krogers.
Other Chain Stores-Firestone; Sears; Goodyear; Singer Co.; Merit; Gittleman's; Gamble's Fabrics; Jo-Ann Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 18,013; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Beehr, Adv. Mgr., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representative: Hearst Adv Service.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwys. 24, 25 and State Hwy. 50, Detroit-Toledo Expressway I-75.

2 - TRANSPORTATION: Railroads-Conrail; Penna. Lines West; Pere Marquette; B&O; Grand Trunk; Detroit & Toledo Shore Line; C&O (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.
Airport Facilities.

3 - POPULATION:
Corp. City 80 Cen. 23,531; Loc. Est. 22,522
CZ-ABC: (80) 30,786; (83) 29,800
RTZ-ABC: (80) 107,133; (83) 108,000
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
County 80 Cen. 134,659; Loc. Est. 135,457
City & RTZ-ABC: (80) 137,919; (83) 137,800

4 - HOUSEHOLDS:
City 80 Cen. 8,057; Loc. Est. 7,996
County 80 Cen. 43,110; Loc. Est. 45,393
PMSA 80 Cen. 1,551,942; Loc. Est. 1,619,401
CZ-ABC: (80) 10,756; (83) 10,800
RTZ-ABC: (80) 33,510; (83) 35,200
City & RTZ-ABC: (80) 44,266; (83) 46,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$509,705,000
Savings & Loan	2	$237,034,904

6 - PASSENGER AUTOS: County 69,914

7 - ELECTRIC METERS: (City) Residence 8,188

8 - GAS METERS: (City) Residence 15,732

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Automotive & Related 1,950; Glass & Pottery 752; Paper, Plastics & Allied Products 2,273; Primary Metal & Scrap 937; Fabricated Metal Products 359; Transportation 1,200; Machinery, Non-Electrical 768; Power Generation & Cable, 10,603.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	JCPenney, Woolworth
N. Monroe(2)	2	K mart, Bargain City
Monroe Mall(6))	3	Kash 'n Karry
S. Monroe(7)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Downtown Mon., & Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's.
Variety Stores-Woolworth.
Discount Stores-Kaybee-Drug and Cosmetic Dis.; Bargain City; K mart.
Chain Drug Stores-Arbor Drug; Professional Village 3; Gray Drug; Weisel's Rexall; Perry Drugs 2; FIP 3; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan Stores 3.
Other Chain Stores-Carter Lumb.; Thom McAn; Firestone; L.C. Haig; Sherwin-Williams; Bazley; Keidan's; Hadley-Arden; ACO Hardware; Radio Shack; Baskin-Robins; New York Carpet; Kinney Shoes; Nobil Shoes; PicWay Shoes; BigFoote Shoes; Jo-Ann Fabrics; Milkin Jewelers; 33 Food Chains.

14 - NEWSPAPERS: NEWS (e) 27,040; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS, 20 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94; State Hwys. M-3, M-59, M-29, M-97.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Bus Lines-Greyhound; Tower Bus.

3 - POPULATION:
Corp. City 80 Cen. 18,806; Loc. Est. 17,655
PMA-ABC: (80) 694,954; (83) 691,700
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
County 80 Cen. 694,600; Loc. Est. 699,870
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,052; Loc. Est. 7,037
County 80 Cen. 229,820; Loc. Est. 242,156
PMSA 80 Cen. 1,551,942; 1,619,584
PMA-ABC: (80) 229,929; (83) 237,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 441,835

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clemens(10)	NA	Chatham, Perry Drug
Ingleside(9)	NA	Naum's, Macomb's Farmers Mkt.
Regional(32)	NA	Woolworth, Mont. Ward
Lakeside(130)	NA	J.L. Hudson, Sears, JCPenney
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Mont. Ward

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Every night in Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Priehs; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor.
Discount Stores-K mart; TG&Y.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Bannow; Cunningham; Fairway; Lucky; Motor City; Perry; Revco; SuperRx.
Chain Supermarkets-A&P; Broadway; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e-mon to fri; m-sat) 56,680; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne C. Towar, Adv. Mgr., MACOMB DAILY, 67 Cass, PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County. E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; Loc. Est. 32,893
  Mount Pleasant 80 Cen. 23,746; Loc. Est. 23,677
  Alma 80 Cen. 9,652; Loc. Est. 9,216
Counties 80 Cen. 94,558; Loc. Est. 96,000
  Isabella 80 Cen. 54,110; Loc. Est. 54,707
  Gratiot 80 Cen. 40,448; Loc. Est. 39,275
PMA-ABC: (80) 79,552; (83) 80,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; Loc. Est. 8,946
  Mount Pleasant 80 Cen. 6,145; Loc. Est. 5,926
  Alma 80 Cen. 3,090; Loc. Est. 3,020
Counties 80 Cen. 29,363; Loc. Est. 30,503
  Isabella 80 Cen. 16,044; Loc. Est. 16,981
  Gratiot 80 Cen. 13,319; Loc. Est. 13,522
PMA-ABC: (80) 24,627; (83) 25,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties 40,778; Isabella 21,227; Gratiot 19,551

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,690; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 4,690; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Central Michigan University 1,879; State of Michigan Training Home 400; Oil Field Supply 930; Central Michigan Newspapers 185; Wood Harvesting Equipment 273; Oil Refining 228; Heavy Road Const. 113; Delfield Eqpt. Co. 250; House Trailers; Agriculture; Ferro Mfg. 400; Total Refinery 460; Alma Plastics 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60, Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Mon thru Fri in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Montgomery Ward (catalog); Spurgeons.
Discount Stores-Giantway; K mart; Downtown Discount; TG&Y.
Variety Stores-D&C.
Chain Drug Stores-Downtown Drugs; Gould's Rexall; Spencer's Walgreen; Post; Scotts; Perry; Spaar.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Acme; Ace Hdw.; 7-Eleven; Pier I; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Cashway Lumber.

14 - NEWSPAPERS: SUN (m) 10,921; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Walters, Adv. Mgr., SUN, 215 N. Main St., PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4 County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Mid-State; Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 40,823; Loc. Est. 39,396
CZ-ABC: (80) 96,383; (83) 91,200
RTZ-ABC: (80) 124,400; (83) 124,400
County 80 Cen. 157,589; Loc. Est. 157,457
MSA 80 Cen. 157,589; Loc. Est 157,457
City & RTZ-ABC: (80) 220,441; (83) 215,600
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,241; Loc. Est. 15,481
County 80 Cen. 54,526; Loc. Est. 57,020
MSA 80 Cen. 54,526; Loc. Est. 57,020
CZ-ABC: (80) 34,913; (83) 34,300
RTZ-ABC: (80) 41,354; (83) 42,900
City & RTZ-ABC: (80) 76,267; (83) 77,200

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$480,100,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 84,567

7 - ELECTRIC METERS: Residence Co. 54,926

8 - GAS METERS: Residence Co. 47,578

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Total Manufacturing 18,900 ($358); Non-Elect. Machy. 6,800 ($409); Primary Metals 2,900 ($369); Fabricated Metals 1,200 ($385).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St. Muskegon Heights; Ruddiman and Center Sts., North Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenside(10)	4	Plumb's
Beltline Plz.(12)	3	Hamady
West Vlg.(21)	3	Muskegon Shop Right
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreen's
K mart Plaza	4	K mart
Park Row(18)	4	JCPenney

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's; Thrifty Acres; K mart 2; Outlets, Inc.
Chain Drug Stores-Revco 2; Walgreen 2; Thrifty Acres, SupeRx.
Chain Supermarkets-Plumb 7; Meijer; Hamady 2; Eberhard's 6; Family Foods; Gov's 3; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Allied Radio Shack; Pic-Way Stores; Midas Muffler; Singer Co.; Firestone; Goodyear 2; Montgomery Ward Catalog; S&H Green Stamps; Jo-An Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Milex; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 45,681; (S) 47,853; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wm. F. Dawe, Gen. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2 - TRANSPORTATION: Railroads-Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,115; Loc. Est. 12,816
County/MSA 80 Cen. 171,276; Loc. Est. 169,592

4 - HOUSEHOLDS:
City 80 Cen. 5,522; Loc. Est. 4,959
County/MSA 80 Cen. 60,276; Loc. Est. 62,546

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$199,110,926
Savings & Loan	2	$58,826,660

6 - PASSENGER AUTOS: County 89,044

7 - ELECTRIC METERS: Residence 6,103

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners-Sewing Patterns 2,400; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Paper Mfg. 175; Elec. Prod. 200; Food Proc. 230; Truck Axles & Heavy Equip. (6 mi. distant) 6,623.
Principal Pay Days-Fri., 5th and 20th.

10 - CLIMATE: Min. & Max Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First killing frost, Oct. 4. Last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(28)	3	JCPenney, Kroger
Valu-Land(6)	NA	Valu-Land Foods

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G. L. Perry; Perry Drug Stores.
Discount Stores-Wonderland Discount; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Hardings; Shelton's; DeMond's SuperValu.
Other Chain Stores-Western Tire Auto; Sherwin-Williams; Blackmond Jewelry; Smith-Alsop; Falveys; Majerek's; D&D Tire.

14 - NEWSPAPERS: STAR (m) 5,154; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Polli Smith, Adv. Mgr., STAR, 217 N. 4th St., Niles, MI 49120; Tel: (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; Loc. Est. 15,740
CZ-ABC: (80) 28,976; (83) 28,300
RTZ-ABC: (80) 60,565; (83) 60,900
County 80 Cen. 71,140; Loc. Est. 72,083
City & RTZ-ABC: (80) 89,541; (83) 89,200

4 - HOUSEHOLDS:
City 80 Cen. 6,382; Loc. Est. 6,122
County 80 Cen. 23,359; Loc. Est. 24,804
CZ-ABC: (80) 10,301; (83) 10,400
RTZ-ABC: (80) 18,710; (83) 19,600
City & RTZ-ABC: (80) 29,011; (83) 30,000

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm	4	$254,238,000
Savings & Loan	2	$110,600,000

6 - PASSENGER AUTOS: County 35,992

7 - ELECTRIC METERS: 5,850; County 18,500

8 - GAS METERS: 6,000; County 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fractional H.P. Motors 1,105; Abrasives 400; Batteries 520; Shipping Containers 130; Power Brakes & Automotive 805; Furniture 160; Alumunim & Plastic Doors & Windows & fabricators 37; Tile Plant 150; Equipment for Mobile Homes 200; Commutators and Collector Rings 250; Heavy Equipment 129; Wire Harness 125.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6. Last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-5 other Shopping Centers;1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-W.C. Wiechman Co; JCPenney; Montgomery Ward (catalog); Sears (catalog).
Discount Stores-K mart; 3-D.
Variety Stores-G.C. Murphy; Fairway Discount.
Chain Drug Stores-Walgreen 2; Perry Drug; Volght's Rexall 4.
Chain Supermarkets-Giant 2; Hamady; Sunshine Food Stores; Kessel; Brady's-Bannan's-Johnson's Foodlands.
Other Chain Stores-Walter's; Firestone; Wickes Lumber; Quality Fleet; TSC Store; Gilbert's True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.; Pine Cashway; Tri State Furniture.

14 - NEWSPAPERS: ARGUS-PRESS (e) 13,910; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Nat'l. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: Landon Associates.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort.

In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: Railroads-Michigan Northern; Chessie System.
Motor Freight Carriers-Parker Motor Freight.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; Loc. Est. 5,597
County 80 Cen. 22,992; Loc. Est. 23,056
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 1,617
County 80 Cen. 8,107; Loc. Est. 8,529

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$173,400,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 13,487

7 - ELECTRIC METERS: Residence 2,200

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Products; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Products; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Charlevoix	18	Oleson's, Captain's Corners
Crago Plaza(7)	1	Oleson's
Giant Plaza	2	Giant, Giantway
K mart	1	Hamady, K mart, Revco
Pennsylvania Plz.(6)	NA	

Principal Shopping Days-Tues., Wed., Thu. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Gittleman's; Sears; Country Casuals.
Variety Stores-Woolworth; McCrory's.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Spencer; Walgreen; CVS; Revco.
Chain Supermarkets-Hamady; Oleson's; Giant.
Other Chain Stores-Singer; Horizon Book Stores; Wicke's; The Clothes Tree; Gateley's Housefurnishings; Sherwin Williams; IGA; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; R&L Auto-Electric; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; The Pine Shop; Jeans, Etc.; Comfort Center; Symon's General Stores; Country Casuals; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,857; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of Michigan, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; Loc. Est. 71,423
PMA-ABC: (80) 467,285; (83) 463,100
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
County 80 Cen. 1,011,793; Loc. Est. 1,019,285
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,928; Loc. Est. 25,739
County 80 Cen. 355,187; Loc. Est. 374,050
PMSA 80 Cen. 1,551,942; Loc. Est. 1,619,584
PMA-ABC: (80) 155,055; (83) 159,400

5 - BANKS: (Oakland County) 33 Banks (226 offices) Deposits: $8,100,000

6 - PASSENGER AUTOS: County 635,725

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Manufacture and Transportation Equipment 46,500 Emp. ($31,157 E.B.I.)
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14. Last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: Principal Shopping Center-Pontiac Mall-Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall; Oakland Mall-Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue.-Fri., Sat.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza(8)	5	K mart
Glenwood Plz.(10)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside	15	J.L. Hudson, JCPenney, Lord & Taylor, Sears
Meadowbrook Mall(55)	8	Frank's Nursery, Osmun's
Miracle Mile(52)	2	JCPenney, Shopright Leeds, Lion Store
North Hill Plaza(15)	10	Chatham
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Ctr. Mkt.
Pine Lake	5	Kroger
Pontiac Mall(60)	2	J.L. Hudson, Sears, Montgomery Ward, Farmer Jack
Rochester Hills Plaza(19)	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron(18)	1	Osmun's
Tel-Twelve(57)	10	Montgomery Ward, K mart, Osmun's
Twelve Oaks	14	Lord & Taylor, Sears, JCPenney
Waterford Plz.(16)	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days-Mon., Fri., Sat., and Sun.
Stores Open Evenings-Mon., Thurs., Fri.; Shopping Ctr., 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; J.L. Hudson; Crowley's; The Lion Store; Jacobson; Lord & Taylor.
Variety Stores-S.S. Kresge 2; Ben Franklin.
Discount Stores-K mart 7; Tradeway; F & M Discount.
Chain Drug Stores-Thrifty 2; Perry 9; Revco 2; Concord.
Chain Supermarkets-A&P 5; Great Scott; Chatham 2; Kroger 6; Farmer Jack 6; Foodtown 5.
Other Chain Stores-Shoes: Thom McAn; Kinney; Becker's; Baker's; Sibley's; Father & Son; R&H; A.S. Beck; Burt's Shores. Men's Wear: Osmun's. Women's Wear: Albert's; United Shirt; The Barn; Marianne Shop; RB Shops; Lane Bryant; Jacobson's; Siegel Shop; The Fashion Bug; Hadley's; R & M, Winkleman's; Himelhoch's. Candies: Awrey's; Ross' Candies. Rubber Products; Goodrich; Goodyear; Firestone; F&G Tire; Dayton Tire; Uni-Royal; Jewelry: Zale's Jewelers; Misc.: Sherwin Williams. Singer Co.; Highland Appliance; Speigel; J&R (auto supplies). Spiegel Catalog; So-Fro Fabrics; Minnesota Fabrics; Mary Lester Fabrics; Furniture: Art Van; Thomas; Jacobsen's; Kay; Englander Triangle; Carpet: Beckwith; Karen's; New York Carpet World 2.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 73,868; (m-sat) 73,420; (S) 80,179; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS, 48 W. Huron St., Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4, County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M25 & I-94.

2 - TRANSPORTATION: Railroads-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 33,981; Loc. Est. 31,984
CZ-ABC: (80) 82,934; (83) 82,000
Bal. in PMA-ABC: (80) 96,657; (83) 99,100
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
County 80 Cen. 138,802; Loc. Est. 139,900
Total PMA-ABC: (80) 179,591; (83) 181,100

4 - HOUSEHOLDS:
City 80 Cen. 12,782; Loc. Est. 12,028
County 80 Cen. 47,308; Loc. Est. 49,855
PMSA 80 Cen. 1,551,942; Loc. Est. 1,619,584
CZ-ABC. (80) 29,293; (83) 30,000
Bal. in PMA-ABC: (80) 31,974; (83) 34,100
Total PMA-ABC: (80) 61,267; (83) 64,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 74,179

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Poles & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp.18,500
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: Principal Shopping Center-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Arnold Drug
Court of Flags	4	Kroger, SupeRx, True Value Hdwe.

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.B. Sperry; Naums (catalog); JCPenney; Winkelman's.
Variety Stores-Kresge; Ben Franklin 2.
Discount Stores-K mart 2, CVS; 3D.
Chain Drug Stores-Cunningham's; Arnold's; SupeRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets-Smith 2; A&P 4; Kroger 4; IGA 3; Spartan 3; Great Scott; Farmer Jack.
Other Chain Stores-Marx; Fox; Sherwin Williams; Ace Hdw.; Crosby Shoes; Pic-Way Shoes; S&H Green Stamps; Wickes Lumber; Singer; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 28,285; (S) 33,206; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative: Gannett Newspaper Advertising Service.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Great Lakes.
Airlines-American; Delta-Chicago & Southern; Eastern; Mohawk; Northwest TWA; United; Republic; Pan Am; Northwest Orient; USAir.

3 - POPULATION:
Corp. City 80 Cen. 70,893; Loc. Est. 64,009
CZ-ABC: (80) 228,840; (83) 207,100
RTZ-ABC: (80) 164,691; (83) 169,500
County 80 Cen. 1,011,793; Loc. Est. 1,019,285
PMSA 80 Cen. 4,487,421; Loc. Est. 4,478,868
City & RTZ-ABC: (80) 393,531; (83) 376,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,944; Loc. Est. 25,897
County 80 Cen. 355,187; Loc. Est. 374,050
PMSA 80 Cen. 1,551,942; Loc. Est. 1,619,584
CZ-ABC: (80) 84,936; (83) 79,800
RTZ-ABC: (80) 60,846; (83) 64,800
City & RTZ-ABC: (80) 145,782; (83) 144,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 635,725

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Products 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-One mile on Main St., Half mile on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).
Neighborhood Shopping Centers-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall. 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P, Federal's
Madison Ctr.(16)	3	J.L. Hudson
Universal(68)	4	Montgomery Ward, Crowly Miller
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield PLZ(13)	4	Sears
Tel-Twelve(57)	6	Mont. Ward, K mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thurs., Fri., Sat., Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; J. L. Hudson; Playworld; Shopper's Fair; Sears; Bonwit Teller; Saks 5th Ave.
Variety Stores-Kresge 4; Woolworth 3.
Discount Stores-Merchandise Mart; Meijer; Michigan Shprs.; K mart; Apex Distributors; United; 14-Mile Bargain Center.
Chain Drug Stores-Apex 5; Perry 4; Arnolds 3; Arbor 3; Revco; Sav-On; Royal.
Chain Supermarkets-A&P 5; Kroger 8; Hollywood 3; Farmer Jack 8; Chatham Food Ctrs. 3; Meijer 2.
Other Chain Stores-Men's Clothing: Van Horns, Osmuns; Women's Apparel: Winkleman's, Juliet, Grayson's, Speigel's, Youth Center, R. & S. Women's; Shoes: Mary Jane, Spencer's; Men's Shoes: Shoe Box, Thom McAn, Boston, Father & Son, Beckers, Sibleys; Furniture: Art Van, Brent, Charles Furniture, Dobbs, Good Housekeeping, Englander-Triangle, Lincoln, Firestone, Goodyear; Bakeries: Awrey, Sander's, Alden's; Catalog: Sears, Spiegel, S&H Green Stamps; Misc.: Northwood Jewelers, Star Hdwe., Fretter Appl., F.M. Vitamins.

14 - NEWSPAPERS: TRIBUNE (e) 40,750; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Towar, Adv. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative: Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S. of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads-C & O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 77,508; Loc. Est. 71,669
CZ-ABC: (80) 155,975; (83) 149,800
Bal. in PMA-ABC: (80) 72,084; (83) 72,900
County 80 Cen. 228,059; Loc. Est. 227,896
MSA 80 Cen. 421,518; Loc. Est. 420,303
Total PMA-ABC: (80) 228,059; (83) 222,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,369; Loc. Est. 26,667
County/SMSA 80 Cen. 76,116; Loc. Est. 79,551
MSA 80 Cen. 141,962; Loc. Est. 148,111
CZ-ABC: (80) 53,877; (83) 53,700
Bal. in PMA-ABC: (80) 22,239; (83) 23,400
Total PMA-ABC: (80) 76,116; (83) 77,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 122,663

7 - ELECTRIC METERS: Residence 26,197

8 - GAS METERS: Residence 24,308

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 23,700 ($517); Metal 5,900 ($386); Non Elec. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Retail 16,000; Construction 2,200; Wholesale 2,400; Ser. Indust. 15,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter -7-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers-West Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Apex Drugs, Kresge, JCPenney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thurs., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Jacobson's; K mart 3; JCPenney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Tepes; Meijer Thrifty Acres 2.
Chain Drug Stores-Apex 2; Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; State Vitamin 3; Perrys 2.
Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Vescio 7.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2, Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 55,705; (S) 58,593; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donn E. Cramton, Mktg. Mgr., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative: Newhouse Newspapers Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2, County Seat. N.E. tip of Upper Peninsula of Michigan on Canadian border, 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: Railroads-Soo Line; DSS&A; Canadian Pacific.
Motor Freight Carriers-Short-Clairmont.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Republic.

3 - POPULATION:
Corp. City 80 Cen. 14,448; Loc. Est. 14,734
PMA-ABC: (80) 21,131; (83) 19,800
RTZ-ABC: (80) 24,735; (83) 23,600
County 80 Cen. 29,029; Loc. Est. 28,980
PMA & RTZ-ABC: (80) 45,866; (83) 43,400

4 - HOUSEHOLDS:
City 80 Cen. 5,166; Loc. Est. 3,746
County 80 Cen. 9,931; Loc. Est. 10,413
PMA-ABC: (80) 7,361; (83) 7,200
RTZ-ABC: (80) 8,442; (83) 8,300
PMA & RTZ-ABC: (80) 15,803; (83) 15,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,319

7 - ELECTRIC METERS: Residence 5,089

8 - GAS METERS: Residence 1,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50 U.S. Govt. Corps. (Engrs) 450; Lake Superior State College 250, Av. $8,000 year; Kincheloe Air Force Base ($2,800,000 monthly payroll.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30th. Last killing frost, May 27th.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center; 2 miles from downtown.
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; Jo Ann Fabrics.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,326; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Railroads-Chessie System (Freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; Loc. Est. 5,554
County 80 Cen. 66,814; Loc. Est. 68,269

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 2,088
County 80 Cen. 23,121; Loc. Est. 24,760

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 32,829

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Machinery 300; Woodworking 570; Fruit Processing 135; Rubber 338; Electronic 218; Chemical 14; Plastics 50.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	NA	Buy-Low
South Haven Sq.	NA	

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Mon. -Fri.

13 - RETAIL OUTLETS: Department Stores-M. Hale; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-G. C. Murphy.
Discount Stores-Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Buy-Low; Hardings.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,386; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Philip Schoenwether, Adv. Dir., SOUTH HAVEN DAILY TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. from Kalamazoo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; Loc. Est. 9,181
County 80 Cen. 56,083; Loc. Est. 57,155

4 - HOUSEHOLDS:
City 80 Cen. 4,332; Loc. Est. 3,511
County 80 Cen. 19,794; Loc. Est. 21,067

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 29,278

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Weekly Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Machinery 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). Annual Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12. Last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Chicago Rd.; 2 on North St.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Seger's; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone, Western Auto; Radio Shack.

14 - NEWSPAPERS: JOURNAL (e) 9,059; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert A. Guth, Adv. Dir., JOURNAL, 209 John St. Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett Newspaper Advertising Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Porta and Rock Rivers.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; Loc. Est. 6,639
County 80 Cen. 56,083; Loc. Est. 57,155

4 - HOUSEHOLDS:
City 80 Cen. 2,659; Loc. Est. 2,497
County 80 Cen. 19,794; Loc. Est. 21,067

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 29,278

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Machine Shop 910; Gas & Electric line installation 320; Rubber Products 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Day-Fri.
Stores Open Evenings-Thurs.
Stores Open Sundays-Drug, Grocery.

13 - RETAIL OUTLETS: Department Stores-Newberry's; JCPenney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-CVS.
Chain Supermarkets-Hardings; Martens Market; Fred's Market.
Other Chain Stores-Firestone; Coast-to-Coast; Falveys.

14 - NEWSPAPERS: COMMERCIAL (e) 4,352; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Zane Fox, Pub., COMMERCIAL, 124 N. Main St., Three Rivers, MI 49093; Tel (616) 279-7488.
National Representative: None.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: Railroads-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-North Star.
Airlines-Republic; Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; Loc. Est. 13,383
PMA-ABC: (80) 100,888; (83) 105,900
County 80 Cen. 54,899; Loc. Est. 55,463
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; Loc. Est. 4,414
County 80 Cen. 19,167; Loc. Est. 20,225
PMA-ABC: (80) 35,625; (83) 38,800

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$382,500,000
Savings & Loan	2	$48,500,000

6 - PASSENGER AUTOS: County 34,421

7 - ELECTRIC METERS: Residence County 22,628

8 - GAS METERS: Residence County 16,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost, Oct. 10. Last killing frost, May 20.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Fisher Big Wheel
Giant Plaza	3	Giantway
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Wanigan Rest., boutique shops

Hillside Ctr.	5	Carlson's Fish, specialty shops
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Fisher Big Wheel; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; Rexall; Prescription Shop 2; Revco; Meijer.
Chain Supermarkets-Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 22,549; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Brenda J. Tallman, Gen. Mgr., RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; Loc. Est. 21,632
CZ-ABC: (80) 66,212; (83) 63,900
RTZ-ABC: (80) 116,503; (83) 110,500
County/PMSA 80 Cen. 264,748; Loc. Est. 267,732
City & RTZ-ABC: (80) 182,715; (83) 174,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; Loc. Est. 8,124
County/PMSA 80 Cen. 92,937; Loc. Est. 98,362
CZ-ABC: (80) 23,367; (83) 23,400
RTZ-ABC: (80) 39,994; (83) 39,400
City & RTZ-ABC: (80) 63,311; (83) 62,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$180,243,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 140,316

7 - ELECTRIC METERS: City & Township 26,920

8 - GAS METERS: City & Township 18,518

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 34,500 ($497); Nondurables 3,800 ($356); Non-Manufacturing 52,200 (N.A.); Government 47,000 (N.A.).
Principal Industrial Pay Days-Fri. & Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JCPenney
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	
Arborland(36)	NA	Wards, Crowley's
Lakewood(24)	NA	K mart, Chatham Mkt.
Roundree(15)	NA	Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Hudsons; Crowleys; Lord & Taylor.
Variety Stores-D&C Variety.
Discount Stores-K mart 3; Meijer's 2; Best Products.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4; Cunningham's.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Chatham.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,252; (m-sat) 14,504; (S) 14,872; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Lawson, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48197; Tel (313) 482-2000.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	332	307	316
5-14 Years	818	630	648
15-24 Years	666	793	816
25-44 Years	853	1,126	1,158
45-64 Years	730	741	762
65 and Over	407	480	494
TOTAL	3,806	4,077	4,194

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	601	1,126	1,705
General Mdse	1,240	1,853	2,939
Food	1,583	2,456	4,391
Automobiles	1,503	2,691	4,173
Gasoline Stations	710	1,194	2,365
Apparel	369	597	959
Furniture	378	578	930
Eat-Drink Places	659	1,155	2,402
Drugs	246	373	679
TOTAL SALES	8,352	13,567	23,332

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; and I-90 and I-35.

2 - TRANSPORTATION: Railroads-Chicago; Rock Island & P.; Chicago and Northwestern; Illinois Central; Chicago; Milwaukee.
Motor Freight Carriers-9.
Intercity Bus Lines-Jefferson Transp.; Midwest Coaches.

3 - POPULATION:
Corp. City 80 Cen. 19,190; Loc. Est. 19,374
CZ-ABC: (80) 20,875; (83) 20,500
RTZ-ABC: (80) 39,515; (83) 38,600
County 80 Cen. 36,329; Loc. Est. 36,215
City & RTZ-ABC: (80) 60,390; (83) 59,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; Loc. Est. 7,754
County 80 Cen. 13,224; Loc. Est. 13,742
CZ-ABC: (80) 7,977; (83) 8,200
RTZ-ABC: (80) 14,162; (83) 14,300
City & RTZ-ABC: (80) 22,139; (83) 22,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$134,482,102
Savings & Loan	2	$133,810,012

6 - PASSENGER AUTOS: County 18,662

7 - ELECTRIC METERS: Residence 7,059

8 - GAS METERS: Residence 6,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furniture 508 ($235); Meat Packing 1680 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.
Neighborhood Shopping Centers-1 block on Bidge St.; 2 on Johnson St.; 3 on S. Bdwy.; Skyline Mall (22 stores) West edge of city (Osco, Ben Franklin, JCPenney, IGA).
Principal Shopping Days-Fri., Sat., Mon. & Thu. and Sundays (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon thru Fri.; Downtown Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Herbergers; Wallaces; JCPenney; Spurgeons.
Discount Stores-Albert Lea; Pamida.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreen; North Park; Snyder.
Chain Supermarkets-Super-Valu 2; Red Owl; Hy-Vee; IGA.
Other Chain Stores-Gambles; Three Sisters 2; Stevenson's 2; Coast-to-Coast; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,141; (S) 10,264; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pat Doyle, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; Loc. Est. 22,924
CZ-ABC: (80) 27,217; (83) 25,800
RTZ-ABC: (80) 18,433; (83) 18,100
County 80 Cen. 40,390; Loc. Est. 40,285
City & RTZ-ABC: (80) 45,650; (83) 43,900

4 - HOUSEHOLDS:
City 80 Cen. 9,138; Loc. Est. 9,419
County 80 Cen. 14,969; Loc. Est. 15,639
CZ-ABC: (80) 10,498; (83) 10,400
RTZ-ABC: (80) 6,306; (83) 6,400
City & RTZ-ABC: (80) 16,804; (83) 16,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,367

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 2,100 ($320); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); other 4,872 (N.A.).
Principal Pay Days-Thu., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(50)	4	Younkers, JCPenney, Hy Vee
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreen, True Value

Stores Open Evenings-Downtown-Mon. & Thu.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younkers.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart.
Chain Drug Stores-Landherr Rexall; Walgreen 2; Snyder; White Drug.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 10,001; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John C. Munson, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. Crookston, 90 mi. W; Grand Forks, ND, 113 mi. W; Brainerd, 100 mi. S; Minneapolis, 228 mi. S; International Falls, 113 mi. N; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 10,949; Loc. Est. 11,055
County 80 Cen. 30,982; Loc. Est. 33,619

4 - HOUSEHOLDS:
City 80 Cen. 3,654; Loc. Est. 3,148
County 80 Cen. 10,023; Loc. Est. 11,346

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,028,000
Savings & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 12,954

7 - ELECTRIC METERS: Residence 3,378

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, JCPenney, Bostwick's.
Principal Shopping Days-Mon., Thurs., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Hdw. Hank; Coast-to-Coast Hdw.; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; Gibson; K mart.
Leading Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Glass Block Rexall; City Drug; Walgreen.
Chain Supermarkets-Red Owl; Hartz 2; Holiday Warehouse 2; IGA 2.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,405; (S) 7,289; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, PO Box 554, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative: Minnesota Newspaper Assn.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,489; Loc. Est. 10,945
County 80 Cen. 41,722; Loc. Est. 42,465
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; Loc. Est. 2,900
County 80 Cen. 15,171; Loc. Est. 16,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$116,421,000
Savings & Loan	2	$78,200,000
Credit Unions	2	$9,966,000

6 - PASSENGER AUTOS: County 20,874

7 - **ELECTRIC METERS**: Residence 4,856

8 - **GAS METERS**: Residence 4,001

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners-R.R. 450; Paper 630; State Hosp. 659; St. Joseph Hospital 380.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30. Last killing frost, May 2.

11 - **TAP WATER**: Alkaline, hard.

12 - **RETAILING**: **Principal Shopping Centers**-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Wards, Sears, Scott's, JCPenney
Downtown Mini Mall	NA	
Midtown(8)	NA	Kent Mark IGA
Tyrol Hills(6)	NA	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall(25)	NA	K mart

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Thurs.; Brd. Mall, Mon. thru Fri.; Westgate Mall, Mon. thru Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - **RETAIL OUTLETS**: **Department Stores**-Ehler's; Montgomery Ward; JCPenney; Bostwicks.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida.
Chain Drug Stores-Thrifty Snyder.
Chain Supermarkets-Red Owl; IGA; Super One; Caseys; Super Valu 2; Tom Thumb.
Other Chain Stores-Gambie's; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hardware Hank; Ben Franklin; Lampert Lumber; Standard Lumber; Floor To Ceiling; Bostwicks; Benson Optical; Pearle Vision Center.

14 - **NEWSPAPERS**: DISPATCH (e-mon to fri) 13,999; (S) 14,988; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert Turcotte, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representative: Minnesota Newspaper Assn.

BRECKENRIDGE, MN
See WAHPETON, ND

CROOKSTON

1 - **LOCATION**: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of Minn. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2 & 75; State Hwy. 9.

2 - **TRANSPORTATION**: **Railroads**-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Greyhound.

3 - **POPULATION**:
Corp. City 80 Cen. 8,628; Loc. Est. 8,758
County 80 Cen. 34,844; Loc. Est. 35,070

4 - **HOUSEHOLDS**:
City 80 Cen. 3,098; Loc. Est. 2,976
County 80 Cen. 12,154; Loc. Est. 12,774

5 - **BANKS**	NUMBER	EST. DEP.
Savings & Loan	2	$35,000,000
Commercial	3	$81,595,000

6 - **PASSENGER AUTOS**: County 16,037

7 - **ELECTRIC METERS**: Residence 3,124

8 - **GAS METERS**: Residence 1,816

9 - **PRINCIPAL INDUSTRIES**: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - **TAP WATER**: Neutral, soft; fluoridated.

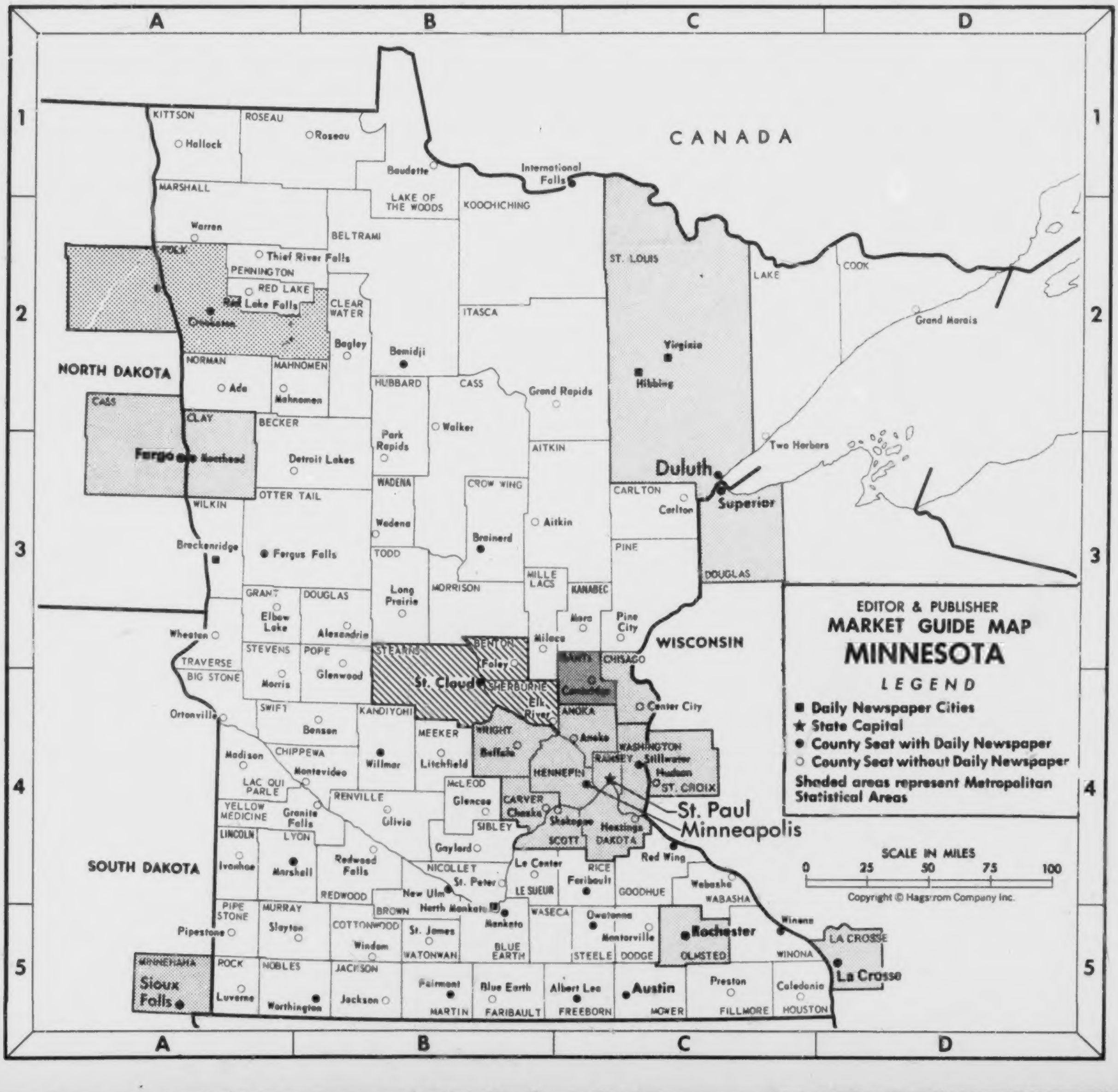
12 - **RETAILING**:
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu.

13 - **RETAIL OUTLETS**: **Department Stores**-S&L; JCPenney; Town & Country.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Osmon Walgreen; Eagle Rexall; Synder.
Chain Supermarkets-Geo. Peters; Fairway; Jack & Jill; Piggly Wiggly; Super Valu.
Other Chain Stores-Gambles; Coast-to-Coast; Wm. H. Ziegler; Montgomery Ward (catalog); Our Own Hdwr.; Fleet Farm Supply.

14 - **NEWSPAPERS**: TIMES (e-mon to fri) 4,963; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mike Sipe, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representative: Minnesota Newspaper Assn.

DULUTH

1 - **LOCATION**: St. Louis County, E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, Air Force base, rail center, serving upper lakes area of MN, WI & MI.


A
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CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
Duluth
Superior
St. Cloud
St. Paul
Minneapolis
Fargo
Moorhead
Sioux Falls
La Crosse
Rochester
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
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2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern Railroad Company; Chicago & Northwestern Transportation Company; Amtrak; Burlington Northern.
Motor Freight Carriers-18.
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Midstate; Charter & Jet Service.

3 - POPULATION:
Corp. City 80 Cen. 92,811; Loc. Est. 91,800
CZ-ABC: (80) 104,406; (83) 101,100
Bal. in PMA-ABC: (80) 333,537; (83) 339,300
County 80 Cen. 222,229; Loc. Est. 223,200
MSA 80 Cen. 266,650; Loc. Est. 267,800
Total PMA-ABC: (80) 437,943; (83) 440,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; Loc. Est. 35,806
County 80 Cen. 81,482; Loc. Est. 83,800
MSA 80 Cen. 97,949; Loc. Est. 100,700
CZ-ABC: (80) 39,049; (83) 39,200
Bal. in PMA-ABC: (80) 119,822; (83) 126,500
Total PMA-ABC: (80) 158,871; (83) 165,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$240,390,000
Commercial	9	$560,910,000

6 - PASSENGER AUTOS: County 101,564

7 - ELECTRIC METERS: 35,100

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,818 ($152); Textiles & Apl. 221 (N.A.); Lumber Prod. 461 ($245); Metal-Wkg. 2,450 ($290); Total Mfg. 6,140 ($220).
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall 23-95; Winter 39-55. First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwr., IGA
West Duluth	4	Super Valu, IGA
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hardware, Bridgemans
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Paulson's Super Valu, Gambles
Piedmont(10)	3	Piggly Wiggly, Coast-to-Coast
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block
Village Mall	3	K mart, Super Valu

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri.; Chain Groceries, Super Mkts.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's.
Discount Stores-Target; Jupiter; Double Discount; K mart; Prange Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreens 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Piggly Wiggly 3; Super "1" 2.
Other Chain Stores-Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gambles; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Walden Books; Musicland; Wilson's; Kinney; Singer Co.; Maurices.

14 - NEWSPAPERS: NEWS-TRIBUNE & HERALD (m-mon to fri) 58,724; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS, MN
See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,506; Loc. Est. 11,600
County 80 Cen. 24,687; Loc. Est. 24,681
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; Loc. Est. 4,844
County 80 Cen. 9,321; Loc. Est. 9,771

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$122,454,000
Savings & Loan	2	$77,300,000

6 - PASSENGER AUTOS: County 13,293

7 - ELECTRIC METERS: Residence 4,484

8 - GAS METERS: Residence 4,371

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.); Seasonal Peak 600, June-July; 1,090, Aug.-Oct.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter 21-57. First killing frost, Sept. 28. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Mall(37)	NA	JCPenney, Walgreen, Woolworth

Principal Shopping Days-Thurs., Fri., Sat.; Shopping Centers Mon. to Fri.-9 P.M.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; JCPenney; Prices Are Right.
Discount Stores-Alco; Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreen.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Montgomery Ward (mail order); Gen. Trading; Our Own Hdwr.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwr.

14 - NEWSPAPERS: SENTINEL (m) 11,930; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Eileen Fisch, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representatives: Minnesota Newspaper Assn.; Landon Associates.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35 & 3; State 65, 21 & 60.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 16,241; Loc. Est. 16,279
CZ-ABC: (80) 16,241; (83) 15,900
RTZ-ABC: (80) 51,560; (83) 53,400
County 80 Cen. 46,087; Loc. Est. 48,271
City & RTZ-ABC: (80) 67,801; (83) 69,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; Loc. Est. 5,965
County 80 Cen. 14,276; Loc. Est. 15,726
CZ-ABC: (80) 5,836; (83) 5,900
RTZ-ABC: (80) 15,797; (83) 16,900
City & RTZ-ABC: (80) 21,633 (83) 22,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$137,500,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 21,974

7 - ELECTRIC METERS: Residence 6,110

8 - GAS METERS: Residence 5,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Manufacturing, commercial 340; Turkey processing 340; Retailing 550; Vegetable processing 240; Container manufacturing 200; Government (City and County) 300; Fork lift and casters manufacturing 160; Sheet metal fabrication 150; Woolen blanket manufacturing 150; Plastics fabrication 150; Hospital and nursing homes 500; Blue cheese manufacturing 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-five blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairibo Plz.(9)	2	Ben Franklin, Red Owl
Fairbo West Mall(35)	3	Brett's, Hy-Vee, White Mart

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Thu.; Food super markets and shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bretts.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Orscheln's Supply; Faribo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug.
Chain Supermarkets-Country Store; Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes.

14 - NEWSPAPERS: NEWS (e) 8,634; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Tuff, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative: Minnesota Newspaper Assn.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy area. In Red River Valley, 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; Loc. Est. 12,211
CZ-ABC: (80) 12,519; (83) 12,400
RTZ-ABC: (80) 65,980; (83) 67,300
County 80 Cen. 51,937; Loc. Est. 52,671
City & RTZ-ABC: (80) 78,499; (83) 79,700

4 - HOUSEHOLDS:
City 80 Cen. 4,686; Loc. Est. 3,445
County 80 Cen. 18,549; Loc. Est. 19,653
CZ-ABC: (80) 4,686; (83) 4,800
RTZ-ABC: (80) 24,600; (83) 24,600
City & RTZ-ABC: (80) 28,036; (83) 29,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$147,800,000
Savings & Loan	1	$79,200,000

6 - PASSENGER AUTOS: County 24,662

7 - ELECTRIC METERS: Residence 7,126

8 - GAS METERS: Residence 2,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Bakery 138 ($300); Farm Equipment 92 ($325); Utilities 460 ($400); Dairy 111 ($300); Woodworking 228 ($275).
Principal Industrial Pay Days-Mon. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter -25-50. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thu., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwicks; JCPenney; Herberger's; Woolworth's.
Discount Stores-Pamida Discount Ctr.; K mart.
Chain Drug Stores-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-National Food; Super One; Don's Jack & Jill; Country Store; Service Food; Ottertail Grocers 3; Warehouse Food Market.
Other Chain Stores-Sears (catalog); Tradehome Shoes; The Wardrobe; Coast-to-Coast Hardware; Intl. Harvester; Sherwin-Williams; Montgomery Ward (catalog); Fleet-Farm; Firestone; Goodyear; Kordel (furniture); St. Clair & Rovang (men's wear); Stern's (men's wear); Fergus; OK Hardware; B. Dalton; Team Electronics; Morrey A; General Trading; Norby's; Fandel's.

14 - NEWSPAPERS: JOURNAL (e) 13,530; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representative: Minnesota Newspaper Association.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth, MN-WI MSA), E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216 and U.S. Hwy. 169. Agriculture & mining center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; Loc. Est. 21,123
MSA 80 Cen. 266,650; Loc. Est. 266,700
County 80 Cen. 222,229; Loc. Est. 221,774

4 - HOUSEHOLDS:
City 80 Cen. 7,868; Loc. Est. 7,442
County 80 Cen. 81,482; Loc. Est. 85,161
MSA 80 Cen. 97,949; Loc. Est. 102,637

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$128,796,000
Savings & Loan	1	$51,736,000

6 - PASSENGER AUTOS: County 101,564

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whlse. Trade 217; Finance 186; Gov't. 1,076; Retail Trade 1,093; Service 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Graysher(12)	NA	Piggly Wiggly
Mesabi Mall(22)	NA	Red Owl
Irongate(26)	NA	K mart, Bostwicks, Zales

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Felman's; JCPenney.
Variety Stores-Woolworth; Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder Drug 2.
Chain Supermarkets-National; Red Owl; Piggly Wiggly; Super Valu Zups; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward (catalog); Ben Franklin; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroad; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 10,638; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising

Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Landon Associates; Minnesota Newspaper Assn.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; UPS.
Intercity Bus Lines-Greyhound via Northland Transportation; Grey Goose, Ltd.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; Loc. Est. 5,237
County 80 Cen. 17,571; Loc. Est. 17,444

4 - HOUSEHOLDS:
City 80 Cen. 2,191; Loc. Est. 1,987
County 80 Cen. 6,131; Loc. Est. 6,372

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$90,000,000
Savings & Loan	1	$25,000,000
Credit Unions	1	$8,000,000

6 - PASSENGER AUTOS: County 7,101

7 - ELECTRIC METERS: Residence 3,407

8 - GAS METERS: Residence 842

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Bldg. Boards 2,316 ($400).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. Railroad 8th & 22nd. Others 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7. Last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Third St.; 3 blocks on Fourth, plus connecting streets.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
International Mall(40)	2	JCPenney, Red Owl
International Sq.	NA	JCPenney, Woolworth

Principal Shopping Days-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Stevenson's.
Discount Stores-Western; Erickson Holiday; Border Bargains; K mart.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl.
Other Chain Stores-Coast-to-Coast; Ace; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,151; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Assn.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys 14, 169; State Hwys. 22, 60, 68 and 83.

2 - TRANSPORTATION: **Railroads**-St. Paul & Pacific; Chicago & NW.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Mesaba.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; Loc. Est. 37,607
Mankato 80 Cen. 28,651; Loc. Est. 28,021
N. Mankato 80 Cen. 9,145; Loc. Est. 9,586
CZ-ABC: (80) 40,059; (83) 39,500
RTZ-ABC: (80) 125,852; (83) 126,300
Counties 80 Cen. 79,243; Loc. Est. 79,842
Blue Earth 80 Cen. 52,314; Loc. Est. 52,662
Nicollet 80 Cen. 26,929; Loc. Est. 27,180
City & RTZ-ABC: (80) 165,911; (83) 165,800

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; Loc. Est. 13,638
Mankato 80 Cen. 9,969; Loc. Est. 10,079
N. Mankato 80 Cen. 3,258; Loc. Est. 3,559
Counties 80 Cen. 26,591; Loc. Est. 28,000
Blue Earth 80 Cen. 18,011; Loc. Est. 18,919
Nicollet 80 Cen. 8,580; Loc. Est. 9,081
CZ-ABC: (80) 13,948; (83) 14,300
RTZ-ABC: (80) 43,829; (83) 45,700
City & RTZ-ABC: (80) 57,777; (83) 60,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$337,000,000
Savings & Loan	3	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 25,635; Nicollet 11,552

7 - ELECTRIC METERS: 14,163

8 - GAS METERS: 13,742

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belle Mar(12)	NA	Ben Franklin, Bridgeman's, Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	NA	Audio Store, Clothing
K mart(5)	NA	K mart, Madsen's, Warehouse Liquor
Madsen's	NA	Madsen's
Madison East(50)	NA	Madsen's, Sears, Walgreen, Woolworth
Mankato Mall(69)	NA	Bretts, JCPenney, Osco, Star Drug
Old Town(25)	NA	Bakery, Jewelry, Hardware, Appliance
Open Mall(8)	NA	Audio, Clothing, Gift/Card Shop
Village East(3)	NA	Liquor, Pizza Parlor, Religious

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. thru Fri. Food-Supermarkets every night.

13 - RETAIL OUTLETS: **Department Stores**-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Ben Franklin; Walgreen; Woolworth.
Discount Stores-Madsen's Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreen's Star; Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Madsen's 3; Jack & Jill; 7-Eleven Stores 2; Mueller's.

14 - NEWSPAPERS: FREE PRESS (e) 27,227; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jean Cray, Nat'l. Adv. Mgr., FREE PRESS, 418 S. 2nd St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4, County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on US Hwy. 59; State Hwys. 19 & 23.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2, Murphy & Glendening.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; Loc. Est. 11,225
CZ-ABC: (80) 11,161; (83) 11,400
RTZ-ABC: (80) 34,688; (83) 34,000
County 80 Cen. 25,207; Loc. Est. 25,261
City & RTZ-ABC: (80) 45,849; (83) 45,000

4 - HOUSEHOLDS:
City 80 Cen. 3,808; Loc. Est. 3,992
CZ-ABC: (80) 3,808; (83) 4,100
RTZ-ABC: (80) 12,425; (83) 12,700
County 80 Cen. 8,679; Loc. Est. 9,204
City & RTZ-ABC: (80) 16,233; (83) 16,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	N.A.
Commercial	3	$189,690,349

6 - PASSENGER AUTOS: County 12,895

7 - ELECTRIC METERS: Residence 4,631

8 - GAS METERS: Residence 2,527

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Eqpt. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Processing 500 ($190).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost Oct 2. Last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Montgomery Ward; Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,744; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James V. Eykyn, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Landon Associates; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4, County Seat. Transportation center for Minnesota, North and South Dakota, and 16 counties in western Wisconsin; Industrial and wholesale center of the Upper Midwest area; in east central part of state. Chicago, 419 mi.; Milwaukee, 351 mi.; Omaha, 355 mi.; Winnipeg 459 mi. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys 8, 12, 52, 65, 169 and 212; On State Hwys. 7, 36, 55, 56, 5, 10, 152 and 51.

2 - TRANSPORTATION: **Railroads**-Amtrak; Milwaukee Road; Rock Island Lines; Burlington Northern; Soo Line; Minneapolis Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Western; Ozark; Eastern; TWA; Republic; USAir; Commuter Airlines: Mid-State Air Commuter; Mesaba Aviation; Mississippi Valley Airways; Air Canada; American; Delta; Pan Am.
Barge Freight Lines-Served by over 72 barge carriers with 6 barge lines represented in this area. Freight hauling, April through November on Mississippi River to Minneapolis. Principal products transported by river are coal, oil, shale, grain, steel, gasoline, salt, phosphates, molasses, ammonia, lumber, construction equip.

3 - POPULATION:
Corp. City 80 Cen. 370,951; Loc. Est. 371,300
PMA-ABC: (80) 2,184,960; (83) 2,214,200
RTZ-ABC: (80) 1,140,055; (83) 1,562,600
Total PMA & RTZ-ABC: (80) 3,325,015; (83) 3,366,800
County 80 Cen. 941,411; Loc. Est. 940,400
MSA 80 Cen. 2,137,856; Loc. Est. 2,174,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; Loc. Est. 169,500
County 80 Cen. 365,536; Loc. Est. 382,000
MSA 80 Cen. 755,112; Loc. Est. 803,130
PMA-ABC: (80) 785,115; (83) 822,600
RTZ-ABC: (80) 395,670; (83) 414,800
Total PMA & RTZ-ABC: (80) 1,180,785; (83) 1,237,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$1,325,776,045
Savings & Loans	7	$6,289,631,722
Commercial	27	$9,777,263,941

6 - PASSENGER AUTOS: County 563,825

7 - ELECTRIC METERS: Residence and Commercial (est.) 411,708

8 - GAS METERS: City & Suburbs-Residence (est.) 283,391

9 - PRINCIPAL INDUSTRIES: (9 Metro Counties): Type of industry, No. of Wage Earners, (Av. Weekly Wage)-Machinery 86,200 ($335); Metals 33,000 ($388); Paper & Allied Products 25,000 ($368); Printing & Pub. 23,200 ($344); Food 17,200 ($330); Rubber & Leather Products 8,200 ($300); Transportation equipment 3,600 ($427); Chemicals 6,300 ($347).
Principal Pay Days-Thu., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers-Camden-42nd Ave. N. and Washington Ave.; Chicago Ave. and E. Lake St.; Bloomington Ave. and E. Lake St.; 27th Ave. and E. Lake St.; Hennepin Ave. and Lake St.; Nicollet Ave. and Lake St.; E. Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N. and Penn Ave. N.; Central Ave.; N.E. from 18 1/2 Ave.; N.E. 2lth Ave.; N.E. 50th St. and France Ave. S.; Lowry Ave. N. and Emerson Ave.; N. 54th St. and Lyndale Ave. S.; 43rd St. and Upton Ave. S.; West Broadway Ave. from Aldrich Ave. N. to Freemont Ave. N.; 76th to 78th Sts. and Lyndale Ave. S.; Chicago Ave. and 48th St.; 64th to 69th Sts. and Lyndale Ave. S.; 46th St. to Morningdale Road on France Ave. S.; Excelsior Ave. Strip from France Ave. S. to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N.; 6th St. to Hwy. 52 on Central Ave.; 39th to 41st Aves. on Central Ave. N.E.; 65th and Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Apache Plaza(70)	8	JCPenney, Country Club, Van Ardell's
Apple Valley Square(18)	17	Snyder Drug, Applebaum's Food
Bonaventure	10	Fresh Fin
Brighton Vlg.(16)	9	Lunds, Town Drug
Brookdale(72)	6	Daytons, Sears, Donaldson's
Burnhaven(27)	18	Terget, Super Value
Burnsville(156)	18	Daytons, JCPenney, Powers, Sears
Cedarvale(34)	13	Applebaums Food, Cedrics
Clover(15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct.(28)	17	Venus Waterbeds, Appliance & TV
Colonial Sq.(19)	13	Snyder, La Cuisine
Coon Rapids(20)	13	Red Owl Food
Country Vlg (19)	9	Lund Food, Village Center Drug
Crystal(25)	7	Snyder Drug
Diamond Head(44)	14	Our Own Hardware, Red Owl Food
Eden Prairie(84)	17	Powers, Sears
Galleria(26)	8	Gabbert's Home Furn., Cedrics
Golden Valley(26)	5	Valley Drugs, Kuipers Hardware
Holly Center(17)	9	Snyder Drug
Hub Center	7	Korner Plaza
Knollwood Plaza(65)	6	Montgomery Ward, Powers, JCPenney
Leisure Lane(17)	7	Audio King
Maple Grove Mall	20	Erickson Super Valu, Merwin Drugs
Maplewood(108)	10	Powers, Sears
Minnehaha Mall(24)	4	Target, Super Valu Food
Miracle Mile(26)	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank
Northtown(102)	11	Powers, Montgomery Ward, Woolworth
Ridgedale(126)	9	JCPenney, Daytons, Donaldsons, Sears
Robin Center(30)	6	Hardware Hank, Merwin Drug
Rosedale(138)	5	JCPenney, Daytons, Montgomery Ward
Sioux Trial	12	True Value Hdwe., Roberts Drug
Southdale(132)	7	Daytons, JCPenney, Donaldson's
Southdale Sq.(17)	7	Snyder Drug, Warner's Hdwe.
Southtown(74)	8	Montgomery Ward, Furniture Barn, Minn. Fabric
Spring Brook	10	Jerry's Super Valu
St. Anthony(22)	4	Warner's Hdwe., Red Owl Food
Valley West(34)	11	Korner Plaza, Red Owl
Village North	10	Korner Plaza, Walgreen
Wayzata Bay Ctr(19)	14	The Foresome
Westbrook Mall(25)	7	Venus Waterbeds, Aspen Leaf

Yorktown Fashion Mall(37)	8	The Stable, Krapus
7-Hi Center(32)	12	Coast-to-Coast, Red Owl, Rexall

Principal Shopping Days-Dept. Stores: Mon., Thu., Fri, & Sat.; Food Stores: Thu., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Dayton's 10; Sears 7; JCPenney 12; Young Quinlan; Montgomery Ward 14; Donaldson's 6; Powers 6.
Variety Stores-Woolworth 14.
Discount Stores-Target 13; Holiday Village 2; Holiday Station Stores 50; K mart 19.
Chain Supermarkets-Red Owl 22; Lund's 5; Applebaum's 36; Brooks Superettes 13; Country Club 46; Holiday Village 2; Kenny's Markets 25; Knowlan's 3; PDQ 25; Schiller's 4; Super Valu 46; Tom Thumb 160; Byerly's 4 in metro, 1 in St. Cloud; Cub 3; Thriftway; Star Markets 20; Country Stores 15.
Other Chain Stores-Auto: Western Auto, Gambles, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts; Shoes: Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Ground Gripper; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Haugland For The Young, Lancers, Liemandt's, Juster's, County Seat; Candy: Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandanavian Design; Appliances: Schaak Electronics, Team Electronics, Audio King, Radio Shack; Building Supplies & Hardware: Plywood Minnesota, Warner Hardware, Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Brown Photo; General Merchandise: La Belle's, G.C. Murphy; Misc.: Cook's, S&L Gen. Mdse., Howard Johnson, Minnesota Fabrics; Singer Sewing.

14 - NEWSPAPERS: STAR AND TRIBUNE (all day-mon to fri) 362,015; (m-sat) 358,289; SUNDAY TRIBUNE (S) 579,847; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Hoag, Nat'l Adv. Mgr., STAR and TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MOORHEAD, MN
See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4. County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Air Freight-Twice daily air freight. Twin Cities to New Ulm municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 13,755; Loc. Est. 14,116
CZ-ABC: (80) 13,755; (82) 13,800
RTZ-ABC: (80) 39,892; (82) 39,500
County 80 Cen. 28,645; Loc. Est. 28,768
City & RTZ-ABC: (80) 53,647; (82) 53,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; Loc. Est. 5,253
CZ-ABC: (80) 4,938; (82) 5,100
RTZ-ABC: (80) 13,780; (82) 13,800
County 80 Cen. 9,985; Loc. Est. 10,480

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$127,000,000
Savings & Loan	2	$72,500,000

6 - PASSENGER AUTOS: County 15,377

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 4,903

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 2,433; Foods 953; Electrical and Mechanical 1,000; Paper Products 79; Brick and Stone 75; Plastics 69; Trade 875; Service 844; Government 516; Transportation and Utilities 151; Construction 309; Finance 179; Dairy 100; all other 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard (478 ppm); fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on three streets; New shopping center on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; New shopping center on North side of town, Madsen's Super Valu.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Mon. & Thu.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Eichinger Fleet Supply; Pamida; K mart; Big Bear; Thrifty Drug; Runnings; Big R.
Chain Supermarkets-Red Owl; Madsen's Super Valu; Hy-Vee.
Other Chain Stores-General Trading; Champion Auto; Lampert's; Maurices; Bostwicks.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 10,828; (S) 10,820; (Initial audit) Dec. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dorschner, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives: Minnesota Newspaper Assn.; Landon Associates.

NORTH MANKATO
See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218 and I-35.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jefferson Transp.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,632; Loc. Est. 19,056
County 80 Cen. 30,328; Loc. Est. 31,447
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; Loc. Est. 7,353
County 80 Cen. 10,600; Loc. Est. 11,737

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$161,059,217
Savings & Loan	2	$99,082,610

6 - PASSENGER AUTOS: County 15,767

7 - ELECTRIC METERS: Residence 6,985

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,199.
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6. Last killing frost, April 18.

11 - TAP WATER: Neutral; fluoridated

12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks south of Downtown area on South Cedar, Cedar Mall, over 40 stores; 19 blocks south of Downtown area on South Cedar. Downtown-140 stores.
Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-Mall-Mon. thru Fri. Downtown-Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S&L; Spurgeon's; Brett's.
Variety Stores-Woolworth.
Discount Stores-Pamida.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreen; Pamida; Rexall Drug.
Chain Supermarkets-Red Owl; IGA; Wayne's; Fairway; Hy-Vee.
Other Chain Stores-Montgomery Ward; Auto: Sears, Champion Auto, Firestone, Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Our Own Hardware; Maurices; Dahl House; Tradehome Shoes; OK Hdwe.; Bostwick's; Radio Shack; Team Electronics; Morrey A; Hurrah; St. Clair's; Gildner's; Schultz's; Orschlen's.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat; S) 7,875; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: David Kurud, Adv. Mgr., PEOPLE'S PRESS, PO Box 346, Owatonna MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 40 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736; Loc. Est. 15,297
CZ-ABC: (80) 13,736; (83) 13,900
RTZ-ABC: (80) 41,981; (83) 43,400
County 80 Cen. 38,749; Loc. Est. 41,102
City & RTZ-ABC: (80) 55,717; (83) 57,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; Loc. Est. 5,977
County 80 Cen. 13,628; Loc. Est. 15,130
CZ-ABC: (80) 5,185; (83) 5,400
RTZ-ABC: (80) 14,048; (83) 15,200
City & RTZ-ABC: (80) 19,233; (83) 20,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$110,762,330
Savings & Loan	2	$27,790,854

6 - PASSENGER AUTOS: County 20,475

7 - ELECTRIC METERS: Residence 5,550

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shoe Manufacture 989 ($249); Leather (Tannery) 400 ($286); Metal Fabrication 344 ($325). Total employment 8,300.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers-Two blocks on W. Main St.; 1 block on Plum St.; in suburban Burnside; in suburban Wisconsin.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Thu.; some Mon. and Sun.

13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida; Warehouse Mkt; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores-Sears; Montgomery Ward (catalog); Coast-to-Coast; National Bushing & Parts; Our Own Hardware; Sherwin-Williams; Cook's (paint); Randy's; Hardware Hank; Big Wheel Auto; Color Lab, Inc.; N.A.P.A.; Carquest.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,972; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr. REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative: Minnesota Newspaper Assn.

ROCHESTER

1 - LOCATION: Olmsted County, (MSA). E&P C-5. 90 mi. S of Minneapolis.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 57,906; Loc. Est. 59,791
CZ-ABC: (80) 71,466; (83) 72,500
RTZ-ABC: (80) 97,104; (83) 98,700
County/MSA 80 Cen. 91,971; Loc. Est. 95,556
City & RTZ-ABC: (80) 168,570; (83) 171,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; Loc. Est. 23,787
County/MSA 80 Cen. 32,663; Loc. Est. 35,546
CZ-ABC: (80) 26,162; (83) 27,600
RTZ-ABC: (80) 33,169; (83) 34,900
City & RTZ-ABC: (80) 59,331; (83) 62,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 53,113

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mayo Clinic 7,500; IBM 7,000.
Principal Pay Days-Fri. and Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile(28)	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake(9)	1	Super Valu, Hunt Drug
Northgate	1	Ruffalo Drug
Crossroads(28)	1	Piggly-Wiggly, Sears, Snyder Drug
Northbrook(18)	1	Snyder Drug
Apache Mall(67)	2	Dayton's, JCPenney Woolworth
K mart	1	K mart, Super Valu

Principal Shopping Days-Dept. stores-Mon., Thu., Fri., Sat. & Sun.; Food-Wed., Thu., Fri. evg., Sat. & Sun.
Stores Open Evenings-Dept.-Weekday evgs; Food-24 hours, 7 days; Miracle Mile, Crossroads. Apache Mall-every night & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-C.F. Massey; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart 2; Target; Shopko 2.
Chain Drug Stores-Osco 2; Synder 3; Walgreen 2; Ruffalo 2.
Chain Supermarkets-Piggly Wiggly; Red Owl; Super Valu 3; IGA 2; Country Store; Hy-Vee.
Other Chain Stores-Gold Bond Stamps; County Seat.

14 - NEWSPAPERS: POST-BULLETIN (e) 40,110; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55901; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (In St. Cloud, MN MSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; Loc. Est. 43,489
CZ-ABC: (80) 60,373; (83) 60,700
RTZ-ABC: (80) 78,519; (83) 82,400
MSA 80 Cen. 163,256; Loc. Est. 171,000
Counties 80 Cen. 163,256; Loc. Est. 171,000
  Benton 80 Cen. 25,187; Loc. Est. 26,765
  Sherburne 80 Cen. 29,908; Loc. Est. 31,691
  Stearns 80 Cen. 108,161; Loc. Est. 112,544
City & RTZ-ABC: (80) 138,892; (83) 143,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; Loc. Est. 13,843
MSA 80 Cen. 49,359; Loc. Est. 54,160
Counties 80 Cen. 49,369; Loc. Est. 54,160
  Benton Co. 80 Cen. 8,275; Loc. Est. 9,216
  Sherburne Co. 80 Cen. 8,971; Loc. Est. 9,947
  Stearns Co. 80 Cen. 32,113; Loc. Est. 34,997
CZ-ABC: (80) 19,517; (83) 20,400

RTZ-ABC: (80) 22,598; (83) 24,700
City & RTZ-ABC: (80) 42,106; (83) 45,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$415,849,000
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 51,578; Sherburne 13,930; Benton 10,737.

7 - ELECTRIC METERS: Residence 13,717

8 - GAS METERS: Residence 7,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Publishing 1,679 ($441); Manufacturing 9,987 ($283); Construction 2,830 ($458); Transportation, Communications, Public Utilities 3,409 ($422); Trade 15,211 ($160); Finance, Insurance, Real Estate 1,935 ($178); Health Services & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24. Last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(11)	NA	Coborn's Mkt.
Crossroads(97)	NA	JCPenney, Sears, Woolworth, Dayton's, Walgreen
K mart(4)	NA	K mart, Red Owl
Miller(8)	NA	St. Cloud True Value Hdwe.
Westgate(9)	NA	Byerly's, Shopko

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Fandel's; Herberger's; Sears; JCPenney; Dayton's; Stevenson; Montgomery Ward (catalog).
Variety Stores-Woolworth; Jupiter; K mart.
Chain Drug Stores-Osco; Walgreen; Dan Marsh 2; Snyder's.
Chain Supermarkets-Red Owl; Tom Thumb 4; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country Store 2; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney Shoes; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Robertson Lbr.; Big Bear Farm Store; Holiday Stores: Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; Jo Anne Fabrics; Herberger's; Hallmark Cards; Fanny Farmer Metzroth's; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; J.C. Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Stevenson's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo.

14 - NEWSPAPERS: TIMES (e-mon to fri; m-sat) 28,642, Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Geoff White, Adv. Dir., TIMES, 3000-7th St. North, St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representative: Gannett Newspaper Advertising Sales.

ST. PAUL

1 - LOCATION: Ramsey County, (In Minneapolis-St. Paul, MI-WI MSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Republic; Western; Ozark; United.

3 - POPULATION:
Corp. City 80 Cen. 270,230; Loc. Est. 268,750
Total PMA-ABC: (80) 1,194,950; (83) 1,224,900
County 80 Cen. 459,784; Loc. Est. 464,897
MSA 80 Cen. 2,137,856; Loc. Est. 2,174,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; Loc. Est. 109,681
County 80 Cen. 170,505; Loc. Est. 181,508
MSA 80 Cen. 755,112; Loc. Est. 803,130
Total PMA-ABC: (80) 415,204; (83) 440,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	31	$3,000,000,000
Savings & Loan	8	$6,500,000,000

6 - PASSENGER AUTOS: County 256,761

7 - ELECTRIC METERS: Corp. City 98,000

8 - GAS METERS: Corp. City 79,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Machy. (Non-Electrical) 64,600 ($338); Food Products 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway(40)	4	Lerners, Applebaums, Mont. Ward
Doddway(8)	NA	Applebaum's, Coast-to-Coast
Hillcrest(24)	5	Sears, Country Club
Sun Ray(35)	5	JCPenney, Red Owl
Highland Vlg.(16)	6	Powers, Red Owl
Signal Hills(60)	3	Herberger's
Phalen(40)	8	Red Owl, JCPenney, Woolworth
Har Mar(55)	5	Applebaums, Kresge, Snyder Drug
Sibley Plaza(19)	5	Applebaum's
White Bear(5)	9	Reed Drug, Red Owl
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Powers
Moundsview(20)	NA	JCPenney, Snyder's
Burnsville(142)	18	JCPenney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fisher Food
Northway(16)	NA	Applebaum's, Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	Applebaum's, K mart
Cedarvale(34)	10	Applebaum's, Ben Franklin
Southview Plz.	NA	Applebaum's
Town Square	NA	Donaldson's, Casual Corner, The Limited, Kinney's
Parkway(12)	NA	Foodtown
Village Square	NA	Ben Franklin, Red Owl
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88¢ Store

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Department Stores-Mon. and Thurs.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Daytons'; Montgomery Ward; Sears; JCPenney; Powers.
Discount Stores-K mart; Target; LaBelle's.
Variety Stores-Woolworth 6; S.S. Kresge; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreen 4.
Chain Supermarkets-Fairway 6; Applebaum's 20; Red Owl 10; Country Club Markets 20; Knowlans 7; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 4; Red Owl Country Store 2.

14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 102,083; DISPATCH (e-mon to fri) 105,557; PIONEER PRESS-DISPATCH (m-sat) 171,698; PIONEER PRESS (S) 243,444; Mar. 31. 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Display Adv. Mgr., DISPATCH and PIONEER PRESS, 55 E 4th St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-NP; C&NW; CM&St. P; C. St. PM&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Int. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; Loc. Est. 12,198
MSA 80 Cen. 2,137,856; Loc. Est. 2,174,433
County 80 Cen. 113,571, Loc. Est. 116,669

4 - HOUSEHOLDS:
City 80 Cen. 4,065; Loc. Est. 4,191
County 80 Cen. 35,088; Loc. Est. 37,678
MSA 80 Cen. 755,112; Loc. Est. 803.130

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 56,661

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Dairy Processing 200; Shoes 175; Outer Clothing (N.A.); Kroy Graphic Systems 110; Andersen Win Dowalls 3,800.

10 - CLIMATE: Av. Temp.-Loc. Est. Summer 83; Winter 50; Yrly. Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Croix(35)	NA	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (retail & catalog); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-St. Croix Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Market; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,350; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representative: Minnesota Newspaper Assn.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53 and 169.

2 - TRANSPORTATION: Railroads-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Northern Transportation.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; Loc. Est. 10,530
MSA 80 Cen. 266,650; Loc. Est. 266,700
County 80 Cen. 222,229; Loc. Est. 221,774

4 - HOUSEHOLDS:
City 80 Cen. 4,757; Loc. Est. 4,276
County 80 Cen. 81,482; Loc. Est. 85,161
MSA 80 Cen. 97,949; Loc. Est. 102,637

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$159,726,000
Savings & Loan	1	$99,500,000

6 - PASSENGER AUTOS: County 101,564

7 - ELECTRIC METERS: 7,251

8 - GAS METERS: 884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th and 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center: 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beltline Plaza(10)	NA	Big Dollar
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, Herbergers

Principal Shopping Days-Fri., Sat., and Mon., Wed.
Stores Open Evenings-Mon.; Mall 9:00 daily.

13 - RETAIL OUTLETS: Department Stores-Ketola's; JCPenney; Sears; Herberger's; Stevenson.
Discount Stores-L&M Store; Pamida.
Variety Stores-Ben Franklin; Hardware Hank.
Chain Drug Stores-Brown; Snyder; White Drug; North Star.
Chain Supermarkets-Red Owl; Big Dollar; Super Value; Super One; Lehrkes IGA; Leons IGA.
Other Chain Stores-Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 15,150; (S) 15,690; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Oper. Mgr., MESABI NEWS, 704 Seventh Ave., PO Box 956, Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Landon Associates; Minnesota Newspaper Assn.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg.; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation, government, retailing.

2 - TRANSPORTATION: Railroads-Burlington Northern R.R. (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 16,583; Loc. Est. 16,624
County 80 Cen. 36,763; Loc. Est. 38,179

4 - HOUSEHOLDS:
City 80 Cen. 5,799; Loc. Est. 5,613
County 80 Cen. 12,871; Loc. Est. 14,022

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$169,500,000
Savings & Loan	1	$58,426,000

6 - PASSENGER AUTOS: County 13,330

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Total Employment 10,785 Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Const 350 ($300); Finance 337 ($275); Other 291 ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: Principal Shopping Centers-15 blocks on 8 sts.; 2 Suburban Centers

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Skylark(10)	2	Red Owl, White Drug
Kandi Mall(40)	2	K mart, Herberger

Principal Shopping Days-Mon., Thu., Fri., Sat. & Sun. Food Shopping days are Wed. thru Sat.
Stores Open Evenings-Downtown-Mon., Thurs. & Fri.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bostwick's; Habichts; Herbergers.
Discount Stores-Orschelens; K mart; Pamida.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.

Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Bostwick's; Kinney Shoe;Tradehome Shoes; Gordons Jewelers; Deb Shop; Deiferts; GNC; Lamperts; Standard Lumber; Menards.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,496; sworn Jan. 11, 1983.
Local Contact for Advertising and Merchandising Data: DaraLynn Olson & Tom O'Fallon, Adv. Dir., WEST CENTRAL TRIBUNE; 2208 West Trott Ave, Willmar, MN 56201; Tel. (612) 235-1150.
National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION- Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, educational and recreational center. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.
Airlines-Viking International Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 25,075; Loc. Est. 23,807
CZ-ABC: (80) 27,642; (83) 27,200
RTZ-ABC: (80) 102,861; (83) 104,800
County 80 Cen. 46,256; Loc. Est. 45,482
City & RTZ-ABC: (80) 130,503; (83) 132,000

4 - HOUSEHOLDS:
City 80 Cen. 8,786; Loc. Est. 8,636
County 80 Cen. 15,606; Loc. Est. 16,021
CZ-ABC: (80) 9,664; (83) 9,900
RTZ-ABC: (80) 35,463; (83) 37,500
City & RTZ-ABC: (80) 45,127; (83) 47,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 21,907

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Household Products 650 (N.A.); Antiskid Chains Mfg. 350 ($155); Railroad 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thurs.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Mall	2	Wards,
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	JCPenney, Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-H. Choate; JCPenney; Spurgeon's; Tempo; Sears; Montgomery Ward.
Discount Stores-K mart.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Country Store; Randall's; IGA; Warehouse Market; Mark-It Foods.
Other Chain Stores-Coast-to-Coast Hdwr.; Ace Hdwr.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 16,524; (S) 17,298; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Hall, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 452-7820.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5, County Seat. Agriculture center. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwys. 16, 59, 1-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midwest Coaches; Greyhound.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 10,243; Loc. Est. 10,369
County 80 Cen. 21,840; Loc. Est. 21,418
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; Loc. Est. 4,090
County 80 Cen. 7,812; Loc. Est. 7,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$132,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 14,103

7 - ELECTRIC METERS: Residence 3,870

8 - GAS METERS: 3,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Processing 575; Meat Packing 330; Aerial Spray Mfg.; Plastics 133; Mobile Homes 70.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wolff's; JCPenney; Rickbeils; Bostwick's.
Discount Stores-Alco; K mart; Fleet.
Variety Stores-Ben Franklin Stores.
Chain Supermarkets-Hy Vee; Gordy's Super Valu; Prairie Market.

14 - NEWSPAPERS: GLOBE (e-mon to fri; m-sat) 16,263; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bob Roos, Adv. Mgr., GLOBE, 300 11th St., Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Landon Associates; Minnesota Newspaper Assn.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pascagoula-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	210	215	222
5-14 Years	491	445	460
15-24 Years	407	493	510
25-44 Years	466	630	651
45-64 Years	422	448	463
65 and Over	221	290	300
TOTAL	2,217	2,521	2,606

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	246	343	489
General Mdse	460	737	1,102
Food	955	1,552	2,617
Automobiles	962	1,522	2,226
Gasoline Stations	307	454	848
Apparel	235	316	479
Furniture	176	249	379
Eat-Drink Places	188	371	727
Drugs	124	193	331
TOTAL SALES	3,961	6,184	9,962

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. 90, 49.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic; Royal Airlines.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; Loc. Est. 93,680
Biloxi 80 Cen. 49,311; Loc. Est. 47,780
Gulfport 80 Cen. 39,676; Loc. Est. 45,900
CZ-ABC: (80) 116,983; (83) 115,700
RTZ-ABC: (80) 115,720; (83) 123,900
MSA 80 Cen. 182,202; Loc. Est. 186,295
County 80 Cen. 157,665; Loc. Est. 160,017
City & RTZ-ABC: (80) 232,703; (83) 239,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; Loc. Est. 30,900
Biloxi 80 Cen. 16,096; Loc. Est. 16,200
Gulfport 80 Cen. 14,711; Loc. Est. 14,700
County 80 Cen. 52,202; Loc. Est. 54,200
MSA 80 Cen. 60,384; Loc. Est. 64,592
CZ-ABC: (80) 39,588, (83) 40,600
RTZ-ABC: (80) 36,614; (83) 40,800
City & RTZ-ABC: (80) 76,202; (83) 81,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	9	$775,076,000

6 - PASSENGER AUTOS: County 104,902 (1982)

7 - ELECTRIC METERS: County 46,581

8 - GAS METERS: County 34,240

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Government 12,240; Wholesale & Retail Trade 13,210; Service & Misc. 8,950; Manufacturing 5,960; Food 1,230; Apparel 990; County 64,150.

10 - CLIMATE: Min. & Max. Temp.-Mar. 50-70; June 76-90; Sept. 67-87; Dec. 44-66. Total precip (ins) Mar. (3.1); June (4.7); Sep (1.9); Dec (7.0).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-(No. of Stores) Harbor Square (Downtown Gulfport) (84 stores); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Singing River (60)	20	Wilson's, McRae's, JCPenney
Norwood Vlg.(46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerds, Majik Mart
Spring Plaza(18)	12	Winn Dixie, Eckerds
Popps Ferry(15)	6	TG&Y, Winn Dixie
Edgewater Sq.(10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Most Mon., Thu. & Fri.; Many 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Gayfer's; Godchaux's; JCPenney; M. Salloum's; Austin's
Discount Stores-Gaylord's; K mart 2; TG&Y 4; Fred's; Wilson's; Hudson's.
Variety Stores-McCrory's; TG&Y 3; Woolworth 2; Dollar General 2; Gaylord's; Kents 2; G.C. Murphy Co.; K mart 2; Magic Mart.
Chain Drug Stores Eckerds 3; Super D Discount; Katz & Besthoff 3; T-D Drugs 2; Walgreen's; Revco Discount; Big B 2.
Chain Supermarkets-A&P 5; Jitney Jungle 3; National Supermarkets 2; Winn-Dixie 5; Kroger 2; Sunflower; Delchamps 4; Piggly Wiggly.
Other Chain Stores-Western Auto; Kinney's; Lerner's; Rhodes Furn; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Gryder's Shoes; Thom McAn; Shoe City; Sports Plus; Gordon Jewelers; Sweeny Jewelers; Hausmann's Jewelers; Nacol's Jewelers; Jr. Food Mart; Lil General; Majik Market; Harry's Grocery; Radio SHack; Pak-A-Sak; 7 Eleven Stores; Otasco; True Value Hardware; Hallmark Shop; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Baker's Shoes; Werlein's; Ace Hardware; Lawrence's; Payless Shoes.

14 - NEWSPAPERS: SUN (m-mon to fri) 13,098; HERALD (e-mon to fri) 39,559; (m-sat) 47,768; (S) 48,710; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN-HERALD, PO Box 4567, Biloxi, MS 39531; Tel. (601) 896-2400.
National Representative: Branham/Newspaper Sales.

BROOKHAVEN

1 - LOCATION: Lincoln County, E&P Map B-4, County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; Loc. Est. 10,860
CZ-ABC: (80) 10,800; (83) 10,500
RTZ-ABC: (80) 40,989; (83) 41,600
County 80 Cen. 30,174; Loc. Est. 31,132
City & RTZ-ABC: (80) 51,789; (83) 52,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; Loc. Est. 4,028
CZ-ABC: (80) 3,778; (83) 3,800
RTZ-ABC: (80) 13,563; (83) 14,300
County 80 Cen. 10,125; Loc. Est. 11,033
City & RTZ-ABC: (80) 17,341; (83) 18,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 12,600 (1980)

7 - ELECTRIC METERS: 4,458

$1.5 BILLION
IN BUYING INCOME &
$794 MILLION
IN RETAIL SALES
are waiting for you in Mississippi's 2nd largest market:

The Sun MORNINGS / EVENINGS The Daily Herald

BILOXI / GULFPORT
on the Gulf of Mexico
between New Orleans & Mobile.
Contact Branham Newspaper Sales
or: Bernie Marinovich, National Ad Mgr.
(601) 896-2395

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Electronic Equipment; Wire Products; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding.

10 - CLIMATE: 66 degrees mean temperature.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	TG&Y, Sears, Sunflower
Lincoln Plz.(10)	3	Winn-Dixie, Otasco, Murphy's
Brookway Plz.(5)	3	Gibson's, Ashley's
Highland Vlg.(6)	3	Kroger, TG&Y, K & B Drugs
Village Sq.(8)	1	Warehouse Foods

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Shainberg's; Lofton's; TG&Y Family Center
Discount Stores-Gibson's; Fred's.
Variety Stores-Woolworth; TG&Y; G.C. Murphy's; Gibson; SOS.
Chain Drug Stores-Super-D; K&B Drugs.
Chain Supermarkets-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Warehouse Food Center.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,811; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data; Kenneth Cothern, Adv. Mgr., Leader, PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961
National Representative: Papert Companies.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,137; Loc. Est. 21,515
CZ-ABC: (80) 21,137; (83) 20,100
RTZ-ABC: (80) 52,961; (83) 48,100
County 80 Cen. 36,918; Loc. Est. 36,772
City & RTZ-ABC: (80) 74,098; (83) 68,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; Loc. Est. 7,211
County 80 Cen. 11,692; Loc. Est. 12,156
CZ-ABC: (80) 7,169; (83) 7,100
RTZ-ABC: (80) 15,631; (83) 14,700
City & RTZ-ABC: (80) 22,800; (83) 21,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$422,976,000

6 - PASSENGER AUTOS: County 17,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal & Metal Prod. 567; Food & Fiber 596; Textiles 100; Rubber Prod. 230; Chemical Prod. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Ave. Temp., 63 degrees; Av. Annual Rainfall, 49 inches.

11 - TAP WATER: Artesian, very soft.

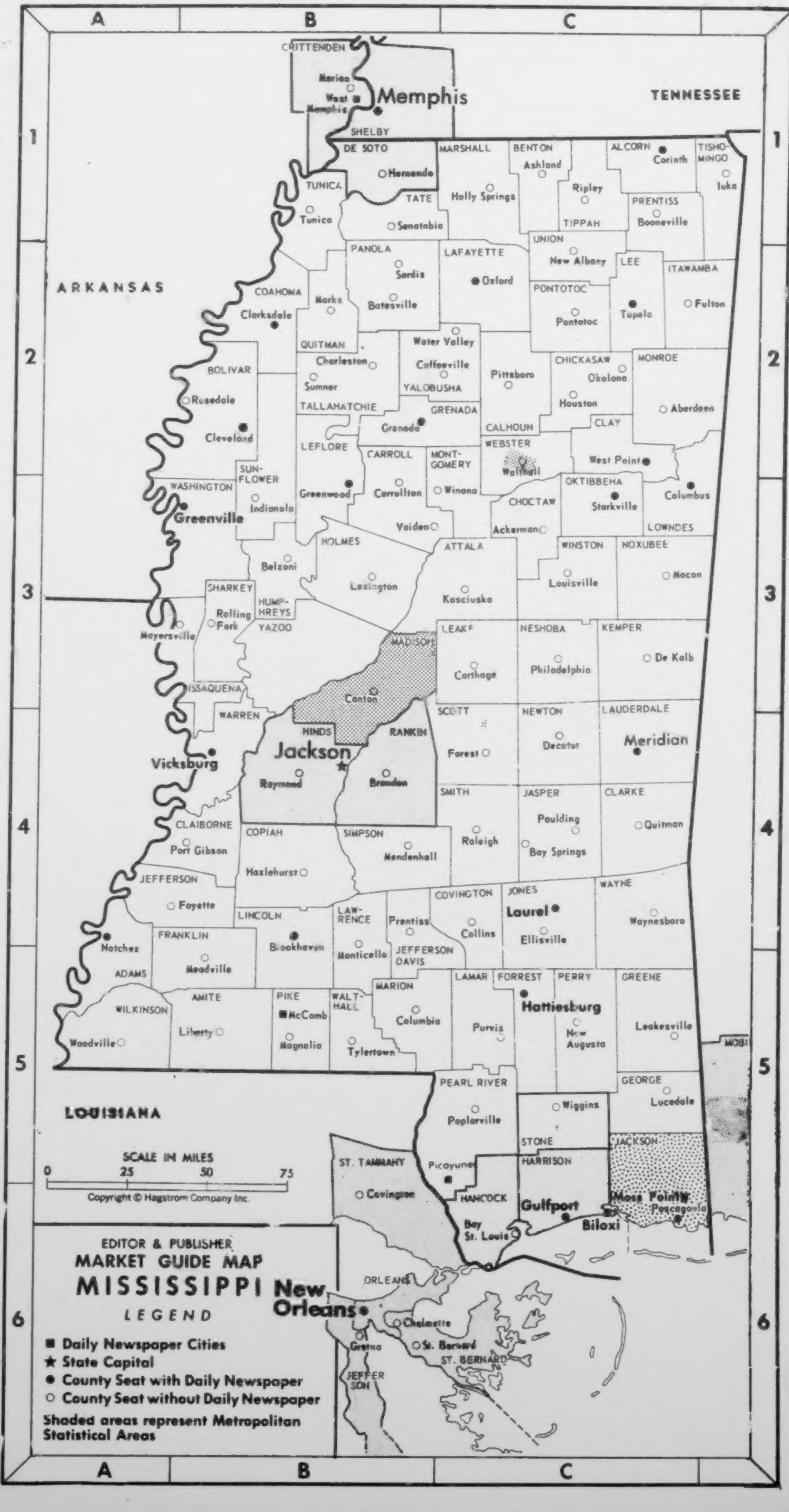
12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Food Giant
Clarksdale(15)	3	Krogers
Plaza	1	Safeway
Anderson(5)	2	Sack and Save

Principal Shopping Days-Tues., Thu. thru Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Alan's; Powers; Landry's.
Variety Stores-Woolworth.
Discount Stores-Wal Mart; Magic Mart.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ARKANSAS
LOUISIANA
Memphis
Jackson
Vicksburg
Greenville
Meridian
Hattiesburg
Gulfport
Biloxi
New Orleans
SCALE IN MILES
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75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Chain Drug Stores-Williams Rexall; Henderson Rexall; Medi Save; Westgate; Economy Drugs.
Chain Supermarkets-Kroger 2; Safeway; Liberty Cash; Piggly Wiggly; Food Giant; Freds; Westgate; Junior Food Mart 3.
Other Chain Stores-Goodyear; Western Auto; Otasco; Firestone; Goodrich; Style Shoppe.

14 - NEWSPAPERS: PRESS REGISTER (e-mon to fri) 7,352 (weekend) 7,498; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Joseph F. Ellis. Pub., PRESS REGISTER, 123 Second St., P.O. Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; Loc. Est. 15,344
County 80 Cen. 45,965; Loc. Est. 46,014
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,867
County 80 Cen. 13,571; Loc. Est. 14,222

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$118,597,600
Savings & Loan	1	$15,831,720

6 - PASSENGER AUTOS: City Est. 18,887 (1980)

7 - ELECTRIC METERS: Residence 4,885

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers; Western Plaza (9 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13 - RETAIL OUTLETS: **Discount Stores**-West/Gibson; Magic Mart; Fred's Dollar Store.; K mart.
Chain Supermarkets-Kroger; Sunflower; Liberty; Jitney-Jungle.
Other Chain Stores-Goodyear; Firestone; Otasco; P.N. Hirsch; Anthony's; White's Auto, Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 5,973; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Norman C. Van Liew, Pub., Gen. Mgr., BOLIVAR-COMMERCIAL, PO Box 820, Cleveland, MS 38732; Tel (601) Tel. 843-4241.
National Representative: Papert Companies.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, Tenn.; 125 mi. W of Birmingham, Ala.

2 - TRANSPORTATION: **Railroads**-Southern; Frisco; Columbus & Greenville; Illinois Central Gulf.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 27,383; Loc. Est. 27,415
County 80 Cen. 57,304; Loc. Est. 58,943

4 - HOUSEHOLDS:
City 80 Cen. 9,294; Loc. Est. 9,726
County 80 Cen. 18,664; Loc. Est. 20,106

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$234,411,205
Commercial	4	$344,327,324

6 - PASSENGER AUTOS: County 22,424 (1981)

7 - ELECTRIC METERS: Residence 21,899

8 - GAS METERS: Residence 7,444

9 - PRINCIPAL INDUSTRIES: Chemical; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Electric Motors; Plastics; Wood Products; Bathroom Seats; Glossy Paper.

10 - CLIMATE: Annual Avg. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(18)	4	A&P, Winn-Dixie
Fairlane	3	Fairlane, Freds
Leigh Mall(44)	1	Sears, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City, Show-Off, Album All
Towne Square(16)	NA	TG&Y, Winn-Dixie, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall(18)	2	McRae's

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Egger's; JCPenney; Shainberg's; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Kent's; Wal-Mart; K mart; TG&Y.
Variety Stores-McLellan; Sterling.
Chain Drug Stores-Alford Walgreen's 2; William's Rexall 2; Reece's Rexall; SuperRx; Gibson's Phcy; Harco; K&B Drug; Revco.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Big 3; Mr Quik 8; A&P; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Butler's (shoes); Ford Shoes; Radio Shack; Endicott-Johnson Shoes; Sherwin-Williams; Goodrich, Three Sisters; OK Rubber; Driefus (Jewelry); Goodyear; Otasco; Busch's Jewelry; Autoshack; Casual Corner.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 15,884; (S) 17,175; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Geo. R. Dodea, Adv. Dir., COMMERCIAL DISPATCH, PO Box 511, Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from Tenn. State Line; 30 mi. from Alabama State Line. On State Hwys. 2, 45 and 72.

2 - TRANSPORTATION: **Railroads**-Southern; Illinois Central Gulf, Corinth-Counce.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 13,839; Loc. Est. 14,061
PMA-ABC: (80) 45,641; (83) 47,000
County 80 Cen. 33,036; Loc. Est. 33,727
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; Loc. Est. 5,828
County 80 Cen. 11,940; Loc. Est. 12,715
PMA-ABC: (80) 16,453; (83) 17,[illegible]00

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$120,000,000
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County, Est. 22,848 (1980)

7 - ELECTRIC METERS: County Residence 13,843

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 2,184 ($140); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($160); Steel 325 ($160); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-32 blocks on 18 Sts.; 3 shopping centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Shainberg's; Belk-Hudson; JCPenney; Reid's; Fred's.
Discount Stores-Gibson's; Magic Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Rexall-Walgreen; Super D; SuperRx.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Pic-Pac; Rogers; Kroger; Gardner's 2; Sunflower.
Other Chain Stores-Firestone; Western Auto 2; Goodyear; Conley's; Otasco; Auto Shack.

14 - NEWSPAPFRS: CORINTHIAN (e-mon to fri) 7,459; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: John W. Fitzwater, Pub., Cheryl Ferrara, Adv. Dir., CORINTHIAN, PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative: Papert Companies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Repubiic.

3 - POPULATION:
Corp. City 80 Cen. 40,613; Loc. Est. 40,730
CZ-ABC: (80) 40,613; (83) 38,900
RTZ-ABC: (80) 52,591; (83) 51,100
County 80 Cen. 72,344; Loc. Est. 72,561
City & RTZ-ABC: (80) 93,204; (83) 90,000

4 - HOUSEHOLDS:
City 80 Cen. 13,240; Loc. Est. 13,731
CZ-ABC: (80) 13,240; (83) 13,200
RTZ-ABC: (80) 16,172; (83) 16,300
County 80 Cen. 22,948; Loc. Est. 24,108
City & RTZ-ABC: (80) 29,412; (83) 29,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$196,000,000
Savings & Loan	2	$99,400,000

6 - PASSENGER AUTOS: County Est. 39,618 (1980)

7 - ELECTRIC METERS: Residence 12,637

8 - GAS METERS: Residence 15,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,200; Lumber & Wood Prod. 1,065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312, Rice Processing 435.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 57-97; Fall 42-95; Winter 18-87. First killing frost, Oct. 30. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Goyer(4)	NA	Sunflower, Sterling
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall (20)	NA	A&P, Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt., Morgan & Lindsey

Principal Shopping Days-Mon., Wed., Thu., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar Store; K mart; Kent's; Lowe's; Wal-Mart; Magic Mart.
Variety Stores-Sterling; Morgan & Lindsey.
Chain Drug Stores-Super D Drugs; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower; A&P.
Other Chain Stores-Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 15,619; (S) 16,367; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Mike Dulin, Adv. Mgr., DELTA DEMOCRAT TIMES, Box 1618. Greenville, MS 38701; TEl. (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 100 mi. S of Memphis; 50 mi. E of Greenville.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 20,115; Loc. Est. 19,595
CZ-ABC: (80) 20,115; (83) 18,800
RTZ-ABC: (80) 61,493; (83) 60,500
County 80 Cen. 41,525; Loc. Est. 41,930
City & RTZ-ABC: (80) 81,608; (83) 79,300

4 - HOUSEHOLDS:
City 80 Cen. 7,371; Loc. Est. 7,539
County 80 Cen. 13,003; Loc. Est. 13,779
CZ-ABC: (80) 7,371; (83) 7,200
RTZ-ABC: (80) 18,865; (83) 19,100
City & RTZ-ABC: (80) 26,236; (83) 26,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$3,810,500,000
Savings & Loan	2	$43,900,000

6 - PASSENGER AUTOS: County 28,000 (1980)

7 - ELECTRIC METERS: Residence 14,100

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Farm Equipment 300 (N.A.); Heavy Machinery 300 ($160); Mfg. Jeans 250 (N.A.); Bridge Matl. 80 (N.A.); Elec. & Electronic Eqpt. 300 (N.A.); Picture Frames 160 (N.A.); Metal Lockers 180 (N.A.); Cotton Seed Prod. 150 (N.A.); Piano 900 ($160); Seatbelts 300 (N.A.); Automotive Dist Ctr. 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Howard Main and Carrollton Ave., Park Ave., Carrolton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(3)	NA	Big K, Big Star
Greenwood(3)	NA	Eckerd, JCPenney
Highland(24)	NA	Otasco, Big Star, Sears

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: **Department Stores**-Antoon's; JCPenney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barr; DeLoach's.
Discount Stores-Gibson's; Wal-Mart; Howard Bros.
Chain Supermarkets-Jitney Jungle; Liberty Cash; Piggly Wiggly 3; Country Market; Curtis Star Mkt.; Jitney Jr. 7; Big Star (Malone & Hyde) Groc. 2.
Other Chain Stores-Fred's Doliar Store; United Dollar Store; Firestone; Goodyear; Western Auto; Okalahoma Tire; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,753; (S) 9,205; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Ray Durbin, Adv. Dir., COMMONWEALTH, 329 Hwy. 82 West, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. northeast of Greenwood. On U.S. Hwy 51; State Hwy. 8, Interstate 55.

2 - TRANSPORTATION: **Railroads**-I.C., Y&MV.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; Loc. Est. 13,328
County 80 Cen. 21,043; Loc. Est. 21,051

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 4,767
County 80 Cen. 7,111; Loc. 7,399

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$110,362,477
Savings & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 18,983 (1981)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equipment; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Shainberg's, Sears
Whitaker(7)	NA	Sunflower Foods
Whitehaven(5)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Magic Mart, Piggly Wiggly

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dattel's; Shainberg's; Cato Stores; Walls.
Variety Stores-Sam's Super Saver; Dollar General.
Discount Stores-Gibson's; Magic Mart; TG&Y; Family Center.
Chain Drug Stores-Walgreen; Rexall 5; Gibson's Pharmacy; Chaney.
Chain Supermarkets-Liberty; Piggly Wiggly; Spain's; Pic Pac; Sunflower; Warehouse Food Center.
Other Chain Stores-Okla. Tire; Firestone.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,969; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR, 159 Green St., PO Box 907, Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Papert Companies.

GULFPORT
See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. Meridian 85 mi. NE; New Orleans 122 mi. SW; Jackson 90 mi. NW; Natchez 144 mi. W; Mobile 96 mi. SE.

2 - TRANSPORTATION: **Railroads**-Ill. Central Gulf.
Intercity Bus Lines-Greyhound; Continental; Trailways; Gulf Transport.
Motor Freight Carriers-10.
Airlines-Republic; Royale.

3 - POPULATION:
Corp. City 80 Cen. 40,829; Loc. Est. 40,528
CZ-ABC: (80) 48,504; (83) 48,500
RTZ-ABC: (80) 105,604; (83) 109,300
County 80 Cen. 66,018; Loc. Est. 67,019
City & RTZ-ABC: (80) 154,108; (83) 157,800

4 - HOUSEHOLDS:
City 80 Cen. 14,517; Loc. Est. 15,308
County 80 Cen. 22,978; Loc. Est. 24,419
CZ-ABC: (80) 16,914; (83) 17,600
RTZ-ABC: (80) 35,047; (83) 37,600
City & RTZ-ABC: (80) 51,961; (83) 55,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS. County 42,000 (1980)

7 - ELECTRIC METERS: Bus. & Res. 28,386

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 785; Construction 1,394; Food Processing 815; Lumber & Wood Pdts. 274; Printing & Publishing 126 (NA); Stone & Clay Pdts. 368; Fabricated Metals 207; Manufacturing 2,444; Transp. Utilities 1,196; Whol. & Retail Trade 4,205; Finance, Insurance & Real Estate 701.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Shopping Centers** -McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadacres(5)	NA	The Krystal, Woolco
Broadway Mart(7)	NA	A&P, Southwest Drug, Shainberg's
University Mall(22)	NA	A&P, Rose Dept. Radio Shack

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Fine Bros.-Matison; JCPenney; McRaes; Shainberg's; Waldoff's.
Variety Stores-Woolworth; Bargain World; Ben Franklin; Fred's Dollar General.
Discount Stores-Gibson's; McCrory's; Howard's; Woolco; Rose's; K mart; TG&Y.
Chain Supermarkets-Winn-Dixie; A&P; Sunflower 3; Delchamps 2; Jitney Jungle 3; Midget Marts 2; Greentree 7; Minit Mart 5; Big Star; County Market.
Chain Drug Stores-Eckerd; K&B.
Other Chain Stores-Firestone; Goodrich; Western Auto; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Wilson's; Hallmark Cards; Morrisons; Radio Shack; Gordon's.

14 - NEWSPAPERS: AMERICAN (e) 26,035; (S) 27,480; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Caudill, Adv. Dir., AMERICAN, PO Drawer 1111, Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Gannett Newspaper Advertising Sales.

JACKSON

1 - LOCATION: Hinds County, (MSA). E&P Map B-4, State Capital. In geographic center of State, Governmental retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Continental; Delta; American; Royale; Sun-Belt.

3 - POPULATION:
Corp. City 80 Cen. 202,895; Loc. Est. 206,146
CZ-ABC: (80) 251,533; (83) 259,400
RTZ-ABC: (80) 375,452; (83) 379,700
County 80 Cen. 250,998; Loc. Est. 255,020
MSA 80 Cen. 362,038; Loc. Est. 372,520
City & RTZ-ABC: (80) 626,985; (83) 639,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; Loc. Est. 75,343
County 80 Cen. 85,902; Loc. Est. 91,218
MSA 80 Cen. 120,354; Loc. Est. 129,403
CZ-ABC: (80) 87,529; (83) 93,400
RTZ-ABC: (80) 119,222; (83) 125,100
City & RTZ-ABC: (80) 206,751; (83) 218,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$4,017,371,000
Savings & Loan	6	$957,536,204

6 - PASSENGER AUTOS: County 162,038

7 - ELECTRIC METERS: Residence 99,206

8 - GAS METERS: Residence 72,532

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Products; Block & Tile; Feeds; Machinery; Cotton Oil & Pdts.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Pdts.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Processing; Auto Batteries; Electrical Transformers & Switch Gears; Automotive Electrical Harnesses; Food Products, etc. Total: 347 Plants; 15,900 Employees; $292,721,000 Payroll.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	NA	Southwest Drug, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug
Meadowbrook Mart(12)	NA	McRae's, Super D. Drug, Food Center
Woodlands Hills(14)	NA	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Food, Rexall
Jackson Mall(81)	NA	JCPenney, Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre's, Eckerd, Shainbergs
Maywood(25)	NA	Sunflower Food, Casual Corner, Beemon Drugs
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Shainberg's
Battlefield Center(11)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(42)	NA	Kroger, McRae's, Shainberg's
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	TG&Y
Candlestick Park(9)	NA	Big Star Mkt.
Greenbriar(8)	NA	Southwest Drug
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Fd.
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, TG&Y
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin Williams, Jitney Jungle
Miller's Mart	NA	Star Mkt., United Dollar
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Dernards Country Squire
Whitefield Mall(9)	NA	House Beautiful Interiors
Ellis Isle(19)	NA	Food Center
DeVille Plz.(15)	NA	Wilson's Distributors, Eckerd Drug, Stein Mart
McDowell Sq.(13)	NA	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger's
Rankin Sq.(10)	NA	Winn-Dixie, TG&Y, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Eckerd, Winn-Dixie
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Northside Sq.(6)	NA	Winn-Dixie, Treasury Drugs

Principal Shopping Days-Department Stores Fri., Sat. & Mon. Food-Mon. & Thurs.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Sears 2; JCPenney; McRae's 3; Shainberg 6; Zayres; Gayfers 2; Lerners 3; Raymond-McClinton; K mart 2; Howards 3.
Variety Stores-Ben Franklin; TG&Y 4.
Chain Supermarkets-Jitney Jungle 12; New Deal 4; Star Super 4; A&P 4; Kroger 7; Sunflower 10; Winn-Dixie 3; Food Center 2.
Chain Drug Stores-Southwest 3; Parkin's 2; Super "D" 9; Eckerd 6; Howard Bros. 4; Treasury Drug 4; K&B Drug 3; Revco; Mr Discount Drug 3.
Other Chain Stores-Western Auto; National Shirt; Thom McAn; Busch Jewelry; Singer Co.; Goodyear 3; Goodrich; Zale's 2; Baker Shoes 2; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 2; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 2; Lewis Wilsons 2; World Bazaar; Butler Shoes 2; Hanover Shoes.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 68,561; DAILY NEWS (e-mon to fri) 39,735; Comb. (m&e) 108,296; CLARION-LEDGER/DAILY NEWS (m-sat) 106,286; (S) 118,948; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe Neill, Adv. Dir., CLARION-LEDGER/DAILY NEWS, PO Box 40, Jackson, MS 39205; Tel. (601) 961-7161.
National Representative: Gannett Newspaper Advertising Sales.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, and Interstate 59.

2 - TRANSPORTATION: **Railroads**-Gulf, Mobile & Ohio; Illinois Central; Southern Ry.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,897; Loc. Est. 21,321
CZ-ABC: (80) 21,897; (83) 20,500
RTZ-ABC: (80) 82,613; (83) 84,300
County 80 Cen. 61,912; Loc. Est. 64,631
City & RTZ-ABC: (80) 104,510; (83) 104,800

4 - HOUSEHOLDS:
City 80 Cen. 8,178; Loc. Est. 8,286
County 80 Cen. 21,549; Loc. Est. 23,548
CZ-ABC: (80) 8,178; (83) 7,900
RTZ-ABC: (80) 27,391; (83) 29,100
City & RTZ-ABC: (80) 35,569; (83) 37,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$270,000,000
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 25,403 (1980)

7 - ELECTRIC METERS: Residence 10,429

8 - GAS METERS: Residence 10,424

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage-N.A.)-Masonite 2,100; Petroleum 1,000; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's, Winn-Dixie
Westland Mart(10)	NA	Piggly Wiggly, TG&Y
Northwood Vlg.(4)	NA	Piggly Wiggly, TG&Y, K&B
Sawmill Square Mall(54)	NA	McRaes, JCPenney

Principal Shopping Days-Wed., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Efird's; Williams; Gibson's; Rose's; McRaes.
Variety Stores-Murphy's; Bill's Dollar Store; TG&Y; Super 5 & 10; Otasco; Fred's Dollar Store.
Discount Stores-Gibson's; Rose's; TG&Y.
Chain Drug Stores-Wallace Rexall; Eckerd's; K&B; SupeRx Drug.
Chain Supermarkets-A&P; Jitney Jungle 2; Giant; Sunflower; Winn-Dixie; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 10,082; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joy Eck, Retail Adv. Mgr., LEADER-CALL, PO Drawer 728, Laurel, MS 39440; Tel. (601) 428-0551.
National Representatives: Papert Companies; Thomson Newspapers, Inc.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 78 mi. S of Jackson; 100 mi. N of New Orleans. On State Hwy. 24, 44, and 570; U.S. 51 and U.S. 98; Interstate 55.

2 - TRANSPORTATION: **Railroads**-ICG Railroad.
Intercity Bus Lines-Greyhound; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 12,331; Loc. Est. 12,331
CZ-ABC: (80) 17,501; (83) [illegible]
RTZ-ABC: (80) 64,796; (83) [illegible],600
County 80 Cen. 36,173; Loc. Est. 37,362
City & RTZ-ABC: (80) 82,297; (83) 82,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. [illegible]; Loc. Est. 4,833
County 80 Cen. 12,348; Loc. Est. 13,358
CZ-ABC: (80) 6,356; (83) 6,500
RTZ-ABC: (80) 21,[illegible]69; (83) 22,200
City & RTZ-ABC: (80) 27,525; (83) 28,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,087,933,656
Savings & Loan	2	$24,540,832

6 - PASSENGER AUTOS: County (All Vehicles) 23,166 (1979).

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prod.; Women's and Children's Lingerie; Other Textile Prod.; Aluminum Windows & Doors; Crude Oil and Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation, Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; Liquid Feeding Equipment for Cattle; United Parcel Service Distribution Center.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr.(8)	1	Kroger, Magic Mart
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K & B, Winn-Dixie

Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Denman-Alford; Wall's Mercantile; Fred's Dollar Store; F&C Dollar Store; Vests; Tailor's Bench; Nunnery's (men's wear); Felicity; Felders Fashions; Felders II (women's wear).
Discount Stores-Howard's; Freds; (Bldg. Mat.); West Cash & Carry; Ashley's; Roses.
Variety Stores-McCrory's; TG&Y; Kent's; Magicmart.
Chain Supermarkets-A&P; Jitney Jungle; Sun Flower; Discount Foods 4; Winn-Dixie; IGA; Vaccarella's Shop Rite 6; Kroger.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Shainberg.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 12,368; (S) 12,453; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Philip Dell 'Isola, Adv. Dir, ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Papert Companies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Southern, Illinois Central Gulf; Meridian & Bigbee.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Gulf Transport; Capital; Continental Trailways.
Airlines-Republic; SunBelt.

3 - POPULATION:
Corp. City 80 Cen. 46,577; Loc. Est. 46,409
CZ-ABC: (80) 46,577; (83) 45,600
RTZ-ABC: (80) 228,923; (83) 229,400
County 80 Cen. 77,285; Loc. Est. 79,851
City & RTZ-ABC: (80) 275,500; (83) 275,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; Loc. Est. 17,931
County 80 Cen. 26,903; Loc. Est. 29,128
CZ-ABC: (80) 17,379; (83) 17,600
RTZ-ABC: (80) 74,532; (83) 77,600
City & RTZ-ABC: (80) 91,911 (83) 95,200

5 - BANKS	NUMBER	DEPOSITS
Banks/Loan Assns.	9	$500,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 49,434 (1981)

7 - ELECTRIC METERS: Residence 25,714

8 - GAS METERS: Residence 16,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Pdts. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied, Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart(19)	4	TG&Y, Winn-Dixie
Cloverleaf(16)	2	Howard Bros.
College Park(25)	3	TG&Y, Otasco, Winn-Dixie
North Hills(12)	3	Food Center
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.(4)	2	A&P

Principal Shopping Days-Dept. Stores-Mon., Thurs., Fri. & Sat. Food-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Thurs.; Shopping Centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; TG&Y; Fred's.
Discount Stores-Howard Bros 2; Lowes; West Cash & Carry; Fred's; Kent's; Gaylords; TG&Y; Gibson's; Wilson's.
Chain Drug Stores-Rexall; Howard's; Tutor 3; Eckhard's 2; Revco; K&B; Mr. Discount Drugs 3.
Chain Supermarkets-Winn-Dixie 4; Kroger; A&P 2; Super Stop 22; Meridian IGA 2; Food Center 2.
Other Chain Stores-Singer Co.; Thom McAn; Watson's; Michael's; Butler's (Women's); Mangel (Women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Western Auto; Firestone; Billups; Auto-Loc; Busch (jewelry); Anders Furniture; Lott Furn.; Warnock Furn.; Mary Carter; Sherwin-Williams; S&H Green Stamps; Sears; Wilson's; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 23,472; (S) 26,055; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave., Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65 and State Hwys. 20 and 24.

2 - TRANSPORTATION: Railroads-Ill. Central; Mo. Pac.; Miss. Central, Natchez; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Royale Airlines.

3 - POPULATION:
Corp. City 80 Cen. 22,015; Loc. Est. 23,351
CZ-ABC: (80) 27,951; (83) 27,300
RTZ-ABC: (80) 67,079; (83) 66,000
County 80 Cen. 38,035; Loc. Est. 39,150
City & RTZ-ABC: (80) 95,030; (83) 93,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; Loc. Est. 8,631
County 80 Cen. 12,806; Loc. Est. 13,757
CZ-ABC: (80) 9,758; (83) 9,900
RTZ-ABC: (80) 21,120; (83) 21,700
City & RTZ-ABC: (80) 30,878; (83) 31,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County Est. 25,519 (1980)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Tires; Pulp & Paper Prod.; Lumber; Pecan Shelling; Asbestos Prod.; Steel Prod.; Chemicals; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer [illegible]-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15. Last killing frost, Mar. 15

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St.Catherine Plz.(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar,
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Bealls, McRae's Dept.

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Bealls; McRae's.
Variety Stores-S.H. Kress; Sterling; McCrory's; United Dollar Stores; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B Drugs; Treasury Drugs; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super Stores 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA.
Other Chain Stores-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop Goodyear; Butler's Shoe; International KB, Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 14,162; (S) 14,933; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Davis, Gen. Mgr., DEMOCRAT, 503 N. Canal, Natchez, MS 39120; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, lumber area; 62 mi. SE of Memphis, TN on State Hwys. 6 & 7; 22 mi. E of I-55 and U.S. 35.

2 - TRANSPORTATION: Railroads-Natchez Trace Railway.
Motor Freight Carriers-Rebel Motor Freight 45; Freeman Truck Lines 18.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 9,882; Loc. Est. 8,337
County 80 Cen. 31,030; Loc. Est. 32,149

4 - HOUSEHOLDS:
City 80 Cen. 3,932; Loc. Est. 3,292
County 80 Cen. 9,623; Loc. Est. 10,462

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$110,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 14,807 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Products; Emerson Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate Plaza	NA	Shainbergs, Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Liberty I, West Dept.
Oakwood Plaza	NA	Wal-Mart, Liberty II
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, TG&Y, Treasury Drugs

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; West's; Shainburg's.
Variety Stores-Ben Franklin; TG&Y.
Discount Stores-Johnson's Discount Furn; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-Treasury, Chaney's.
Other Chain Stores-Goodyear; Otasco; Sears; Big K; Freds.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,000; Publishers statement Feb. 1982.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: American Newspaper Representatives.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula MSA), E&P Map C-6 County Seat. Shipbuilding, paper-marking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans; 40 mi. SW of Mobile; On U.S. Hwy. 90; State 63; I-10.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners thru Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; Loc. Est. 27,631
PMA-ABC: (80) 133,738; (83) 140,600
County/MSA 80 Cen. 118,015; Loc. Est. 118,716

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,033; Loc. Est. 9,886
County/MSA 80 Cen. 37,589; Loc. Est. 39,534
PMA-ABC: (80) 42,296; (83) 46,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$147,528,397
Commercial	5	$159,662,897

6 - PASSENGER AUTOS: County 49,999

7 - ELECTRIC METERS: County 43,283

8 - GAS METERS: County 19,303

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Ship Building 9,500 ($320); Paper & Allied 2,150 ($305); Food & Kindred 790 ($220); Chem. & Allied 650 ($275); Apparel 1,280 ($150); Stone, Clay & Glass 325 ($185); Seafood 540 ($220); Oil Refinery 600 ($315); Pet Food 120 ($195).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost Dec. 30. Last killing frost Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	West Bros., Rhodes Furn., Firestone
Bel Air(12)	NA	Myron Shoes, Kents, D&G Supermarket
Searstown(18)	NA	Sears, Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, K&B Drugs, Jitney Jungle
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRaes, Bealls, Wilsons

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Some on Thu. and Fri.; few on Sat.; Super Mkts. Thu., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Brumfield's; Sears; JCPenney; West Bros.; Woods; Shainberg's; Dickson's; Whites; K mart; McRaes; Bealls.
Discount Stores-Bargain Annex.
Variety Stores-McLellan; TG&Y; Magic Mart.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Jitney-Jungle; Winn-Dixie; Greer's; Delchamps 2.
Other Chain Stores-Auto Accessories: Western Auto 2, Firestone, Goodrich, Goodyear 2, Uniroyal, Otasco; Jewelry: Johnson Bros., Lorch's, Zale's, Rerdous, Hausmanns; Furniture: McGregor's, Rhodes, Gulf, Alberts; Shoes: Gryder's, Myron's, Neils, Baker, Kinney; Paints: Sherwin-Williams, Mary Carter, Harris, Burk Hall, Napko, Var-Tung Devoe Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 22,389; (S) 23,976; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, PO Box 849, Pascagoula, MS 39567; Tel.(601) 762-1111.
National Representatives: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agricultural, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; Loc. Est. 10,257
County 80 Cen. 33,795; Loc. Est. 35,816

4 - HOUSEHOLDS:
City 80 Cen. 3,479; Loc. Est. 3,439
County 80 Cen. 11,004; Loc. Est. 12,168

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$420,221,000
Commercial	2	$46,231,000

6 - PASSENGER AUTOS: County 28,095 (1980)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Chemical

201; Electrical 588; Containers 298; Wood Processing 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plaza(9)	1	Delchamps, TG&Y K&B Drugs
Northgate(6)	1	IGA, Gibsons, Sears Catalog
Picayune(8)	N.A.	Westside, West Bros.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Mitchell's; Salloumns; West Bros.
Discount Stores-Gibson's; Fred's; Dollar General.
Variety Stores-Murphy's Mart; TG&Y.
Chain Drug Stores-K&B; Eckerd Drugs.
Chain Supermarkets-Winn Dixie; Delchamps; IGA; Sunflower; Westside.
Other Chain Stores-Shoetown; Goodyear; Sears Catalog; Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tue to fri; S) 5,456; worn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-7.
Airlines-Republic.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; Loc. Est. 16,016
County 80 Cen. 36,018; Loc. Est. 37,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; Loc. Est. 6,071
County 80 Cen. 10,980; Loc. Est. 11,933

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$145,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 6,031

8 - GAS METERS: Residence 4,960

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agri. Research (State Experiment Station, & Extension Service, USDA Research Labs, Boll Weevil Poultry, Wood Pdts. & Forest Seed) 1,050 ($150); Apparel 275 (N.A.); Felt Mfg. 75 (N.A.); Furn. Mfg. 350 (N.A.); Commercial metal blades (N.A.); Metal Building Mfg. 350 (N.A.); State Univ. 12,500 Students and 1,700 Faculty & other employees; Copper Fabricating ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost Nov. 4. Last killing frost Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plaza(9)	NA	Gibsons, Sunflower
Southdale(11)	NA	Sears, Giant Mkt.
State(13)	NA	West Bros., A&P
Village Mall(20)	NA	Wal-Mart, Market Basket
La Galarie(10)	NA	APB Photo, Gerri's Apparel
Starkville(7)	NA	Danver's Restaurant, Harco Drugs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mullins; West Brothers; Ashley's.
Variety Stores-Bargain World; Kent's.
Discount Stores-Fred's Dollar Store; Gibson's; Wal-Mart; Semco; Richey's; The Withit; The Habit; Foxx's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Walgreen 2; Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Giant; Big Star; A&P; Sunflower Foods; Market Basket; Food Center Warehouse.
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m-tues to sat) 6,375; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Thomas Ball, News Dir., NEWS, 316 University Dr., PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1643.
National Representative: Papert Companies.

TUPELO

1 - LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, shopping and wholesale center for NE Miss. and NW Alabama. Agriculture and dairy center in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: **Railroads**-I C and G; Frisco (St. L&F).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Continental; Tri-States.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,905; Loc. Est. 24,281
CZ-ABC: (80) 27,322; (83) 27,800
RTZ-ABC: (80) 258,791; (83) 264,100
County 80 Cen. 57,061; Loc. Est. 58,957
City & RTZ-ABC: (80) 286,113; (83) 291,900

4 - HOUSEHOLDS:
City 80 Cen. 8,925; Loc. Est. 9,381
County 80 Cen. 19,970; Loc. Est. 21,607
CZ-ABC: (80) 10,116; (83) 10,600
RTZ-ABC: (80) 87,894; (83) 93,100
City & RTZ-ABC: (80) 98,010; (83) 103,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$869,460,737
Savings & Loan	3	$93,385,000

6 - PASSENGER AUTOS: County Est. 44,100

7 - ELECTRIC METERS: Residence 9,299

8 - GAS METERS: Residence 9,060

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 1,783 ($192); Electrical Products 550 ($185); Food 1,806 ($176); Apparel 3,377 (N.A.); Furniture 2,101 ($176); Fabricated Metals 656 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards, Fleming& Sons
Downtown Mall(32)	1	JCPenney, Super D
Hancock	2	Hancock Fabrics
All American Plz	2	National Menswear
Tupelo Mall(41)	1	Walgreen's, Sears McRae's, Krogers
Traceway	2	Wal-Mart, Blount's
Food Center	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; JCPenney; McRae's; Shainberg's.
Variety Stores-McCrorys.
Discount Stores-Howard's; Fred's Dollar Store 2; Wal-Mart 2.
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx Drugs; Walgreen; Super D Drugs 2.
Chain Supermarkets-Kroger; Todd's Big Star; Winn-Dixie; Jitney Jr. 3; Food Center Whse. 2; Mighty Mart 4; Turner's; Palmers Big Star; Bridge's Big Star; Blount's Foodarama 2.
Other Chain Stores-Quality Stamps; Blue Bell Fabrics; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Plywood Paneling; National Men's Wear; Furniture Center; Dreifus Jewelry; Ford's Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Singer; Raymons.

14 - NEWSPAPERS: JOURNAL (m) 33,974; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, Box 909, Tupelo, MS 38801; Tel. (601) 842-2622.
National Representative: Papert Companies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN.; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; Loc. Est. 25,680
CZ-ABC: (80) 25,434; (83) 23,500
RTZ-ABC: (80) 91,165; (83) 95,500
County 80 Cen. 51,627; Loc. Est. 52,346
City & RTZ-ABC: (80) 116,599; (83) 118,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; Loc. Est. 9,122
County 80 Cen. 17,355; Loc. Est. 18,373
CZ-ABC: (80) 9,292; (83) 8,900
RTZ-ABC: (80) 28,132; (83) 29,300
City & RTZ-ABC: (80) 37,424; (83) 38,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,632,428
Commercial	4	$323,900,074

6 - PASSENGER AUTOS: County Est. 40,000

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Trailers 200; Chemical 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hardware 28; Ship building 1,345; Paper Mill 350; Oil Mill 60; Federal Govt. 4,480; State Govt. 917.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, 8.7 hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	2	Sears, TG&Y, Walgreen
Dixie Plz.(14)	2	Winn Dixie, TG&Y

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening till 9; Sears till 7 on Tue.-Thurs.

13 - RETAIL OUTLETS: Department Stores-Valley Dry Goods; Charle's; Sears; JCPenney; McRae's; Shainberg.
Variety Stores-Murphy's; TG&Y 2; Howard Bros. 2.
Chain Drug Stores-Walgreen; Howard Bros. 2; K&B; Treasury Drug.
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Sunflower 2; Help Yourself; Kroger; Winn-Dixie; Big Star.
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Western Auto; Murphy's; White Stores; Gibson's; Shainberg's; Zales Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner Shop; Endicott-Johnson; Hallmark; Dollar General.

14 - NEWSPAPERS: POST (e) 15,869; (S) 16,283; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, Jr., Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Branham/Newspaper Sales.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2, County Seat. Agricultural Center; 90 mi. N of Meridian; 120 mi. W of Birmingham; 150 mi. SE of Memphis, On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines-Tri-State Trailways.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 8,811; Loc. Est. 9,123
County 80 Cen. 21,082; Loc. Est. 21,082

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,225
County 80 Cen. 6,776; Loc. Est. 7,271

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 12,371 (1980)

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1216; Textiles 455; Meat Packing 1629; Rubber Prod. 253; Metal Prod. 100; Concrete Prod. 52; Agric. Prod. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Shopping Centers**-Point Plaza (Sunflower, Plaza Drugs); West Main Shopping Center (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Gibson's; Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Store-Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,835; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Carol Harris, Office Mgr., DAILY TIMES LEADER, PO Box 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Papert Companies.

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
St. Joseph-Buchanan County.
Springfield-Christian and Greene Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Cass, Clay, Jackson, Lafayette, Platte and Ray Counties.
St. Louis, Mo.-St. Louis city; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Monroe County, Ill.

CONSOLODATED METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Kansas City, Kan.-Includes Kansas City, Kan. PMSA and Kansas City, PMSA.
St. Louis-East St. Louis-Alton, Mo.-Ill.-Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	371	354	363
5-14 Years	929	738	757
15-24 Years	785	907	931
25-44 Years	1,061	1,293	1,327
45-64 Years	982	977	1,003
65 and Over	559	648	665
TOTAL	4,678	4,917	5,046

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	567	903	1,374
General Mdse	1,542	2,227	3,553
Food	2,124	3,295	5,928
Automobiles	2,169	3,545	5,531
Gasoline Stations	887	1,497	2,983
Apparel	473	691	1,117
Furniture	465	658	1,066
Eat-Drink Places	773	1,321	2,765
Drugs	343	445	816
TOTAL SALES	10,272	15,920	27,568

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO PMSA), E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-Blue Springs Truck Line; all major carriers in Kansas City area.
Intercity Bus Lines-Metro Bus Lines.
Airlines-4 mi. from public airport with 3,808 ft. runway; all major airlines at Kansas City International Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,927; Loc. Est. 33,855
County 80 Cen. 629,180; Loc. Est. 636,514
PMSA 80 Cen. 914,341; Loc. Est. 927,891

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,300; Loc. Est. 11,137
County 80 Cen. 242,053; Loc. Est. 256,176
PMSA 80 Cen. 344,092; Loc. Est. 365,187

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$82,357,979
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 488,998

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-St. Mary's Hospital 450; Sab Harmon 450; Rupert Mfg. 220; Wal-Mart 150; Fike Metal 145; Alton Pkg. Co. 100; Fabricraft 95; Mesco Industries 45; Pink Hill Quarries 38.

10 - CLIMATE: Average Temp.-July 88 (31 C); Jan. 31.7 (0 C).

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Centers-Hwy. 7; Hwy. 40; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Independence	8	Macy's, Sears, Stix, Baer & Fuller
Kingsridge	NA	United Super, Ben Franklin
Blue Ridge Mall(87)	12	JCPenney, Wards, Jones
Country Club(16)	NA	Furniture Barn, Revco
White Oak Plz.(36)	NA	Sears, Matco, United Super

13 - RETAIL OUTLE[illegible]count Stores-Matco; Wal-Mart.
Chain Drug Stores-Revco; Drug Depot.
Chain Supermarkets-Price Chopper; United Super 3; Country Boy; Sav-Mart; Food Barn.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 4,569; Sept. 30, 1982 VAC.
Local Contact for Advertising and Merchandising Data: C.J. Shepherd, Adv./Mktg. Dir., EXAMINER, PO Box 1057, Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representative: Missouri Press Service; U.S. Suburban Press, Inc.

BOONVILLE

1 - LOCATION: Cooper County, County Seat. On I-70 and State Hwys. 40, 5, 87 & 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70 & Hwy. 5.

2 - TRANSPORTATION: Railroads-Missouri Pacific; M-K-T.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 7,137
County 80 Cen. 14,643; Loc. Est. 15,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,606; Loc. Est. 2,787
County 80 Cen. 5,382; Loc. Est. 5,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$60,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 8,523

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 250 ($230); Small Elect. Appliances 320 ($225); Bakery 165 ($300); Fiberboard 65 ($225); Mobile Homes 68 ($225); Clothing Mfg. ($190); Base Board Heaters ($225).
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

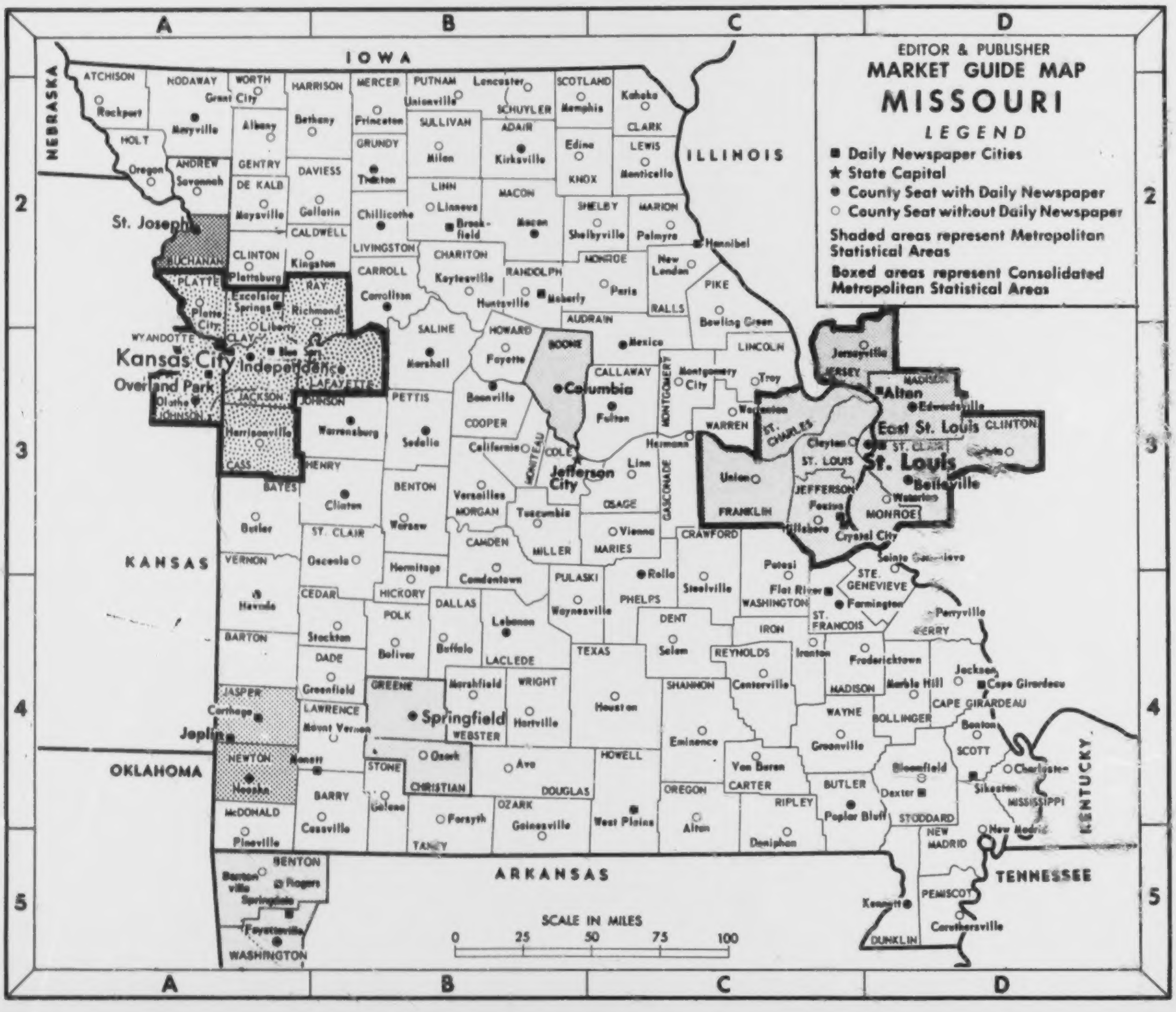
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA
North Boonville	1	

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; JCPenney; Sears; Montgomery Ward (catalog).
Discount Stores-P.N. Hirsch; Orschein's; Wee Discount; Matco.
Variety Stores-Wee Discount.
Chain Supermarkets-IGA; Boonville United Super; Harold's Thriftway; Save-A-Lot.
Other Chain Stores-Western Auto; Coast-to-Coast; Rupp Automotive; Gerling's Parts Stop.

14 - NEWSPAPERS: NEWS & ADVERTISER (e-mon to fri) 3,830; sworn Mar. 31, 1983.


A
B
C
D
2
3
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5
EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
IOWA
NEBRASKA
ILLINOIS
KANSAS
OKLAHOMA
ARKANSAS
KENTUCKY
TENNESSEE
St. Joseph
Kansas City
Independence
Overland Park
Columbia
Jefferson City
St. Louis
East St. Louis
Springfield
Joplin
SCALE IN MILES
0
25
50
75
100

Local contact for Advertising and Merchandising Data: Scott Jackson, Sls. Mgr., NEWS, 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.

National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

Motor Freight Carriers-10.

3 - POPULATION:

Corp. City 80 Cen. 5,555; Loc. Est. 5,608

County 80 Cen. 15,495; Loc. Est. 15,723

4 - HOUSEHOLDS:

Corp. City 80 Cen. 2,423; Loc. Est. 2,506

County 80 Cen. 6.312; Loc. Est. 6,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$75,000,000

6 - PASSENGER AUTOS: County 10,150

7 - ELECTRIC METERS: Residence 2,602

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-RR 100 ($200); Uniforms 150 (N.A.); Auto assemblies 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Food, Drug, Discount, Dept. stores.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; JCPenney; Montgomery Ward.

Discount Stores-Wal-Mart.

Variety Stores-Easter's.

Chain Drug Stores-Mart's.

Chain Supermarkets-Cash Saver; Ezry's IGA Foodliner; Howard's Market.

Other Chain Stores-Firestone; True Value.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,376; sworn Sept. 30, 1981 (latest statement available).

Local Contact for Advertising and Merchandising Data: James Noble, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-7237.

National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Trailways; Greyhound; Great Southern.

Airlines-Air Illinois.

3 - POPULATION:

Corp. City 80 Cen. 34,361; Loc. Est. 34,539

CZ-ABC: (80) 34,361; (83) 35,200

RTZ-ABC: (80) 144,722; (83) 150,800

County 80 Cen. 58,837; Loc. Est. 60,660

City & RTZ-ABC: (80) 179,083; (83) 186,000

4 - HOUSEHOLDS:

City 80 Cen. 12,505; Loc. Est. 13,034

County 80 Cen. 20,968; Loc. Est. 22,640

CZ-ABC: (80) 12,505; (83) 13,300

RTZ-ABC: (80) 51,556; (83) 55,800

City & RTZ-ABC: (80) 64,061; (83) 69,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$242,933,837
Savings & Loan	3	$480,481,500

6 - PASSENGER AUTOS: County 36,789

7 - ELECTRIC METERS: Residence 16,080

8 - GAS METERS: Residence 11,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Garment 671; Transportation 1,291; Shoes 1,091; Cement Mfg. 162; Meat Packing 56; Hospitals 2,000; Soft Drink Bottlers 50; Utilities 225; Plastics 177; Construction 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 76; Steel 172; Furniture 144; Telephone 220; Whsl. Hardware 186; University 9,000 students, 800 employees.

Principal Pay Days-Fri., Sat. 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Plaza(30)	NA	Sears, Roths
West Park Mall(80)	NA	Famous-Barr, JCPenney

Principal Shopping Days-Sat., Mon., Fri.

Stores Open Evenings-Mall stores 9:30 Mon. thru Sat., Downtown until 8 on Thurs., Town Plaza until 9 Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr; JCPenney; Sears.

Variety Stores-Woolworths.

Discount Stores-K mart; Wal-Mart; Lowell's.

Chain Supermarkets-Schnucks; National Del-Farms; IGA; Ward's Food Mart; Storey's Food Giant; Aldi's.

Other Chain Stores-P.N. Hirsch; Naturalizer Footworks; Gallenkamp Shoes; Maurice's; Lerners; Red Cross Shoe Store; Goodyear; Otasco; Firestone; Radio Shack; So Fro Fabrics; Camelot Music; Zles Jewelry; Disc Jockey; Dimensions; Worth's; Orscheln's; Sherwin-Williams; 7-Eleven; Goodyear; Thom McAn; Kinney; Waldenbooks.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 15,389; (S) 15,698; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Wilson, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.

National Representatives: Papert Companies; Thomson Newspapers.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agricultural center. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24 and 65 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Norfolk & Western; AT&SF.

Intercity Bus Lines-Missouri Transit.

3 - POPULATION:

Corp. City 80 Cen. 4,700; Loc. Est 4,792

County 80 Cen. 12,131; Loc. Est. 12,336

4 - HOUSEHOLDS:

City 80 Cen. 1,986; Loc. Est. 2,000

County 80 Cen. 4,769; Loc. Est. 5,038

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$38,590,000

6 - PASSENGER AUTOS: County 6,207

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mode O'Day; Minnis (Ladies'); Ragtime.

Variety Stores-Williams; U&S Variety.

Discount Stores-Matco; Dollar General.

Chain Drug Stores-Fellers; Rexall; Roseberry; Main Drug.

Chain Supermarkets-Allen's United; Quality Mkt.; Walt's Warehouse Grocery; Harolds Market; Mulch's United.

Other Chain Stores-A&B Hdwr.; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,505; sworn Sept. 27, 1982.

Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 So., Carrollton, MO 64633; Tel. (816) 542-0881.

National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County, (In Joplin MSA) E&P Map A-4, County Seat. Agriculture, dairy, and manufacturing area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.

Motor Freight Carriers-Brown Refrigerated Express; Bray Lines; Motor Transport; Ryder Truck Lines; Jones Truck; Campbell 66; Roadway; U.P.S.

Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:

Corp. City 80 Cen. 11,104; Loc. Est. 11,110

County 80 Cen. 86,958; Loc. Est. 86,879

MSA 80 Cen. 127,513; Loc. Est. 132,072

4 - HOUSEHOLDS:

City 80 Cen. 4,379; Loc. Est. 4,500

County 80 Cen. 33,560; Loc. Est. 35,000

MSA 80 Cen. 48,436; Loc. Est. 52,506

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$245,395,000
Commercial	3	$133,437,000

6 - PASSENGER AUTOS: County 72,503

7 - ELECTRIC METERS: Residence 4,512

8 - GAS METERS: Residence 5,187

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 1,225; Marble & Limestone 160; Bed & Cushion Spring 736; Clothing 440; Adjacent Area Explosives and Fertilizers 879.

Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on 5 streets.

Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Grand at Macon; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garrison & Centennial	3	Family Foods IGA
Wal-Mart City	1	Wal-Mart
Village(6)	2	P.N. Hirsh

Principal Shopping Days-Tues., Fri., Sat.

Stores Open Evenings-Thurs. & Fri.

Stores Open Sundays-10

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson.

Variety Stores-Ben Franklin; P.N. Hirsch.

Discount Stores-Wal-Mart.

Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.

Other Chain Stores-Oklahoma Supply; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 5,230; sworn Sept. 1, 1982.

Local Contact for Advertising and Merchandising Data: Betty Forrest, Nat'l. Adv. Mgr., PRESS, PO Box 678, Carthage, MO 64836; Tel. (417) 358-2191.

National Representative: Thomson Newspapers.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads-Burlington, Northern; Chicago, Milwaukee, St. Paul & Pacific; Norfolk & Western.

Motor Freight Carriers-2.

Intercity Bus Lines-Continental.

3 - POPULATION:

Corp. City 80 Cen. 9,089; Loc. Est. 8,859

County 80 Cen. 15,739; Loc. Est. 15,338

4 - HOUSEHOLDS:

City 80 Cen. 3,678; Loc. Est. 3,655

County 80 Cen. 6,021; Loc. Est. 6,268

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$128,511,000
Savings & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 9,557

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air-Cleaners 230 ($220); Truck Line 98 ($210); Tool & Dye 25 ($160); Mobile Homes 123.

Principal Industrial Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.

Neighborhood Shopping Centers-6 blocks on South Washington. 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Center(11)	NA	Matco Disc., A&P
Southtown(9)	NA	Leon's, Gibson's, United Super, Westlake's

Principal Shopping Days-Thu., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; P.N. Hirsch.

Variety Stores-Matco; Place's Dime Store.

Discount Stores-L&O Sales; Orscheln Farm & Home Supply; Gibson's; Westlake Ace Hardware; Wal-Mart.

Chain Supermarkets-United Super; HyVee.

Other Chain Stores-Gamble-Skogmo; Western Auto; Sears.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e mon to fri; m-sat) 6,279; sworn Oct. 12, 1982.

Local Contact for Advertising and Merchandising Data: Chris Cox, Nat. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.

National Representatives:Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping center for 3-county agricultural, mining, industrial and dairying area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads-Frisco Missouri-Kansas-Texas.

Motor Freight Carriers-5.

Intercity Bus Lines-Crown; Greyhound; Continental.

3 - POPULATION:

Corp. City 80 Cen. 8,366; Loc. Est. 8,546

County 80 Cen. 19,672; Loc. Est. 19,781

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 3,431; Loc. Est. 3,467

County 80 Cen. 7,763; Loc. Est. 8,173

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$71,146,000
Savings & Loan	4	$30,000,000

6 - PASSENGER AUTOS: County 10,572

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 182; Fireworks 39; Punch Press Mfg. 148; Coal Mining 35; Cheese 300; Power Plant 80; Caskets 14; Can Openers, Blenders, Washing Machines 420.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Town Square on 20 Sts.

Neighborhood Shopping Centers-2nd S. & Hwy. 13; 7th & Ohio St.; Jct. Hwys. 13 & 7.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Nagel's; Hodine's; Crews Fashions; Hirsch; Sam's.

Variety Stores-Ben Franklin.

Discount Stores-Sam's; Wal-Mart.

Chain Drug Stores-Cripps; Kreisler; Diamond Rexall.

Chain Supermarkets-Thriftway; Plaza; Safeway; Gerbes A.G.

Other Chain Stores-Russell Bros. (clothing); Davison's Sherwin-Williams Paint; Diehl; Western Auto; P.N. Hirsch (dry goods); Coast-to-Coast.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,981; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: Geri Banks, Adv. Mgr., DEMOCRAT, 212 S. Washington St., Clinton, MO 64735; Tel. (816) 885-2281.

National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Missouri Transit; Transcontinental.
Motor Freight Carriers-10.
Airlines-Ozark; Air Midwest; Air Illinois; (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061; Loc. Est. 62,400
CZ-ABC: (80) 62,061; (83) 62,400
RTZ-ABC: (80) 38,315; (83) 44,100
County/MSA 80 Cen. 100,376; Loc. Est. 106,500
City & RTZ-ABC: (80) 100,376; (83) 106,500
Demographic Information available from The Columbia Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; Loc. Est. 22,400
County/MSA 80 Cen. 35,296; Loc. Est. 38,900
CZ-ABC: (80) 21,452; (83) 22,400
RTZ-ABC: (80) 13,844; (83) 16,500
City & RTZ-ABC: (80) 35,296; (83) 38,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$350,345,000

6 - PASSENGER AUTOS: County 63,571

7 - ELECTRIC METERS: Res. & Bus. 24,000

8 - GAS METERS: Res. & Bus. 22,231

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Education (2 colleges, state university); 3-M Co.; American Press; Toastmaster; American Air Filter; Riback Industries; Square D; Watlow Electric; Discwasher, Inc.

10 - CLIMATE: Min. Temp.-Jan. 20.6; Max. Temp.-July 87.4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall 40; Broadway 18; Columbia Plaza 7; Eastgate Plaza 7; Forum 14; K mart 7; Parkade Plaza 30; North County Shopping Center 10; North Providence 5; Temple Stephens 7; Crossroads West 25; Whitegate 6.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Thu.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Parks; JCPenney; Goldes; Sears; Roth's; Montgomery Ward.
Discount Stores-K mart; Skagg's; Wal-Mart 3.
Chain Drug Stores-D&H 2; Green Cross; Skagg's; SuperRx 2.
Chain Supermarkets-Safeway; Nowells 2; IGA 3; Gerbes 2; Schnuck's; Price Chopper; Wyatts; Grocery Supply Co.; 7-Eleven; Colonial 3; Casey's 3.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; S&H Green Stamps; Zales Jewelers; Singer Co.; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat) 5,782; (S) 5,815; Dec. 31, 1982 CAC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e) 16,880; (S) 19,506; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Doyle, Adv. Mktg. Dir., TRIBUNE, 4th & Walnut Sts., Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY
See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing and agricultural area; 40 mi. S of Cape Girardeau; On U.S. Hwy. 60; State Hwy. 25

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; Loc. Est. 7,356
County 80 Cen. 29,009; Loc. Est. 29,930

4 - HOUSEHOLDS:
City 80 Cen. 2,885; Loc. Est. 3,019
County 80 Cen. 10,694; Loc. Est. 11,479

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 17,686

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoe 100 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1. Last killing frost, Mar 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks west of main business district (17 stores). Also Town & Country Shopping Center-7 stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Fred's; P.N. Hirsch.
Discount Stores-Wal-Mart Discount City; Dollar General.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall.
Chain Supermarkets-Rebel Mkt.; Malone and Hyde 2; Big Star; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Goodyear; Orschelen Farm Supply; Western Auto; Stovall's; Tru-Value Hardware.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 3,000; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Barney Miller, Nat'l. Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CRI&P.
Motor Freight Carriers- 4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; Loc. Est. 10,674
PMSA 80 Cen. 914,341; Loc. Est. 927,891
County 80 Cen. 136,448; Loc. Est. 139,623

4 - HOUSEHOLDS:
City 80 Cen. 3,798; Loc. Est. 4,330
County 80 Cen. 49,743; Loc. Est. 53,180
PMSA 80 Cen. 344,092; Loc. Est. 365,187

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 119,218

7 - ELECTRIC METERS: Residence 3,[illegible]00

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Thriftway
"Y"(21)	NA	Montgomery Ward
Jesse James N.	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Flanders; Montgomery Ward; JCPenney; Sears.
Variety Stores-Wal-Mart; P.N. Hirsch.
Chain Drug Stores-Greim Rexall; Revco.
Chain Supermarkets-IGA; Thriftway; Safeway.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 3,275; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Nancy Elmore, Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-6155.
National Representative: Missouri Press Service.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL PMSA). 35 mi. S of St. Louis, On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads-Frisco; Missouri & Illinois.
Airport-2,500 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; Loc. Est. 10,259
Festus 80 Cen. 7,574; Loc. Est. 7,046
Crystal City 80 Cen. 3,573; Loc. Est. 3,213
PMSA 80 Cen. 1,809,519; Loc. Est. 1,820,554
County 80 Cen. 146,814; Loc. Est. 150,636
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; Loc. Est. 3,869
Festus 80 Cen. 2,756; Loc. Est. 2,592
Crystal City 80 Cen. 1,376; Loc. Est. 1,277
County 80 Cen. 47,385; Loc. Est. 50,883
PMSA 80 Cen. 647,243; Loc. Est. 680,711

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$15,000,000

6 - PASSENGER AUTOS: County 89,284

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Garments; Nuclear; Fuel; Chemicals; Lead Smelter; Can Mfg.; Auto Mfg. (Chrysler); Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dess Plz.(7)	NA	
Desoto Plz.(15)	NA	P.N. Hirsch
Arnold Plaza(10)	NA	IGA
Twin City Mall(25)	NA	Grants, Venture
Jefferson Sq.(9)	NA	Wal-Mart, Kroger's

13 - RETAIL OUTLETS: Department Stores-Festus & Crystal; Golde's; P. N. Hirsch.
Discount Stores-Venture; K mart; Wal-Mart.
Chain Drug Store-Gasen's.
Chain Supermarkets-Kroger; Bi-Rite; IGA; National Foods; Schnucks.
Other Stores-E&D Style Shop; Gift Chest Jewelers; Gerald's (men's); Dustins; Radio Shack; Lampert Auto Supplies; Hoganmiller TV; Overberg Decorating Centers; Sears; Montgomery Ward; Smith Jewelers; Tri-City Elect. & Hdwe.; Western Auto; R.S.V.P.

14 - NEWSPAPERS: DEMOCRAT-ROCKET (m-mon to fri) 9,271; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: E. A. Mace, Pub., DEMOCRAT-ROCKET, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; Loc. Est. 4,394
CZ-ABC: (80) 11,162; (83) 11,200
RTZ-ABC: (80) 25,800; (83) 27,300
County 80 Cen. 42,600; Loc. Est. 44,637
City & RTZ-ABC: (80) 36,962; (83) 38,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; Loc. Est. 1,761
CZ-ABC: (80) 4,265; (83) 4,500
RTZ-ABC: (80) 9,058; (83) 19,900
County 80 Cen. 15,189; Loc. Est. 16,621
City & RTZ-ABC: (80) 13,323; (83) 14,400

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$150,000,000
Commercial	6	$145,000,000

6 - PASSENGER AUTOS: County 27,761

7 - ELECTRIC METERS: County 18,388

8 - GAS METERS: County 9,396

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Plaza (10 stores); Mineral Area Shopping Center (8 stores).
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicare; Medicate; Wal-Mart.
Chain Supermarkets-Big Star 3; IGA 3; Kroger; DeGee's; Tom-Boy; Aldi's; Karsch's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,435; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John L. Shields, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: None.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural. educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroads-Gulf, Mobile & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; Loc. Est. 10,274
County 80 Cen. 32,252; Loc. Est. 33,452

4 - HOUSEHOLDS:
City 80 Cen. 3,468; Loc. Est. 3,269
County 80 Cen. 10,658; Loc. Est. 11,605

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 15,256

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briqqs Walmart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery & drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wards; Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Kroger; Save-A-Lot; Gerbes; Schulte's IGA.
Other Chain Stores-Western Auto; Westlakes; Orschelin.

14 - NEWSPAPERS: KINGDOM SUN-GAZETTE (m-tues to sat; S) 5,864; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mary Van Orden, Adv. Mgr., KINGDOM SUN-GAZETTE, 115 East Fifth St., Fulton, MO 65251; Tel. (314) 642-7272.
National Representative: Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental; Greyhound; Mid-American Coaches.

3 - POPULATION:
Corp. City 80 Cen. 18,811; Loc. Est. 18,951
CZ-ABC: (80) 18,811; (83) 18,900
RTZ-ABC: (80) 78,877; (83) 79,600
Counties 80 Cen. 37,549; Loc. Est. 37,911
  Marion 80 Cen. 28,638; Loc. Est. 28,989
  Ralls 80 Cen. 8,911; Loc. Est. 8,922
City & RTZ-ABC: (80) 97,688; (83) 98,500

4 - HOUSEHOLDS:
City 80 Cen. 7,164; Loc. Est. 7,538
CZ-ABC: (80) 7,164; (83) 7,500
RTZ-ABC: (80) 29,401; (83) 30,800
Counties 80 Cen. 13,879; Loc. Est. 14,741
  Marion 80 Cen. 10,696; Loc. Est. 11,350
  Ralls 80 Cen. 3,183; Loc. Est. 3,391
City & RTZ-ABC: (80) 36,565; (83) 38,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$74,500,000
Savings & Loan	7	$25,100,000

6 - PASSENGER AUTOS: Counties: Marion 19,001; Ralls 4,012

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of firms-Food, Dairy & Bev. 14; Bldg. Matls. 7; Ptrs., Commercial 6; Machy. & Tools 3; Shoes 2; Furnaces & Metal Stamping 1; Cement; Agricultural Chemicals; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including JCPenney, Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch; JCPenney.
Variety Stores-Jupiter; TG&Y.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger's; Nat'l. Food; IGA 2; Hy-Klas 3.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Chanen Auto.

14 - NEWSPAPERS: COURIER-POST (e) 11,817; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry E. Weill, Ed. & Gen. Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Papert Companies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County. (In Kansas City, MO PMSA) E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; GM&O; Kansas City Southern.
Intercity Bus Lines-K. C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United.

3 - POPULATION:
Corp. City 80 Cen. 111,806; Loc. Est. 112,685
PMSA 80 Cen. 914,341; Loc. Est. 927,891
County 80 Cen. 629,180; Loc. Est. 636,514

4 - HOUSEHOLDS:
City 80 Cen. 42,429; Loc. Est. 43,258
County 80 Cen. 242,053; Loc. Est. 256,176
PMSA 80 Cen. 344,092; Loc. Est. 365,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$243,000,000
Savings & Loan	9	$1,100,000,000

6 - PASSENGER AUTOS: County 488,998

7 - ELECTRIC METERS: Residence 40,012

8 - GAS METERS: Residence 38,880

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prod.; Furniture; Bedding; Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream; Pop; Asphalt; Jet Fuel; Jet Plant Refueler Trailers; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastic Mold Jigs; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiber Glass Awnings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Christmas Decorations; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25. Last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Shopping Centers**-(Distance from Shopping District): Englewood, 1 Mi.; Fairmont, 4 Mi.; Maywood, 2 Mi.; Blue Ridge, 4 Mi.; Independence Center, 4 Mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alton Plaza(4)	NA	Thriftway, TG&Y
Cable Place(7)	NA	Pizza Hut
Chrisman Plz.(12)	NA	TG&Y
Far View(12)	NA	Fox Photo
Gaslight Sq.(15)	NA	Ben Franklin, Sears
Hi Way 24(11)	NA	Thriftway, TG&Y, P.N. Hirsch
Hub Regional(10)	NA	
Independence(120)	NA	Stix, Baer & Fuller, Macy's, Sears
Noland Plaza(9)	NA	Kroger
Plaza 71(11)	NA	Radio Shack, TG&Y
Sterling View	NA	Safeway
23rd & Alton	NA	TG&Y
39th & Noland(11)	NA	Venture

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: **Department Stores**-Knoepker's; JCPenney; Montgomery Ward; Sears; Stix-Baer & Fuller; Macy's; Jones Store.
Discount Stores-Wild Woody's; K mart; Venture.
Variety Stores-Woolworth 2; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Denten's 2; Save-More 3; J.W. Watt 2; Skaggs 2.
Chain Supermarkets-Safeway 2; Milgram; U.S. Supers 5; Thriftway 2; Price Chopper; Save Mart 2; Mr. B's.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Thriftway; Goodrich; Uniroyal.

14 - NEWSPAPERS: EXAMINER (e-mon to fri, m-sat) 21,201; Sept. 30, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; U.S. Suburban Press, Inc.

JEFFERSON CITY

1 - LOCATION: Cole County. E&P Map B-3. State Capital. County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Trans-Mo.

3 - POPULATION:
Corp. City 80 Cen. 33,619; Loc. Est. 33,174
CZ-ABC: (80) 43,723; (83) 45,000
RTZ-ABC: (80) 114,638; (83) 116,600
County 80 Cen. 56,663; Loc. Est. 58,986
City & RTZ-ABC: (80) 158,361; (83) 161,600

4 - HOUSEHOLDS:
City 80 Cen. 12,639; Loc. Est. 13,141
County 80 Cen. 19,781; Loc. Est. 21,587
CZ-ABC: (80) 15,837; (83) 16,900
RTZ-ABC: (80) 39,952; (83) 42,000
City & RTZ-ABC: (80) 55,789; (83) 58,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$63,228,032
Commercial	4	$324,599,000

6 - PASSENGER AUTOS: County 32,633

7 - ELECTRIC METERS: City Res. 17,795

8 - GAS METERS: City Res. 11,871

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 700; State Govt. 6,000; Cosmetics 1,000; Warehousing 100; Electrical Assembly 1,201.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capitol Mall(63)	5	Golde's, Sears, JCPenney
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart
K mart Center	3	K mart, Kroger
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Herman's; P.N. Hirsch; Golde's; Sears.
Variety Stores-Mattingly; TG&Y.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Wal-Mart; Medicare Glaser.
Chain Supermarkets-IGA 3; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,583; POST-TRIBUNE (e-mon to fri) 17,681; NEWS and TRIBUNE (S) 23,156; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roger Connell, CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65101; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA). E&P Map A-4. Industrial, agricultural, recreational, distribution and chemical center.

2 - TRANSPORTATION: **Railroads**-Frisco; KCS; Missouri Pacific; Santa Fe.
Motor Freight Carriers-21.
Bus Lines-Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines-Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 39,023; Loc. Est. 39,238
CZ-ABC: (80) 60,805; (83) 62,100
RTZ-ABC: (80) 201,472; (83) 210,500
Counties/MSA 80 Cen. 127,513; Loc. Est. 132,072
  Jasper 80 Cen. 86,958; Loc. Est. 90,300
  Newton 80 Cen. 40,555; Loc. Est. 41,772
City & RTZ-ABC: (80) 262,277; (83) 272,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; Loc. Est. 16,971
Counties/MSA 80 Cen. 48,436; Loc. Est. 52,506
  Jasper 80 Cen. 33,560; Loc. Est. 36,461
  Newton 80 Cen. 14,876; Loc. Est. 16,045
CZ-ABC: (80) 24,127; (83) 25,500
RTZ-ABC: (80) 75,078; (83) 81,500
City & RTZ-ABC: (80) 99,205; (83) 107,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$315,000,000
Commercial	7	$303,922,090

6 - PASSENGER AUTOS: Counties-Jasper 54,742; Newton 15,629

7 - ELECTRIC METERS: Residence 20,911

8 - GAS METERS: Residence 15,327

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chemicals; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equipment; Feed Mills; Earth Crushers; Store Fixtures; Furniture; Roofing; Creosoted Products; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furniture; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland Plaza(18)	1	Kresge, Sears
Elms(7)	2	Consumers Mkt.
Maiden Lane(13)	5	Quik Stop, Miss Ann's
North Park(79)	3	JCPenney, Newman, Mont. Ward
Wal-Mart Ctr. W.	3	Wal-Mart
Mart Plaza	1	Diamond House, Redwing Shoes, Tropic Seas
Village Ctr(6)	2	
Oakland Plaza	4	Arthurs Appl., Big Dudes
Midway Shopping Center	4	Midway Lumber, Shady Lady

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Newman's; Ramsays; Sears; Ben Franklin 2; JCPenney; Walgreen; Montgomery Ward.
Discount Stores-Grand Pa's; May's City; Wal-Mart 3.
Chain Drug Stores-May's 3.
Variety Stores-Kresge; Ben Franklin.
Chain Supermarkets-IGA Thrifty 3; Consumers 3; Dillon's.

14 - NEWSPAPERS: GLOBE (m) 39,474; (S) 43,542; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Doris Bishop, Nat'l. Adv. Dir., GLOBE, 117 East 4th St., Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County E&P Map A-3 (In Kansas City, MO PMSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: **Railroads**-11 Trunklines serving Kansas City; Burlington Northern; Chicago & Northwestern; Illinois Central Gulf; Kansas City Southern; Milwaukee Road; Missouri-Kansas-Texas; Missouri Pacific; Norfolk & Western; Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-193.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Frontier; Midway; Republic; Texas Int'l; American; Northwest Orient; Southwest; USAir.

3 - POPULATION:
Corp. City 80 Cen. 448,159; Loc. Est. 438,212
CZ-ABC: (80) 1,073,225; (83) 1,069,300
RTZ-ABC: (80) 688,869; (83) 721,000
County 80 Cen. 629,180; Loc. Est. 636,514
PMSA 80 Cen. 914,341; Loc. Est. 927,891
City & RTZ-ABC: (80) 1,762,094; (83) 1,790,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; Loc. Est. 181,404
County 80 Cen. 242,053; Loc. Est. 256,176
PMSA 80 Cen. 344,092; Loc. Est. 365,187
CZ-ABC: (80) 408,789; (83) 422,000
RTZ-ABC: (80) 239,428; (83) 261,000
City & RTZ-ABC: (80) 648,217; (83) 683,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	115	$7,340,000,000
Savings & Loan	27	$2,810,000,000

6 - PASSENGER AUTOS: Counties 808,062 (MO & KS)

7 - ELECTRIC METERS: PMSA 500,000

8 - GAS METERS: PMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Manufacturing 138,100 ($305); Durable Goods 75,000 ($323); Lumber & Furniture 2,900 ($234); Stone, Clay & Glass Prods. 5,400 ($374); Primary Metal Ind. 5,900 ($436); Fabricated Metal Prods. 10,200 ($281); Machinery exc. Electrical 10,900 ($361); Electrical Equip. & Supplies 20,900 ($317); Transp. Equip. 14,900 ($322); Motor Vehicles & Equip. 14,400 ($323); Other Durable Goods 3,900 ($189); Non-Durable Goods 53,100 ($277); Food & Kindred Prods. 10,500 ($317); Apparel & Textile Prods. 4,200 ($151); Paper & Allied Prods. 4,900 ($252); Printing & Publishing 17,200 ($302); Chemicals & Allied Prods. 8,600 ($326); Petroleum & Coal Prods. 2,200 ($378); Other Non-Durable Goods 5,200 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Macy's; Montgomery Ward; Saks Fifth Avenue; Sears; Stix, Baer & Fuller.
Discount Stores-Half Price Store; K mart; Riverside Red X; Sam's; Service Merchandise; Venture; Wild Woody's; Woolco; Dolgin's.
Variety Stores-Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores-Revco 21; Skagg's 18; Treasury Drug 11; Bruce Smith 4.
Chain Supermarkets-Aldi 6; Buy Rite 3; Food Barn 6; Food-For-Less 3; Hen House 2; Just Rite 3; Milgram 34; Muehlbach's 2; Payless 4; Price Chopper 9; Safeway 39; Savemart 14; Thriftway 38; United Super 34.

14 - NEWSPAPERS: TIMES (m) 285,391; STAR (e-mon to fri) 239,497; STAR (S) 394,383; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Tully, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4156.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5. County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis. 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Film Trans; Inman; U.P.S.; Jones; American; Elfrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; Loc. Est. 9,974
County 80 Cen. 36,324; Loc. Est. 36,602

4 - HOUSEHOLDS:
City 80 Cen. 4,024; Loc. Est. 3,972
County 80 Cen. 13,588; Loc. Est. 14,303

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$226,500,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 16,267

7 - ELECTRIC METERS: Residence 6,113

8 - GAS METERS: Residence 4,575

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Emerson Elect. 1,100 ($160); Elv.-Walker 340 (N.A.); Uni-Royal 150 (N.A.); Uarco Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-8 blocks on Court Square; 3 blocks south; 2 blocks west.; 9 blocks east; 2 blocks North.
Shopping Areas-8 blocks Hwy. 25 north; 11 east on Hwy. 412; 10 west on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward (catalog); Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Magic Mart; Fred's; K mart.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; McCrory; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,843; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N Main St, Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2. County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: Railroads-Norfolk-Western; AT&SF; Burlington.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; Loc. Est. 17,262
County 80 Cen. 24,870; Loc. Est. 25,022

4 - HOUSEHOLDS:
City 80 Cen. 6,264; Loc. Est. 6,453
County 80 Cen. 8,947; Loc. Est. 9,450

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$131,000,000
Savings & Loan	2	$106,000,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 13,248

7 - ELECTRIC METERS: Residence 6,796

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage)-Engine Filters 185 ($7.85); Plastics 550 ($5.05); Electric Appliances 175 ($4.45); Concrete 100 ($5.00); Business Forms 350 ($5.31); Shoes 625 ($4.53); Farm Machy 135 ($6.11); Hospitals 1,000 ($7.10); Colleges 1,700 ($6.85).
Principal Industrial Pay Days-Fri., last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Lincoln Square Shops (6 stores-P.N. Hirsch, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Matco; P. N. Hirsch.
Discount Stores-Pamida; Wal-Mart; K mart; Westlake Hardware.
Chain Drug Stores-Mont; Rexall Associate.
Chain Supermarkets-IGA Foodliner 2; Hy-Vee; Cash Saver; Easter's; Foodbarn.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto; Mode O'Day.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,305; (S) 9,615; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 180 E. McPherson St., Box 809, Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4. County Seat. Dairy, agricultural and resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On Interstate 44; State 5, 32 & 64.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; American; M.K.O. Coach; Mo. Transit; Crown Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; Loc. Est. 9,633
County 80 Cen. 24,323; Loc. Est. 25,433

4 - HOUSEHOLDS:
City 80 Cen. 3,965; Loc. Est. 4,161
County 80 Cen. 9,023; Loc. Est. 9,881

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$145,300,000

6 - PASSENGER AUTOS: County 17,870

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

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Sources: S&MM 1983 "Survey of Buying Power"
Belden Associates 1983 "Kansas City CMS"
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Kansas City, MO 64108

THE KANSAS CITY STAR.
The Kansas City Times

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 (NA); Furn. 65 ($150); Milk Plant 115 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Otasco
South Hwy. 5	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Shopping Centers-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Eddie's Clothing; Western Auto; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bills Farm & Home; Otasco; O'Neils.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Family; Connor; Reese; Medicare.
Chain Supermarkets-IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's; Applings.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,892; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Adv. Mgr., RECORD, 290 S. Madison, PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2. County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36 and 63.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680; Loc. Est. 5,929
County 80 Cen. 16,313; Loc. Est. 16,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; Loc. Est. 2,467
County 80 Cen. 6,386; Loc. Est. 6,976

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$2,480,961,913
Commercial	5	$100,892,000

6 - PASSENGER AUTOS: County 8,225

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Canning 450 ($250); Electrical Appliances 650 ($225); Screw Machine Products 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Center-Macon Plaza.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Matco.
Variety Stores-Matco; Ben Franklin; Coast-to-Coast.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Ron's Super Valu.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 4,543; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W Burke St., Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Landon Associates; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3. County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: Railroads-I.G.G.; Mo. Pac.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; Loc. Est. 13,118
County 80 Cen. 24,919; Loc. Est. 25,095
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; Loc. Est. 4,960
County 80 Cen. 9,363; Loc. Est. 9,879

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$93,334,628

6 - PASSENGER AUTOS: County 12,358

7 - ELECTRIC METERS: 6,607

8 - GAS METERS: 5,195

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works; Hog Processing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Mall	NA	Milgram Super Mkt., Sam's Dept. Store, Gibson Discount
Marshall Plaza	NA	TG&Y, P.N. Hirsch, Safeway, Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; TG&Y.
Discount Stores-Gibson's; Sam's Bargain Town.
Chain Supermarkets-A&P; IGA Foodliner 2; Safeway; Milgram's.
Other Chain Stores-Sears; Mont. Ward; Firestone; Goodyear; Gamble's; Coast-to-Coast; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,175; sworn Sept. 30, 1982.
Local Contact for Adverting and Merchandising Data: Doug Yerta, Adv. Mgr., DEMOCRAT-NEWS, PO Box 100, Marshall, MO 65340; Tel. (816) 886-2233.
National Representative: Missouri Press Service.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City and 120 mi. S of Omaha; County Seat. Industry, agriculture, and education center on U.S. Hwy. 71, State Highway 136.

2 - TRANSPORTATION: Railroads-St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; Loc. Est. 9,730
County 80 Cen. 21,996; Loc. Est. 22,555

4 - HOUSEHOLDS:
City 80 Cen. 2,639; Loc. Est. 3,362
County 80 Cen. 7,687; Loc. Est. 8,221

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 10,040

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chain; Lightning Rods Steel Tubing; Alkaline Batteries; Rubber Products; Steel Products; NW Missouri State University (5,300 students, faculty of 270, operating staff 390); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maryville Mall(5)	NA	JCPenney, K mart, Payless Shoes
Mary Mart(4)	NA	Watkin's Hdwe., Eddy's Mkt., Thriftway
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; K mart every evening til 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Sears (catalog); Pamida.
Variety Stores-Place's; K mart.
Chain Supermarkets-J & R Warehouse; Eddy's Thriftway 2; HyVee; Easter's Super Valu.
Other Chain Stores-Firestone Tires; Brown's Shoes; Coast-to-Coast; Livingston Clothing; 7-Eleven; Tober's; Goodrich Dairy; Fullerton Lumber; Rupp Automotive; L&L Auto Parts.

14 - NEWSPAPERS: DAILY FORUM (e-mon to fri; m-sat) 5,059; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Dave Hosman, Adv. Mgr., DAILY FORUM, 111 E. Jenkins, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: None.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3. County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: Railroads-Norfolk & Western; ICG; Burlington.
Motor Freight Carriers-7.
Intercity Bus Lines-Mo-Tran.

3 - POPULATION:
Corp. City 80 Cen. 12,276; Loc. Est. 12,676
CZ-ABC: (80) 12,276; (83) 12,200
RTZ-ABC: (80) 38,670; (83) 40,000
County 80 Cen. 26,458; Loc. Est. 27,338
City & RTZ-ABC: (80) 50,946; (83) 52,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; Loc. Est. 5,134
County 80 Cen. 9,779; Loc. Est. 10,587
CZ-ABC: (80) 4,773; (83) 4,900
RTZ-ABC: (80) 14,034; (83) 15,100
City & RTZ-ABC: (80) 18,807; (83) 20,000

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$71,333,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 12,464

7 - ELECTRIC METERS: Residence 4,799

8 - GAS METERS: Residence 4,212

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,300 ($226); Food 170 ($230); Shoes 480 ($135); Bags 40 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (Average)-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	NA	Wal-Mart
West Plaza(15)	NA	TG&Y, P.N. Hirsch, Kline's, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Logan Rexall; Medicare; Glaser.
Chain Supermarkets-Plaza IGA Foodliner; Hoffman's; Hickman's IGA East & West; Aldi's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 12,053; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: Railroads-Norfolk & Western Ry.; main line, division point; direct service to Kansas City, St. Louis, Omaha, Des Moines; freight line to East via Hannibal.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 13,418; Loc. Est. 13,375
CZ-ABC: (80) 13,418; (83) 13,500
RTZ-ABC: (80) 48,606; (83) 50,000
County 80 Cen. 25,460; Loc. Est. 26,207
City & RTZ-ABC: (80) 62,024; (83) 63,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; Loc. Est. 5,472
County 80 Cen. 9,240; Loc. Est. 9,892
CZ-ABC: (80) 5,365; (83) 5,800
RTZ-ABC: (80) 17,743; (83) 18,900
City & RTZ-ABC: (80) 23,108; (83) 24,500

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$140,800,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 12,111

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Electrical Appliances 450; Brake Lever 340; Railroad 500; Coal Mining 165; Missouri Training Center 230; Pre-Fabricated Homes 58; Automobile Finishes 267; Printing Companies 100; Trucking 165; Athletic Equip. 50; First Aid Equip. 80; Moberly Regional Medical Center 295; Associated Electric 150. Total labor force 10,899.
Principal Pay Days-R.R. 1st & 15th; Others Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Sears.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-Safeway; United Super; IGA 2; Thriftway; Greenhill.
Other Chain Stores-Firestone; Goodyear; Singer Co.; M.F.A. (farm); Davis Paint; Pittsburgh Paint & Glass; Pay-Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Coast-to-Coast.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,573; (S) 9,947; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield, 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148; Loc. Est. 6,117
Counties 80 Cen. 53,381; Loc. Est. 55,463
Barry 80 Cen. 24,408; Loc. Est. 25,748
Lawrence 80 Cen. 28,973; Loc. Est. 29,715

4 - HOUSEHOLDS:
City 80 Cen. 2,460; Loc. Est. 2,257
Counties 80 Cen. 20,046; Loc. Est. 21,781
Barry 80 Cen. 9,305; Loc. Est. 10,241
Lawrence 80 Cen. 10,741; Loc. Est. 11,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$64,711,932
Savings & Loan	1	$16,417,536

6 - PASSENGER AUTOS: Barry County 17,262; Lawrence County 16,435.

7 - ELECTRIC METERS: Residence 2,834

8 - GAS METERS: Residence 2,656

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Poultry Processors 510 ($150); Aluminum Fabricators 271 ($190); Tool & Machine Parts 120 ($170); Clothing 220 ($150); Shoes 750 ($160).
Principal Pay Days-Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tue., Fri., Sat. Food-Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brownsberger's; Carolyn's; Mode O'Day; Cortey's; Fashion Corner.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart; Discount Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whlsale Grocers) 2; MFA Consumers; Consumers Market.
Other Chain Stores-Otasco.

14 - NEWSPAPERS: TIMES (e) 4,255; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County,(In Joplin MSA). E&P Map A-4, County Seat. Trading & shopping center. SW part of State. 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; Loc. Est. 9,750
County 80 Cen. 40,555; Loc. Est. 41,772
MSA 80 Cen. 127,513; Loc. Est. 132,072

4 - HOUSEHOLDS:
City 80 Cen. 3,827; Loc. Est. 4,061
County 80 Cen. 14,876; Loc. Est. 16,048
MSA 80 Cen. 48,436; Loc. Est. 52,506

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$98,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,629

7 - ELECTRIC METERS: Residence 4,228

8 - GAS METERS: Residence 3,579

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 494 ($230); Textile 750 ($230); Electronics 500 ($300); Furniture 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-2 blocks on four streets.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Walmart Discount.

13 - RETAIL OUTLETS: Department Stores-McGinty's; JCPenney; Williams.
Discount Stores-Wal-Mart.
Variety Stores-McCrory's; Dollar General.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Montgomery Ward; Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,345; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, PO Box 460, Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County. E&P Map A-4. County Seat. Agricultural and wholesale center. Light manufacturing. Women's junior college. West Central part of state. 99 mi. S of Kansas City; 287 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71 and 54.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; Loc. Est. 8,697
County 80 Cen. 19,806; Loc. Est. 19,848
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; Loc. Est. 3,487
County 80 Cen. 7,497; Loc. Est. 7,912

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$81,841,000
Savings & Loan	1	$1,953,590,381

6 - PASSENGER AUTOS: County 9,273

7 - ELECTRIC METERS: Residence 5,001

8 - GAS METERS: Residence 3,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Hospital 800 (N.A.); Garment Mfg. 270 ($145); Decorative Products 28J ($170); Heavy Duty Air Filters 120 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Square.
Neighborhood Shopping Centers-Osage and Austin, East Austin.
Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Sears.
Variety Stores-Mattingly's; Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Paul & Jerry's; Town & County IGA; Village Market; Thriftway; Quik-Trip; Love's Country Store.
Other Chain Stores-Country Kitchen; Gambles; Tapjac Home Center.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,386; HERALD (S) 5,325; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James R. Waller, Adv. Dir., MAIL & HERALD, 131 S Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County. E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Amtrak.
Intercity Bus Lines-Continental.
Airlines-SEMO.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; Loc. Est. 17,240
CZ-ABC: (80) 17,139; (83) 17,200
RTZ-ABC: (80) 112,486; (83) 116,200
County 80 Cen. 37,693; Loc. Est. 39,081
City & RTZ-ABC: (80) 129,625; (83) 133,400

4 - HOUSEHOLDS:
City 80 Cen. 6,936; Loc. Est. 7,133
County 80 Cen. 14,181; Loc. Est. 15,376
CZ-ABC: (80) 6,936; (83) 7,200
RTZ-ABC: (80) 41,586; (83) 44,600
City & RTZ-ABC: (80) 48,522; (83) 51,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$16,699,693,000 All Branches
Commercial	3	$162,338,000

6 - PASSENGER AUTOS: County 13,575

7 - ELECTRIC METERS: Residence 7,944

8 - GAS METERS: Residence 6,250

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($160); Paper Box 150 ($160); Upholstered Furniture 175 ($160); Christmas Ornaments & Tree Stands 300 ($160); Machine Parts 85 ($240); Pallet Co. 12 ($160); Rubber Co. 125 ($240); Lingerie 82 ($160).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart, Collom's Pic-Pac
Valley Plz.(31)	NA	JCPenney, Safeway, Mont. Ward
Poplar Bluff Square(10)	NA	Sniders, IGA
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Centers Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; JCPenney; Montgomery Ward; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Sniders IGA 2; Barnes Grocer Co. 2; Pic-Pac 2; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply.

14 - NEWSPAPERS: AMERICAN REPUBLIC (e) 15,203; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 208 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County. E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,499; Loc. Est. 5,531
PMSA 80 Cen. 914,341; Loc. Est. 927,891
County 80 Cen. 21,378; Loc. Est. 22,097
Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 80 Cen. 2,246; Loc. Est. 2,361
County 80 Cen. 7,512; Loc. Est. 8,142
PMSA 80 Cen. 344,092; Loc. Est. 365,187

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$83,038,000
Savings & Loan	2	53,688,428

6 - PASSENGER AUTOS: County 9,526

7 - ELECTRIC METERS: 3,233

8 - GAS METERS: 2,468

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastics 130; Candy 90; Storm Doors 17, Sheltered Workshop 21.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Wal-Mart.
Other Chain Stores-Hallmark; United Super.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,617; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mary Ann Franklin, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County. E&P Map C-3. County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,303; Loc. Est. 12,933
County 80 Cen. 33,633; Loc. Est. 34,112

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,392
County 80 Cen. 11,509; Loc. Est. 12,208

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$67,800,000
Commercial	3	$108,900,000

6 - PASSENGER AUTOS: County 21,561

7 - ELECTRIC METERS: Residence 4,377

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Food 250; Building Materials 85; Govt. (ex. P.O.) 4,182; Vehicle Fans 172; Dog & Cat Food 84; Bakery Prod. 142; Pyroplace Wood Furnaces 9; Plastic Pipes 55.

10 - CLIMATE: Avg. Temp.-Jan. 33; July 78. Avg. rainfall 41"; snowfall 15.9".

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, TG&Y, National

Principal Shopping Days-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon.-Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog); JCPenney.
Discount Stores-Wal-Mart; K mart; TG&Y.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Big Star; IGA; National.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 8,057; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bev Hewkin, Natl. Adv. Mgr., NEWS, 101 West 7th St., Rolla, MO 65401; Tel. (314) 364-2468.
National Representative: Missouri Press Service.

ST. JOSEPH

1 - LOCATION: Buchanan County, (In St. Joseph MSA). E&P Map A-2. County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific.
Motor Freight Carriers-24.
Intercity Bus Lines-Trailways Bus System; Greyhound; Trenton St. Joseph Coaches.

3 - POPULATION:
Corp. City 80 Cen. 76,691; Loc. Est. 77,612
CZ-ABC: (80) 79,935; (83) 79,500
RTZ-ABC: (80) 154,338; (83) 156,400
County/MSA 80 Cen. 87,888; Loc. Est. 87,843
City & RTZ-ABC: (80) 234,273; (83) 235,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; Loc. Est. 30,738
County/MSA 80 Cen. 32,917; Loc. Est. 34,434
CZ-ABC: (80) 30,229; (83) 31,200
RTZ-ABC: (80) 57,143; (83) 60,100
City & RTZ-ABC: (80) 87,372; (83) 91,300

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$424,870,000
Savings & Loan	6	$191,000,000

6 - PASSENGER AUTOS: County 61,625

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 29,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners-Manufacturing, Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equipment, Boats, Electric Signs 3,700; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chemicals and allied products 800, Publishing, Stationers, Paper Products 1,850; Nonmanufacturing: Construction 1,700, Transportation and Utilities including Railroads 2,100; Wholesale Trade 2,400; Retail Trade 6,500; Avg. Weekly Wage M'fg. $310.
Principal Industrial Pay Days-Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost October 14. Last killing frost March 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 5; Jakes Center 5; Valley 6; 6,100 King Hill Ave. 25; Lake and Illinois 14; Maplewood Manor 12; Midland Shopping 7; Frederick Plaza 5. St. Joseph Ave. Mall 4; Woodlawn 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center(9)	4	TG&Y
Belt & Mitchell(11)	4	Green Hills
East Hills(40)	3	JCPenney, Mont. Ward, Skagg's
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	6	Drive-InSM, Half Price Store
King Hill Plz.(10)	6	Kovac's, TG&Y
K mart Plz.(2)	4	K mart, Save-Mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Mon., Thurs.
Stores Open Evenings-Downtown Fri. to 8:30. Food Mon. thru Sat. to 9, Sun. to 6.

13 - RETAIL OUTLETS: **Department Stores**-Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Wal-Mart; Half Price Store.
Variety Stores-Kresge's; Woolworth; Mattingly Bros.; TG&Y.
Chain Drug Stores-Skaggs 2; Hermans 3; Melmed 3; Rexall.
Chain Supermarkets-A&P 2; Safeway; Thrift-Tee 5; Affiliated Supers 6; Green Hills 5; Drive-In 4; Thomas Mkts. 2; Save-Mart; 7-Eleven 4. Convenient Food Mart 4; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; Goodrich; Russell Stover Candy; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Cook Paint; PPG Industries; Sherwin-Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Naturalizer Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 45,565; NEWS-PRESS (e-mon fri) 16,591; (m-sat) 48,402; (S) 49,596; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond St. St Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL PMSA). E&P Map D-3. Distribution center. In East-Central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: **Railroads**-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Mo. Pac.; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; five shortline & railroads for switching only. 16 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-13.
Intercity Bus Lines-5.
Airlines-American; British Caledonian Airways; Delta; Eastern; Frontier; Midway; Northwest; Ozark; Republic; Air 1; Jet America; Continental; United; TransAmerica; TWA; USAir.

3 - POPULATION:
Corp. City 80 Cen. 453,085; Loc. Est. 426,400
PMA-ABC: (80) 2,011,561; (83) 2,007,900
County 80 Cen. 974,815; Loc. Est. 978,700
PMSA 80 Cen. 1,809,519; Loc. Est. 1,820,554
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; Loc. Est. 170,500
County 80 Cen. 344,870; Loc. Est. 356,000
PMSA 80 Cen. 647,243; Loc. Est. 680,711
PMA-ABC: (80) 718,895; (83) 741,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	32	$6,512,000,000
Commercial	188	$11,672,000,000

6 - PASSENGER AUTOS: County 788,686

7 - ELECTRIC METERS: Residence City & County 499,000

8 - GAS METERS: Residence City & County 494,203

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Total Mfg. 256,400; Food and Kindred Prod. 18,200; Misc. Textiles 500; Apparel 10,300; Lumber and Wood Products 2,500; Furniture and Fixtures 3,700; Paper & Allied Prod. 6,300; Printing & Publishing 14,900; Chemicals 16,400; Petroleum 3,100; Rubber & Plastic Products 3,900; Leather 5,200; Stone, Clay and Glass 8,200; Primary Metals 21,700; Fabricated Metal Products 26,100; Machinery (ex. elect.) 20,400; Electrical Equip. 14,500; Transportation 55,400; Instruments & Related Products 2,700; Misc. Manuf. 22,400; Retail and Wholesale Trade 189,700; Selected Services 68,000.
Principal Pay Days-Bldg. Fri.; Railroads 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Alton Square, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, Westroads.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thurs.; Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Famous Barr 13: Alton Square, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Jamestown Mall, Northwest Plaza, River Roads, St. Clair Square, South County, Warehouse. Sears 10: Chesterfield Mall, Crestwood Plaza, Jamestown Mall, Northwest Plaza, South Grand, Alton Square, St. Clair Square, Warehouse, Arnold Catalog Store, Edwardsville Catalog Store. JCPenney 10: Alton Square, Cherokee, Grandview Plaza, Hampton Village, Mark Twain, Northwest Plaza, South County, St. Clair Square, Town & Country Mall, West County Center.
Variety Stores-Woolworth 17; Kresge 4; Ben Franklin 17.
Discount Stores-Grandpa's 5; K mart 24; Target 10; Venture 12; Dolgins 5; Service Merchandise 2.
Chain Drug Stores-Gasen 20; Glaser/Medicare 53; Kare 15; C.F. Knight 4; Walgreen 34; Schnuck-Foodtown Medi-Mart 6; Leader 3.
Chain Supermarkets-AG 169; Aldi Discount Foods 12; Dierberg's 6; Flotken's; General Grocer 96; Kroger 57; IGA 50; Overland Dairy 7; National 40; Schnuck's 56; Shop 'N Save 12; Tom Boy/Tru Buy 46.
Other Chain Stores-Aronsons 3; Boyds 8 (2 subway shops); Central Hdwe 11; Firestone 15; Florsheim 7; BF Goodrich; Golde's, Goodyear 18; Hill-Behan 14; Lane Bryant 6; Libson 13; Richman Brothers 3; Western Auto 8; Wolff's 5; Brooks Brothers; Jeans West 8; The Limited 8; Montaldo's; Neiman-Marcus; I. Riggins 5; Saks Fifth Avenue; Union Jack 8; Helen Wolff 2; Casual Corner 8; Marshall's 3; Fashion Gal 21; DeBasio 2; Off-The-Rax 7; Carafiols 2; Craig; Crossroads 2; Fair Mercantile; Franklin Union 5; Lammert's; Levitz; Pat Riley 7; Rothman 4; Tipton Electric 10; Wickes; Wood Works 4; Gucci; Radio Shack 33; Coats 'n Things 5; Albert's 5; Pier One 4.

14 - NEWSPAPERS: GLOBE-DEMOCRAT (m-mon to fri) 262,591; (wknd) 251,362; Mar. 31, 1983 ABC. POST-DISPATCH (e-mon to fri) 232,703; (e-sat) 146,162; (S) 455,726; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH/GLOBE-DEMOCRAT, 900 N Tucker Blvd, St. Louis, MO 63101; Tel. (314) 622-7000.
National Representatives: GLOBE-DEMOCRAT-Newhouse Newspapers Metro Suburbia; POST-DISPATCH-Leonard Company, Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County. E&P Map B-3. County Seat. Industrial and agricultural center. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas.
Motor Fraight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; Loc. Est. 19,830
CZ-ABC: (80) 20,927; (83) 20,300
RTZ-ABC: (80) 75,567; (83) 79,100
County 80 Cen. 36,378; Loc. Est. 36,487
City & RTZ-ABC: (80) 96,494; (83) 99,400

4 - HOUSEHOLDS:
City 80 Cen. 8,589; Loc. Est. 8,500
County 80 Cen. 13,839; Loc. Est. 14,489
CZ-ABC: (80) 8,589; (83) 8,600
RTZ-ABC: (80) 27,201; (83) 29,600
City & RTZ-ABC: (80) 35,790; (83) 38,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$286,000,000
Commercial	5	$221,530,000

6 - PASSENGER AUTOS: County 24,225

7 - ELECTRIC METERS: Residence 11,093

8 - GAS METERS: Residence 10,041

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 173 ($329); Glass 291 ($278); Textile 423 ($192); Shoes 538 ($225); Utilities 233 ($295); Road Construct. 318 ($320); Metal Processing 362 ($218); Elec. Motor Housewares 325 ($181); Dairy Prod. 83 ($241); Photo Proc. 163 ($222); Truck Bodies 365 ($254); Disinfectants 113 ($233); Steel Rope Cable 164 ($289); Alum. Cable 318 ($262); Chemicals 44 ($222); Auto Wheels 308 ($260); Air Compres. 98 ($260); Metal Tool Boxes 368 ($256); Prtg.-Publ. 114 ($265); Civ. Emp. WAFB 351 ($246); City, County, State & Fed. Emp. 234 ($262).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; flouridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on West 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(20)	2	JCPenney, Roth's Consumers, Wal-Mart, Gambles
State Fair(28)	2	Bings, K mart, Sherwin-Williams
Consumer's	4	Consumer's, TG&Y

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon. & Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: **Department Stores**-C.W. Flower; JCPenney; Montgomery Ward; Roth's.
Discount Stores-Sedalia Factory Outlet (Shoes); Wal-Mart; Kings Court Clothing; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Skagg's, Bings Rexall 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldis.
Other Chain Stores-Sears; Singer Co.; Connor-Wagoner; Firestone; Merle Norman; Payless Shoes; Westlake Hardware; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Carnation Country Store; Herrman Lumber; Needlewoman Fabrics.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,230; (S) 15,547; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts, Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County. E&P Map D-4. Trade center, grain & cotton market. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55 & 57.

2 - TRANSPORTATION: **Railroads**-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; Loc. Est. 18,186
CZ-ABC: (80) 17,431; (83) 18,300
RTZ-ABC: (80) 75,194; (83) 76,100
County 80 Cen. 39,647; Loc. Est. 41,414
City & RTZ-ABC: (80) 92,625; (83) 94,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,344; Loc. Est. 6,832
CZ-ABC: (80) 6,344; (83) 6,900
RTZ-ABC: (80) 26,552; (83) 28,000
County 80 Cen. 13,967; Loc. Est. 15,237
City & RTZ-ABC: (80) 32,896; (83) 34,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 24,670

7 - ELECTRIC METERS: Residence 6,493

8 - GAS METERS: Residence 6,321

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)- Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Wooden Organ Cabinets 200; Concrete Block 520; Bakery Prod. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.
Principal Industrial Pay Days-Fri., 1 & 15.

10 - CLIMATE: Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	TG&Y, Piggly Wiggly, JCPenney
Mid-Towner Village(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days- Mon., Thu., Fri., Sat.

KANSAS
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13 - RETAIL OUTLETS: Department Stores-**Buckner Ragsdale**: LaPetite: JCPenney: Accent Shop; P.N. Hirsch; Eubank Tinney; Falkoffs; Marys Botique; Golde's.
Discount Stores-Homestead: Wal-Mart: Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2
Chain Supermarkets-IGA; Piggly Wiggly; Stan's; L&M Big Star.
Other Chain Stores-Goodyear: Malone & Hyde: Sears; Montgomery Ward; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 10,136; (S) 10,296; Mar. 31, 1983 ABC
Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative: Landon Associates

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On Interstate Hwy. 44, U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, Tenn.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines; Springfield City Utilities.
Airlines-Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 133,116; Loc. Est. 138,440
CZ-ABC: (80) 133,116; (83) 136,500
RTZ-ABC: (80) 357,248; (83) 384,100
MSA 80 Cen. 207,704; Loc. Est. 214,219
County 80 Cen. 185,302; Loc. Est. 185,302
City & RTZ-ABC: (80) 490,364; (83) 520,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; Loc. Est. 53,900
County 80 Cen. 69,199; Loc. Est. 73,500
MSA 80 Cen. 77,178; Loc. Est. 83,245
CZ-ABC: (80) 51,702; (83) 55,000
RTZ-ABC: (80) 131,417; (83) 147,000
City & RTZ-ABC: (80) 183,119; (83) 202,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$824,012,400
Commercial	10	$969,966,000

6 - PASSENGER AUTOS: County 125,360

7 - ELECTRIC METERS: Residence 54,314

8 - GAS METERS: Residence 48,627

9 - PRINCIPAL INDUSTRIES: Clothing; Furniture; Paper Cups & Containers; Tablets & Pub.; Dairy Prods.; Auto Trailers & Truck Beds; Railroad Equip.; Agricultural Prods.; Food Proc.; U.S. Govt. Offices; Chemical Prods.; Meat Packing; Fabricated Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Publishing; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27. Last killing frost, April 9.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plaza Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's
Fremont Ctr.(24)	NA	Athletic Attic, Rag Merchants
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, Ben Franklin
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Miss Mizzou
Southern Hills(23) (23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Dale's Farm Market
Town & Country(9)	NA	Dillons
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St (100)	NA	

Principal Shopping Days-Mon., Thu., through Sun.
Stores Open Evenings-Mon. and Fri.; Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Busy Bee 2; Dillard's; Heers, Inc. 2 (Allied Unit); JCPenney; Newman's; Montgomery Ward; Sears; Golde's; Famous Barr.
Catalog-Sears; Montgomery Wards; Service Merchandise; JCPenney.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Skaggs 2; Barnes General Store; Venture; Farmers Market; K mart 3; Wal-Mart 4; Service Merchandise.
Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.
Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale Jewelry 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 34,251; LEADER & PRESS (e-mon to fri) 30,815; NEWS & LEADER (m-sat) 59,343; (S) 81,014; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Blasi, Nat'l. Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett Newspaper Advertising Sales.

TRENTON

1 - LOCATION: Grundy County. E&P Map B-2. County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in north central part of State. On U.S. Hwy 65 and State 6.

2 - TRANSPORTATION: **Railroads**-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,811; Loc. Est. 7,084
County 80 Cen. 11,959; Loc. Est. 12,029

4 - HOUSEHOLDS:
City 80 Cen. 2,957; Loc. Est. 3,174
County 80 Cen. 4,866; Loc. Est. 5,138

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 5,976

7 - ELECTRIC METERS: County 6,723

8 - GAS METERS: 3,691

9 - PRINCIPAL INDUSTRIES: Dairies; R.R.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls.; Farm Prp. Pdts.; Foods; Chemicals; Meat Processing (600 emp.); Radiator Mfg. (250 emp).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Shopping Center**-Eastgate (15 stores-Hirsch Dept., Hy-Vee Foods, IGA Foodliner, Matco Family Ctr., Ben Franklin, JCPenney).
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch's; Gambles.
Variety Stores-Ben Franklin.
Discount Stores-Matco.
Chain Drug Stores-Ben Franklin.
Chain Supermarkets-Hy-Vee; IGA Foodliner.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,783; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Wm. O. Lenhart, Pres., REPUBLICAN-TIMES, 122 E Eighth St., Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County. E&P Map B-3. County Seat. Agricultural. Central Missouri State University and Missile Center. On U.S. 50 Hwy., State Hwy. 13; 50 mi. E of Kansas City, 90 mi. W of Jefferson City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (pass. & freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 14,000
CZ-ABC: (80) 13,807; (83) 14,000
RTZ-ABC: (80) 25,252; (83) 26,600
County 80 Cen. 39,059; Loc. Est. 40,600
City & RTZ-ABC: (80) 39,059; (83) 40,600

4 - HOUSEHOLDS:
City 80 Cen. 4,100; Loc. Est. 4,300
CZ-ABC: (80) 4,100; (83) 4,300
RTZ-ABC: (80) 8,439; (83) 9,200
County 80 Cen. 12,539; Loc. Est. 13,500
City & RTZ-ABC: (80) 12,539; (83) 13,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$33,452,066
Commercial	2	$92,820,000

6 - PASSENGER AUTOS: County 11,276

7 - ELECTRIC METERS: Residence 4,374

8 - GAS METERS: Residence 4,676

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Uniforms 482; Harmon Industries; Stahl Specialty; Gates Energy Prod.
Principal Industrial Pay Days-Sat. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard, fluoridation 0.55.

12 - RETAILING: **Principal Shopping Center**-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Mall	NA	Bi-Lo
Northpark(16)	2	TG&Y
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Sat., Thu., Wed., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Foster's; Connor-Wagoner; Russell Bros.; Vernaz; Suzanne's.
Variety Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cripps.
Chain Supermarkets-Bi-Lo 2; Safeway; IGA; Quick Trip; U-Totem.
Other Chain Stores-Sears; Montgomery Ward; Payless Shoes.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,326; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market, Warrensburg, MO 64093; Tel. (816) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County. E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: **Railroads**-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; Loc. Est. 3,091
County 80 Cen. 42,011; Loc. Est. 43,896

4 - HOUSEHOLDS:
City 80 Cen. 1,087; Loc. Est. 1,281
County 80 Cen. 10,525; Loc. Est. 11,633

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	2	$18,000,000

6 - PASSENGER AUTOS: County 17,179

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15. Last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Bobby's Shopping Center (17 stores); Gateway (9 stores); Main Gate (8 stores).

13 - RETAIL OUTLETS: **Chain Stores**-Sav-A-Lot.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e-mon to fri) 5,043; GUIDE DEMOCRAT (S) 5,289; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Larry W. Freels, Gen. Mgr., FORT GATEWAY GUIDE & GUIDE DEMOCRAT, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County. E&P Map C-4. County Seat. Shipping and wholesale center; agriculture, dairy, and oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: **Bus Lines**-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 7,667
County 80 Cen. 28,807; Loc. Est. 29,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; Loc. Est. 3,312
County 80 Cen. 10,759; Loc. Est. 11,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$158,615,000
Savings & Loan	2	$259,285,674

6 - PASSENGER AUTOS: County 18,723

7 - ELECTRIC METERS: Residence 3,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900 (1980).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 18.

11 - TAP WATER: Neutral, hard, chlorinated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Center; Southern Hills Shopping Center; McCrory on the Square.

13 - RETAIL OUTLETS: **Department Stores**-Aid's; P.N. Hirsch; Marx; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush Co.; West's.
Discount Stores-McCrory; Wal-Mart.
Chain Drug Stores-Wilke Walgreen; Red Apple Rexall; Revco.
Chain Supermarkets-Nu Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner.
Other Chain Stores-Firestone; Herrman Lumber; Goodyear; Otasco; Sears; Meeks Building Center; Montgomery Ward; Stinger Sam.

14 - NEWSPAPERS: QUILL (e-mon to fri) 9,082; sworn March 31, 1983.

Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	57	64	67
5-14 Years	151	123	128
15-24 Years	122	149	155
25-44 Years	155	221	230
45-64 Years	141	145	151
65 and Over	68	85	88
TOTAL	694	787	819

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	137	260	381
General Mdse	140	245	377
Food	357	599	1,038
Automobiles	340	604	907
Gasoline Stations	150	272	522
Apparel	80	137	213
Furniture	65	122	190
Eat-Drink Places	153	275	553
Drugs	56	99	175
TOTAL SALES	1,613	2,848	4,767

ANACONDA
See Butte

BILLINGS

1 - LOCATION: Yellowstone County (MSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining. Transportation agricultural, livestock shipping & wholesaling center. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-81.
Intercity Bus Lines-Trailways; Greyhound; Rimrock Stages; Missouri Valley Trails; Intermountain Lines.
Airlines-Northwest; Western; Frontier; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 66,798; Loc. Est. 66,521
CZ-ABC: (80) 86,493; (83) 88,400
RTZ-ABC: (80) 173,877; (83) 183,500
County/MSA 80 Cen. 108,035; Loc. Est. 111,914
City & RTZ-ABC: (80) 260,370; (83) 271,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; Loc. Est. 27,275
County/MSA 80 Cen. 39,891; Loc. Est. 43,190
CZ-ABC: (80) 32,732; (83) 34,700
RTZ-ABC: (80) 61,439; (83) 67,400
City & RTZ-ABC: (80) 94,171; (83) 102,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 68,780

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 2,100 ($527); Mfg. 3,900 ($401); Trans., Comm., Pub. Utilities 3,900 ($376); Trade 15,700 ($196); Finance, Real Estate, Ins. 2,300 ($210); Services 11,300 ($194); Gov. 8,000 (N.A.).
Principal Pay Days-1st & 15th; RR 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25. Last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bway.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St W. & Cental; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(5)	2	Odegaard's
Vet's Park	1	Bob's IGA
Broadwater(35)	1	Kuchera Furniture
Westgate(10)	2	Kon's Sooper
Four Seasons	3	Heights, IGA, Western Drug
Big "B"	2	Buttrey's, Jewel Cos.
West Park(3)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's, Woolworth
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall(66)	4	Hennessy's, Wards, JCPenney
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Skagg's 3; Odegaard.
Variety Stores-Woolworth; Kresge.
Discount Stores-Gibson's 2; K mart; LaBelle's; Target.
Chain Supermarkets-Albertson's 2; Buttrey's 5; Safeway 3; K mart; Kon's Soopers 4; Western Warehouse. 12 independent supermarkets.
Other Chain Stores-Gambles; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; House of Fabrics; Zales Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's.

14 - NEWSPAPERS: GAZETTE (m) 61,627; (S) 63,130; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A.C. Focht, Nat. Adv. Mgr., GAZETTE, 401 N. Broadway, Billings, MT 59103; Tel. (406) 657-1351.
National Representative: Branham/Newspaper Sales.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. Southcentral part of state. Shopping; Wholesale; small mfg.; University; small grain and hay farming; livestock; tourist and ski center; lumbering; 85 miles E of Butte; 146 miles W of Billings on Interstate 90; Highways 10 and 191.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; CMStP&P
Airlines-Northwest Orient; Frontier; Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645; Loc. Est. 21,564
CZ-ABC: (80) 26,394; (83) 28,400
RTZ-ABC: (80) 18,699; (83) 29,900
County 80 Cen. 42,865; Loc. Est. 44,293
City & RTZ-ABC: (80) 45,093; (83) 58,300

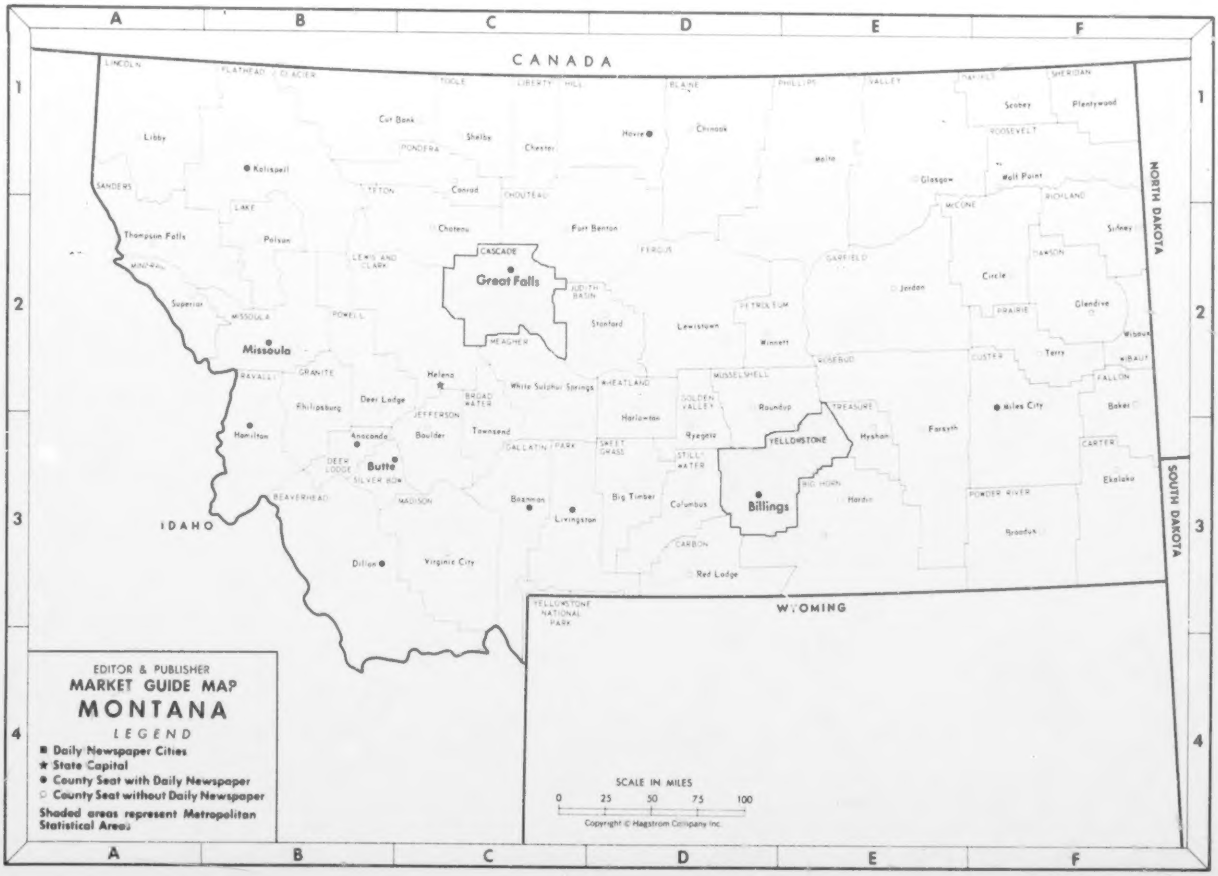
4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,173
County 80 Cen. 14,923; Loc. Est. 16,075
CZ-ABC: (80) 9,060; (83) 10,200
RTZ-ABC: (80) 6,714; (83) 11,400
City & RTZ-ABC: (80) 15,774; (83) 21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$172,481,000
Savings & Loan	3	$87,000,000

6 - PASSENGER AUTOS: County 23,772

7 - ELECTRIC METERS: Residence 8,166

8 - GAS METERS: Residence 6,344


A
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CANADA
IDAHO
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
Libby
Kalispell
Thompson Falls
Polson
Superior
Missoula
Hamilton
Philipsburg
Deer Lodge
Anaconda
Butte
Boulder
Helena
Townsend
White Sulphur Springs
Dillon
Virginia City
Bozeman
Livingston
Big Timber
Columbus
Billings
Red Lodge
Hardin
Hysham
Cut Bank
Shelby
Chester
Conrad
Choteau
Great Falls
Fort Benton
Stanford
Havre
Chinook
Lewistown
Harlowton
Ryegate
Roundup
Winnett
Jordan
Glasgow
Malta
Wolf Point
Scobey
Plentywood
Sidney
Circle
Glendive
Terry
Miles City
Forsyth
Baker
Ekalaka
Broadus
YELLOWSTONE NATIONAL PARK
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
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9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Construction 400 ($255); Cement 110 ($235); University 700 ($165).
Principal Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St. and 2 N and S of Main. 11 on N. 7th; West Main from 10th to 20th Sts, Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Center-College St. at 8th & 9th.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: **Department Stores**-Chambers-Fisher; JCPenney; Conrad's; The Bon.
Discount Stores-Gibson's; K mart; Ernst.
Chain Drug Stores-Western Drug; Skaggs; Osco; Pay'n Save.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,037 (S) 12,156; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S Rouse, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: None.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County. E&P Map B-3. County Seat. Mining and agricultural retail wholesale, transportation and miscellaneous manufacturing center. Southwest part of the state (Butte): 66 mi. SW of Helena; 449 mi. N of Salt Lake City; 1,141 mi. W of Minneapolis; 329 mi. E of Spokane; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: **Railroads**-CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (freight).
Motor Freight-18 lines available.
Bus Lines-Intermountain Transportation; Greyhound.
Airlines-Northwest; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; Loc. Est. 49,506
  Butte 80 Cen. 37,205; Loc. Est. 37,298
  Anaconda 80 Cen. 12,518; Loc. Est. 12,208
CZ-ABC: (80) 42,518; (83) 39,700
RTZ-ABC: (80) 84,062; (83) 86,600
Counties 80 Cen. 50,610; Loc. Est. 50,395
  Silver Bow 80 Cen. 38,092; Loc. est. 38,187
  Deer Lodge 80 Cen. 12,518; Loc. Est. 12,208
City & RTZ-ABC: (80) 126,580; (83) 126,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677; Loc. Est. 19,443
  Butte 80 Cen. 14,256; Loc. Est. 14,966
  Anaconda 80 Cen. 4,421; Loc. est. 4,477
CZ-ABC: (80) 16,484; (83) 16,000
RTZ-ABC: (80) 29,186; (83) 31,200
Counties 80 Cen. 19,026; Loc. Est. 19,087
  Silver Bow 80 Cen. 14,605; Loc. Est. 15,330
  Deer Lodge 80 Cen. 4,421; Loc. Est. 4,477
City & RTZ-ABC: (80) 45,670; (83) 47,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 20,505; Deer Lodge 6,083

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265.

8 - GAS METERS: Residence 15,523 Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-N.A.
Principal Pay Days-Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16. Last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping center). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harrison Ave.	1	Safeway
Butte Plaza (40)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	East Gate IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping center & food. Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs Drug Center; Thrifty Rexall Drug; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; East Gate IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Garner Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 18,884; (S) 19,412; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Branham/Newspaper Sales.

GREAT FALLS

1 - LOCATION: Cascade County (MSA). E&P Map C-2, County seat. Industrial city with agricultural and livestock production. In the center of the state. On U.S. Highway 87, 89, 91 and I-15.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain; Glacier.
Airlines-Northwest Orient; Western; Frontier.
Charter Air Service-Rocky Mountain Air; Northern Aviation; Minuteman Aviation; Hensley Flying Service; Blaine Helicopters; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; Loc. Est. 55,695
CZ-ABC: (80) 70,600; (83) 68,600
RTZ-ABC: (80) 125,119; (83) 122,900
County/MSA 80 Cen. 80,696; Loc. Est. 80,586
City & RTZ-ABC: (80) 195,719; (83) 191,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; Loc. Est. 22,539
County/MSA 80 Cen. 29,385; Loc.Est. 30,682
CZ-ABC: (80) 25,971; (83) 26,200
RTZ-ABC: (80) 43,590; (83) 44,400
City & RTZ-ABC: (80) 69,561; (83) 70,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$444,701,000
Savings & Loan	4	$150,504,776

6 - PASSENGER AUTOS: County 38,599

7 - ELECTRIC METERS: Res. 23,656; Comm. 2,701

8 - GAS METERS: Res. 20,160; Comm. 1,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Craftsmen 5,500 ($350); Public Utility Tel., Lt. & Pr. 456 ($345); Flour & Feed 190 ($275); Oil Refg. 100 ($325); Railroad 600 ($330); Air Force 6,122 ($275).
Principal Industrial Pay Days-Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Central Ave.; 8 on 1st Ave. North; 5 on 1st Ave. South; 54 blocks on 10th Ave. South.
Neighborhood Shopping Centers-5th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. So. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. So. bet. 26th & 27th Sts.; 10th Ave. So. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
25th St.(12)	2	Ryan, IGA
Riverview	2	Ryan, IGA
10th Ave.(4)	4	Ryan, IGA
Safeway	2	Safeway
West Side	1	Noble's Foodland
Miracle Mile(20)	3	Buttreys
Holiday Vlg.(103)	2	Albertson's, Montgomery Ward
Westgate(10)	2	Buttreys
K mart	2	K mart

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88¢ Center.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores-Skagg's; Western 3; Osco 2; Pay'n Save Drugs.
Chain Supermarkets-Safeway 2; Ryan Merc. IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; 7-Eleven 5.
Other Chain Stores-Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Three Sisters; Claire's Boutique; Our Own Hardware; Hickory Farms; Zale's Jewelry 2; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 37,549; (S) 43,580; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Cordingley, Nat'l. Adv. Mgr., TRIBUNE, Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County. E&P Map B-3. County Seat. 48 mi. S of Missoula; on U.S. Hwy 93.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Missouri Valley Trails.

3 - POPULATION:
Corp. City 80 Cen. 2,661; Loc. Est. 2,588
County 80 Cen. 22,493; Loc. Est. 24,273

4 - HOUSEHOLDS:
City 80 Cen. 1,254; Loc. Est. 1,234
County 80 Cen. 8,008; Loc. Est. 9,077

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 11,933

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumbering Mills, Dairy Prod. Processing, Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard; deep well water.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety and wine.

13 - RETAIL OUTLETS: **Variety Stores**-Sprouse-Reitz; Ben Franklin; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreen.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Center.
Other Chain Stores-JCPenney; Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward (catalog); Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri) 3,998; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jo Gmazel-Bartley, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representative: None.

HAVRE

1 - LOCATION: Hill County. E&P Map D-1. County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: **Railroads**-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain, Burlington Northern.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891; Loc. Est. 11,123
County 80 Cen. 17,985; Loc. Est. 18,382

4 - HOUSEHOLDS:
City 80 Cen. 4,069; Loc. Est. 4,144
County 80 Cen. 6,305; Loc. Est. 6,729

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 9,241

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Railroad 900 ($10,000,000 Annual Payroll).
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-1-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco Drug.
Chain Supermarkets-Safeway; Buttrey; Super Save; Western Warehouse.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,730; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: W.L. (Les) Hill, Pub., DAILY NEWS, 119 2nd St., PO Box 431, Havre, MT 59501; Tel. (406) 265-6797.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County. E&P Map C-2. State Capital. County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communications center.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain Bus Lines.
Airlines-Frontier; Northwest; Western Airline; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; Loc. Est. 23,078
PMA-ABC: (80) 38,853; (83) 40,800
RTZ-ABC: (80) 11,191; (83) 12,100
County 80 Cen. 43,039; Loc. Est. 44,178
PMA & RTZ-ABC: (80) 50,044; (83) 52,900

4 - HOUSEHOLDS:
City 80 Cen. 9,475; Loc. Est. 8,945
County 80 Cen. 16,066; Loc. Est. 17,281
PMA-ABC: (80) 14,565; (83) 15,900
RTZ-ABC: (80) 3,859; (83) 4,300
PMA & RTZ-ABC: (80) 18,424; (83) 20,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 65,718

7 - ELECTRIC METERS: Residence 21,196

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Government.
Prinicpal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2. Last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 8 blocks on North and South Main St.; Capital Hill Center, 11th and Roberts; Lundy Center, Euclid and North Benton; Northgate Plaza, N. Montana and Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th and Prospect; Montana and Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill(22)	NA	Hennessy's, Super Save Drugs
Lundy's(8)	NA	Bergum, Super Save, Ben Franklin

Northgate(6)	NA	Gibson's, Super Save, Power-Townsend Co.
Downtown(50)	NA	JCPenney New York Store

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Super Save; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Montgomery Ward (catalog); Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,687; (S) 14,339; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Dillno, Adv. Dir., INDEPENDENT RECORD, PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Branham/Newspaper Sales.

KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1. County Seat. Trading center on Flathead River in NW part of state; 30 mi. from Glacier Nat'l. Park; 250 mi. W of Great Falls; 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines-Frontier; Western; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 10,648
County 80 Cen. 51,966; Loc. Est. 53,415
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; Loc. Est. 3,952
County 80 Cen. 18,790; Loc. Est. 20,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$104,721,306
Commercial	4	$208,684,515

6 - PASSENGER AUTOS: County 32,000.

7 - ELECTRIC METERS: Residence 15,350.

8 - GAS METERS: Residence 10,757.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prod. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool HighTek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13. Last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 West; K mart, Hwy. 2 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Bigfork
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Super Fair, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Some supermarkets and discount stores & Gateway West Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears; B&B Stores; Hillsteads Drug Fair.
Discount Stores-Sportsman Surplus; Bonanza, K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreen 2; OSCO.
Chain Supermarkets-B&B; Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 11,165; (S) 12,279; Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, PO Box 8, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-[illegible] County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings; 125 mi. E of Butte [illegible] Hwys. 10 and 89.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; Loc. Est. 7,168
County 80 Cen. 12,660; Loc. Est. 13,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; Loc. Est. 2,754
County 80 Cen. 4,924; Loc. Est. 5,475

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$57,000,000

6 - PASSENGER AUTOS: County 8,081.

7 - ELECTRIC METERS: Residence 4,364.

8 - GAS METERS: Residence 3,423.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 1,100 ($450); Mfg. 210 ($350); Services, Misc. 425 ($350); Lumbering 500 ($400).
Principal Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17. Last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main & 1 on 2nd & connecting sts.
Nearby Shopping Centers-Livingston (Safeway); John's IGA; Livingston Plaza.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Robbins Inc.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway; IGA; Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-Gamble's; Western Auto; Bernina; Sears; Montgomery Ward; Coast-to-Coast; Firestone; Goodyear; 7-Eleven; Superamerica; OK Hardware; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,626; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 220 S. Main, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2. County Seat. Shipping and wholesale center. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; Loc. Est. 9,870
County 80 Cen. 13,109; Loc. Est. 13,520
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; Loc. Est. 4,042
County 80 Cen. 4,901; Loc. Est. 5,315

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$110,000,000

6 - PASSENGER AUTOS: County 6,842.

7 - ELECTRIC METERS: Residence 4,636.

8 - GAS METERS: Residence 3,670.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); Railroad 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. [illegible] killing frost, Oct. 1. Last killing frost, A[illegible]

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Centers-36 blocks on eight streets; Miles City Downtown; Plaza Shopping Center-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J. McDonald; Shores; Anthony's; K mart; Christianson's.
Variety Stores-Anderson's.
Chain Drug Stores-Walgreen, Rexall; Osco.
Chain Supermarkets-Buttrey's; Safeway; Reynolds.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears; Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR (e-mon to fri) 4,400; (weekend) 4,500; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: O.V. Williams, Pub., STAR, 13 N. 6th St., Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2. County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Frontier; Western Airlines.

3 - POPULATION:
Corp. City 80 Cen. 33,388; Loc. Est. 33,476
CZ-ABC: (80) 56,705; (83) 51,000
RTZ-ABC: (80) 74,785; (83) 78,000
County 80 Cen. 76,016; Loc. Est. 79,406
City & RTZ-ABC: (80) 131,490; (83) 129,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; Loc. Est. 14,059
County 80 Cen. 28,019; Loc. Est. 30,668
CZ-ABC: (80) 21,643; (83) 20,300
RTZ-ABC: (80) 26,106; (83) 28,100
City & RTZ-ABC: (80) 47,749; (83) 48,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 38,852.

7 - ELECTRIC METERS: Residence 22,396.

8 - GAS METERS: Residence 17,469.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); B.N.R.R. 300 ($250); University 3,111 ($140); Hospitals 1,260 ($180).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; West Main and Broadway.
Neighborhood Shopping Areas-Broadway W.; 3 blocks on Front St. E.; & Main St. E.; 6 blocks on Broadway E., Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(94)	5	Sears, Hennesseys, Hart-Albin, JCPenney
Tremper's(11)	3	Buttrey, Osco
Holiday Vlg.(20)	3	Albertson's, Skagg, Sprouse-Reitz
East Gate(2)	2	East Gate Drug
Fairway	3	Buttreys
South Center	3	
Town & Ctry.(4)	4	Super Save

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Missoula Rexall; Smith Walgreen; Skaggs; Osco.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save 3, Rosauers.
Other Chain Stores-Firestone, Coast-to-Coast; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Team Electronic; Radio Shack; Pay 'N Save; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 30,553; (S) 32,768; Mar. 31, 1983 ABC.
Local Contact for Ad[illegible] and Merchandising Data: Pat Nagy Swarz[illegible], MISSOULIAN, 502 N. Higgins Ave., Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Branham/Newspaper Sales.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, Neb.-Iowa-Douglas, Sarpy and Washington Counties, Neb., Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	120	123	126
5-14 Years	301	239	245
15-24 Years	258	296	304
25-44 Years	327	413	424
45-64 Years	296	293	301
65 and Over	183	206	211
TOTAL	1,485	1,570	1,611

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat. Hdwr.	209	357	484
General Mdse.	449	686	975
Food	614	972	1,558
Automobiles	630	1,094	1,521
Gasoline Stations	322	530	941
Apparel	158	235	339
Furniture	175	261	377
Eat-Drink Places	278	474	884
Drugs	108	139	227
TOTAL SALES	3,194	5,145	7,951

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2. County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Star Bus.
Motor Freight Carriers-3.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 9,920; Loc. Est. 10,576
CZ-ABC: (80) 9,869; (83) 10,900
RTZ-ABC: (80) 30,200; (83) 30,200
County 80 Cen. 13,696; Loc. Est. 14,387
City & RTZ-ABC: (80) 40,069; (83) 41,100

4 - HOUSEHOLDS:
City 80 Cen. 3,718; Loc. Est. 4,007
County 80 Cen. 5,038; Loc. Est. 5,474
CZ-ABC: (80) 3,718; (83) 4,200
RTZ-ABC: (80) 11,039; (83) 11,600
City & RTZ-ABC: (80) 14,757; (83) 15,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$128,931,712
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,224.

7 - ELECTRIC METERS: Residence 5,430.

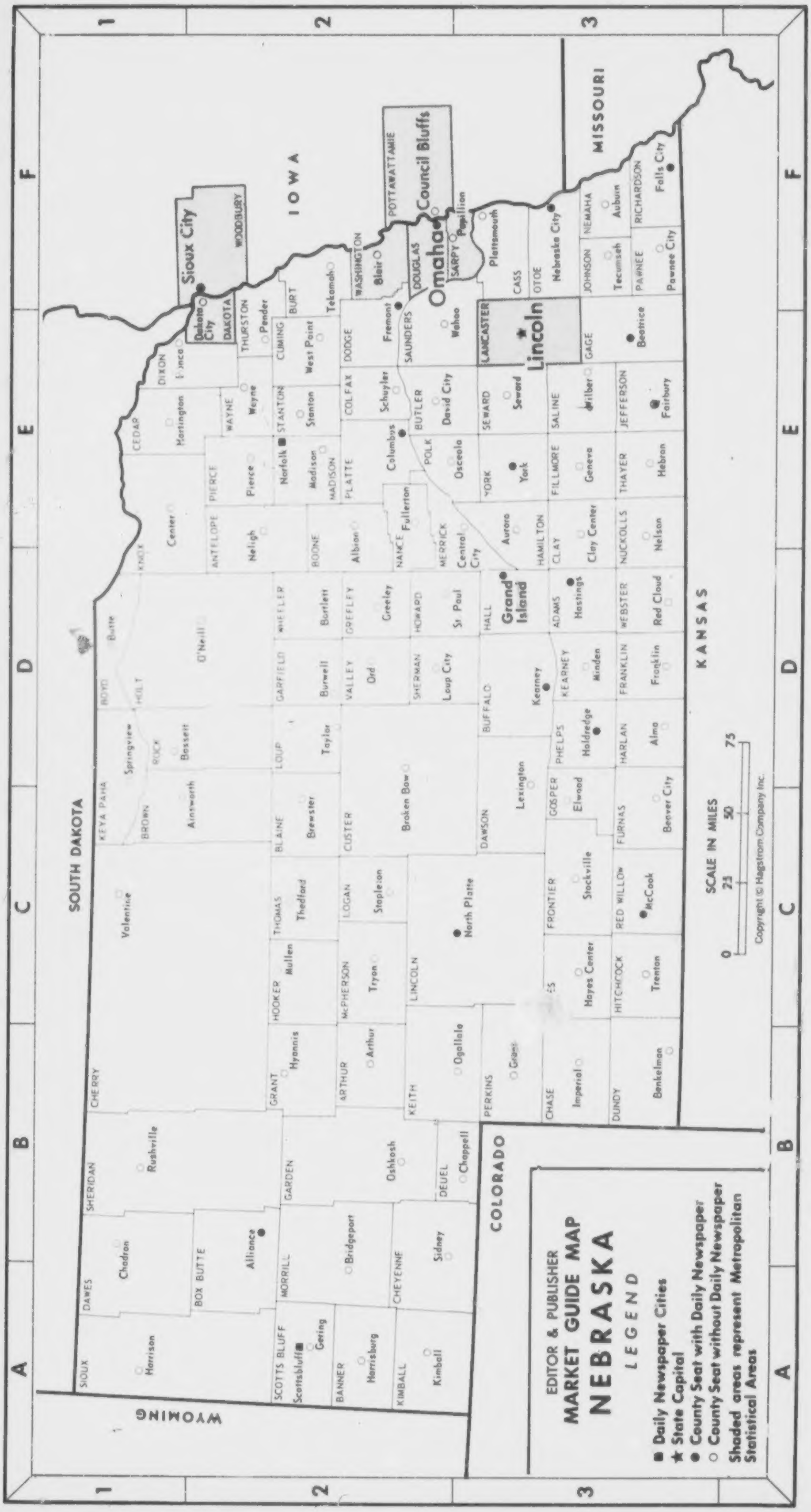
8 - GAS METERS: 4,591.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 200 ($192); Railroad 2,210 (N.A.)
Principal Pay Days-Wed.; RR 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
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SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
North Platte
Scottsbluff
Alliance
Beatrice
Columbus
Norfolk
Hastings
Kearney
McCook
Fremont
York

Name (No. of stores)	Miles from Downtown	Principal Stores
West Third	1	Shop & Save, K mart
East Third	NA	Wegner Motor, Safeway
West Third	1	Alco

Principal Shopping Days-Sat. & Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; L. B. Murphy; Rhoads; Sears.
Variety Stores-Ben Franklin.
Discount Stores-Wheeler's; Pamida; Alco; K mart.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Safeway; Jack & Jill; Shop & Save.
Other Chain Stores-F&M Bootery; Gambles (hdwr.); Coast to Coast; Western Auto; Wheelers.

14 - NEWSPAPERS: TIMES-HERALD (e) 4,362; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agricultural center, Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77 and 136, State Hwy. 4.

2 - TRANSPORTATION: Railroads-Burlington, U.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; Loc. Est. 13,364
CZ-ABC: (80) 12,891; (83) 13,000
RTZ-ABC: (80) 38,695; (83) 37,600
County 80 Cen. 24,456; Loc. Est. 24,600
City & RTZ-ABC: (80) 51,586; (83) 50,600

4 - HOUSEHOLDS:
City 80 Cen. 5,255; Loc. Est. 5,668
CZ-ABC: (80) 5,255; (83) 5,500
RTZ-ABC: (80) 14,746; (83) 15,000
County 80 Cen. 9,245; Loc. Est. 9,739
City & RTZ-ABC: (80) 20,001; (83) 20,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$122,523,820
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 12,335

7 - ELECTRIC METERS: 6,310

8 - GAS METERS: 5,408

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly Wage)-Assembler, Prod. ($211); Chemical Oper. ($340); Electrician ($328); Laborer, Mat'l Hdlg. ($190); Lathe Operator ($256); Maint. Mechanic Plt. ($236); Milling Machine Oper. ($190); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($160); Tool & Die Maker ($290); Welder ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Nearby Shopping Centers-Indian Creek (K mart, Alco, Jack & Jill)
Principal Shopping Days-Thu. and Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kampler's; J and R; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Boogaart's; IGA; Jack & Jill; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Firestone; Ward's; PayLess Shoes; Ok Tire Co.; Coast-to-Coast; True-Value-Klipperstein; Ace.

14 - NEWSPAPERS: SUN (e) 10,833; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 7th & Ella, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Branham/Newspaper Sales.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural area; small manufacturing and retail center; 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.

Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Arrow Stage Lines.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 17,328; Loc. Est. 18,165
CZ-ABC: (80) 17,328; (83) 17,900
RTZ-ABC: (80) 46,814; (83) 46,700
County 80 Cen. 28,852; Loc. Est. 29,967
City & RTZ-ABC: (80) 64,142; (83) 69,600

4 - HOUSEHOLDS:
City 80 Cen. 6,389; Loc. Est. 6,870
County 80 Cen. 10,084; Loc. Est. 10,971
CZ-ABC: (80) 6,389; (83) 6,800
RTZ-ABC: (80) 16,703; (83) 17,500
City & RTZ-ABC: (80) 23,092; (83) 24,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$312,020,265
Savings & Loan	4	$218,730,950

6 - PASSENGER AUTOS: County 16,128

7 - ELECTRIC METERS: Residence 6,009

8 - GAS METERS: Residence 5,496

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($190); Electronics 1,560 ($180); Med. & Surg. Inst. 1,050 ($185); Auto Parts Mfg. 270 ($175); Agricultural Building 1,160 ($185); Agricultural Equipment 2,300 ($195).
Principal Industrial Pay Day-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-62; Summer 64-84; Fall 38-65; Winter 16-35. First killing frost Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). Pamida Dept. Store, Econofood Supermarket.
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thu.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Miessler's Walgreen; Fleischer Rexall; Tooley Drugs.
Other Chain Stores-Sears; Coast-to-Coast; Ace Hardware; Firestone; Williams Bros.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 11,299; (S) 11,256; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2701.
National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shopping and medical center, 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State 4.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; Loc. Est. 5,538
County 80 Cen. 11,315; Loc. Est. 11,383

4 - HOUSEHOLDS:
City 80 Cen. 2,237; Loc. Est. 2,334
County 80 Cen. 4,479; Loc. Est. 4,708

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$80,815,000
Savings & Loan	All branches	$117,687,872

6 - PASSENGER AUTOS: County 5,814

7 - ELECTRIC METERS: Residence 2,340

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 150; Meat Pkg. 75; Agriculture related 171; Misc. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 20. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Stone, Chase and Harlan.
Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Chaney's; JCPenney; Lar Don.
Chain Supermarkets-Safeway; Jack & Jill.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe Store; Ashley's; Mode O'Day; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,162; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State 8.

2 - TRANSPORTATION: **Railroads**-U.P., Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow-Black Hills; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 23,979; Loc. Est. 24,268
CZ-ABC: (80) 26,151; (83) 26,400
RTZ-ABC: (80) 47,019; (83) 47,500
County 80 Cen. 35,847; Loc. Est. 36,102
City & RTZ-ABC: (80) 73,170; (83) 73,900

4 - HOUSEHOLDS:
City 80 Cen. 9,129; Loc. Est. 9,438
County 80 Cen. 13,292; Loc. Est. 14,020
CZ-ABC: (80) 9,882; (83) 10,400
RTZ-ABC: (80) 16,791; (83) 17,600
City & RTZ-ABC: (80) 26,673; (83) 28,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$153,325,000
Savings & Loan	4	$164,010,908

6 - PASSENGER AUTOS: County 19,042

7 - ELECTRIC METERS: Residence 10,325

8 - GAS METERS: Residence 8,379

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Canning; Seed Processing; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous Ammonia; Fertilizer; Metal Stamping; Metal Fabricating; Egg Packaging and Processing; Food Processing; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Warehouse; Garment Mfg.; Pump & Quarry Equipt.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Manufacturing. Total employment 15,650.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 29-26.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-12 Blocks Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fremont Mall(24)	NA	JCPenney, Walgreen

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Downtown Thu.; Mall every evening ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; George Schweser's Sons; Philips.
Variety Stores-Woolworth's; TG&Y.
Discount Stores-Alco; K mart; 1/2 Price Store.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Super Valu; Randall's.
Other Chain Stores-Firestone; Gail's; Goodyear; Harding Glass; Goodrich Dairy; Zale's; Ace Hardware; Gallenkamp Shoes; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Redman's Shoes; Buck's Shoes; Radio Shack; Plum Creek Clothing; 7-Eleven.

14 - NEWSPAPERS: TRIBUNE (e) 11,945; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hively, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett Newspaper Advertising Sales.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. market and shipping center; railroad terminus; on I-80; U.S. Hwys. 30, 34 & 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: **Railroads**-Union Pac.; CB&QRR.
Motor Freight Carriers-22.
Airlines-Frontier.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180; Loc. Est. 33,635
CZ-ABC: (80) 33,180; (83) 33,300
RTZ-ABC: (80) 75,750; (83) 76,600
County 80 Cen. 47,690; Loc. Est. 49,105
City & RTZ-ABC: (80) 108,930; (83) 109,900

4 - HOUSEHOLDS:
City 80 Cen. 12,819; Loc. Est. 13,522
County 80 Cen. 17,463; Loc. Est. 18,759
CZ-ABC: (80) 12,819; (83) 13,400
RTZ-ABC: (80) 27,062; (83) 28,200
City & RTZ-ABC: (80) 39,881; (83) 41,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$269,255,525
Savings & Loan	4	$167,097,248

6 - PASSENGER AUTOS: County 26,041

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Manufacturing 3,662, including farm equipment, construction, mobile homes, farm and steel buildings, food processing; Government 2,577; Retail 3,942; Wholesale 930; Transportation and Utilities 783; Finance & Real Estate 572; Services 2,127; all others 1,615.
Principal Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1. Last killing frost, April 29.

11 - TAP WATER: Acid, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Cntr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on No. Hwy. 281; 750,000 ft.; 8 blocks on South Locust.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conestoga(60)	NA	Brandeis, Miller & Paine, JCPenney, Sears
Grand Island(20)	NA	Richman Gordman, Shopko

Principal Shopping Days-Wed., Sat. & Sun.
Stores Open Evenings-Sears, Penney's-Wed. & Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Skagway; Brandeis; Penney's; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Allen's; Richman Gordman; K mart; Shopko.
Chain Drug Stores-Bens' Drug; Allens; Walgreens.
Chain Supermarkets-Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market.
Other Chain Stores-Firestone; Goodyear; Swan's (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Kinney Shoes; Redman Shoes; Brown Shoes; National Shoes; Gen. Nutrition; So Fro Fabrics; Jo Ann Fabrics; Zales; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,654; (S) 26,214; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines-Continental Trailways; Republic Valley; Hi-Line.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 23,045; Loc. Est. 22,918
CZ-ABC: (80) 23,045; (83) 22,800
RTZ-ABC: (80) 56,656; (83) 56,100
County 80 Cen. 30,656; Loc. Est. 30,775
City & RTZ-ABC: (80) 79,701; (83) 78,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; Loc. Est. 9,605
County 80 Cen. 11,740; Loc. Est. 12,331
CZ-ABC: (80) 9,295; (83) 9,600
RTZ-ABC: (80) 21,286; (83) 22,000
City & RTZ-ABC: (80) 30,581; (83) 31,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$641,275,620
Commercial	3	$236,921,571

6 - PASSENGER AUTOS: County 15,804

7 - ELECTRIC METERS: Residence 11,101

8 - GAS METERS: Residence 9,615

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Milk Products 34 ($237); Farm Products 145 ($247); Irrigation Equipment 200 ($277); Various Products 500 ($261); Fertilizer 76 ($189); Cartons and IBM Cards 76 ($203); Newspaper Printing, Photography 118 ($241); Cooling and Heating Equipment 173 ($214); Irrigation pipes, engines and equipment 308 ($275); Swine production 90 ($271); Electricity 90 ($192); Natural Gas 149 ($275); Baked Goods 200 ($312); Women's Wear 100 ($192); Farm Equipment 498 ($233); Plastic Pipe 46 ($267); Mobile Homes 114 ($253); Hospital 576 ($253).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and East Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W. Marion Rd., Allen's Shopping Center, Downtown, Gibson's on South Burlington. 1/2 Price Store & Econofoods, Western Mall on S. Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Imperial Mall(38)	NA	Mont. Ward, Woolworth, Hinky Dinky, Herbergers

Principal Shopping Days-Thurs., Fri., Sat., and Sun. for Mall.
Stores Open Evenings-All Stores-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Schweser's; Montgomery Ward; JCPenney; Allen's.
Variety Stores-Woolworth.
Discount Stores-General Supply; Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreen; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; Safeway; Hinky Dinky; Allen's; Econofoods.
Other Chain Stores-Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; S&H Green Stamps; Tober's; Maurice's; Barkers; Endicott-Johnson; Brodkeys; Herbergers; Gibson's.

14 - NEWSPAPERS: TRIBUNE (e) 17,482; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Seaton, Pub., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3 South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State 23, 17 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington; Amtrak.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-Ideal.

3 - POPULATION:
Corp. City 80 Cen. 5,624; Loc. Est. 5,600
CZ-ABC: (80) 5,624; (83) 5,600
RTZ-ABC: (80) 23,226; (83) 23,100
County 80 Cen. 9,769; Loc. Est. 9,975
City & RTZ-ABC: (80) 28,850; (83) 28,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267; Loc. Est. 2,300
CZ-ABC: (80) 2,267; (83) 2,300
RTZ-ABC: (80) 8,852; (83) 9,300
County 80 Cen. 3,699; Loc. Est. 3,925
City & RTZ-ABC: (80) 11,119; (83) 11,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$128,366,678
Saving & Loan	3	N.A.

6 - PASSENGER AUTOS: County 5,775

7 - ELECTRIC METERS: Residence 3,079

8 - GAS METERS: Residence 2,284

9 - PRINCIPAL INDUSTRIES: Industry, Number of **Wage** Earners (Avg. Wkly. Wage)-Food 9 ($199); **Monument** Mfg. 18 (NA); Weaving 190 ($178); **Medical** Supplies 650 ($231).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thurs., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-O'Neals; JCPenney.
Variety Stores-D&S.
Discount Stores-Pamida; Medicine Chest.
Chain Supermarkets-Jack & Jill; Hinky Dinky.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug.
Chain Supermarkets-Safeway; Boogaart; Econo-Foods; IGA; Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Gambles; Firestone; Goodyear; TSC; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Coast-to-Coast; Radio Shack; 7-Eleven.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,889; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

14 - NEWSPAPERS: HUB (e) 11,559; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd St., Kearney, NE 68847; Tel. (308) 237-2152.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 200 mi. W of Omaha. On U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound; Continental.
Airlines-Pioneer Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,158; Loc. Est. 21,525
CZ-ABC: (80) 21,158; (83) 21,700
RTZ-ABC: (80) 48,906; (83) 49,800
County 80 Cen. 34,797; Loc. Est. 35,529
City & RTZ-ABC: (80) 70,064; (83) 71,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,485; Loc. Est. 7,828
County 80 Cen. 12,284; Loc. Est. 13,074
CZ-ABC: (80) 7,485; (83) 8,000
RTZ-ABC: (80) 17,896; (83) 19,000
City & RTZ-ABC: (80) 25,381; (83) 27,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$838,782,130
Savings & Loan	4	$81,342,110

6 - PASSENGER AUTOS: County 16,362

7 - ELECTRIC METERS: Residence 9,776

8 - GAS METERS: Residence 7,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal & Irig. Pumps 84 ($245); Oil Filters 520 ($215); Plug Valves 300 ($240); Rubber Closures 102 ($210); Truck Generators 17 ($230); Auto Valves 282 ($265).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 47-101; Fall 7-90; Winter 10-72. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Central St.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 West on Hwy. 30.
Neighborhood Shopping Centers-6 blks. E. 25 St.
Shopping Centers-Unimart; Boogaarts; Eastowne Center; IGA Food Center; Hinky-Dinky; Alco Discount Center; K mart West.
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Food.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Gambles; McDonalds; Hellmans.
Variety Stores-Baumgartner; Kaufmann-Wernert.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3, State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific; Omaha-Lincoln-Beatrice Mkt.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; Frontier; Air Midwest; Midway; American Central; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 171,932; Loc. Est. 176,002
CZ-ABC: (80) 173,465; (83) 179,300
RTZ-ABC: (80) 191,730; (83) 193,000
County/MSA 80 Cen. 192,884; Loc. Est. 200,500
City & RTZ-ABC: (80) 365,195; (83) 372,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,934; Loc. Est. 69,597
County/MSA 80 Cen. 71,769; Loc. Est. 77,200
CZ-ABC: (80) 65,415; (83) 70,100
RTZ-ABC: (80) 70,737; (83) 73,900
City & RTZ-ABC: (80) 136,152; (83) 144,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	18	$1,406,246,000
Savings	13	$1,937,121,000

6 - PASSENGER AUTOS: County 95,119

7 - ELECTRIC METERS: Total 80,384; Residence 70,411

8 - GAS METERS: Residence 65,087

9 - PRINCIPAL INDUSTRIES: Total Employment 106,067; Agricultural 2,385; Mfg. 11,270; Durable Goods 5,184; Nondurable Goods 6,086; Construction 2,188; Railroad Transportation 2,231; Communication, Utility 2,954; Wholesale 4,643; Retail 15,545; Finance, Insurance & Real Estate 7,084; Services 18,080; Fed. Govt. 1,954; State Govt. 15,222; Local Govt. 10,776.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's Food Mart
Indian Vlg.(14)	3	IGA
Bishop Heights	4	Shopko
Northridge Ctr.(6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Hoppe Lumber
Meadowlane(25)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate	1	Warehouse Mkt.
Belmont(7)	3	Jack & Jill
Clock Tower	2	IGA
Van Dorn(14)	3	1/2 Price Store
East Park Plz.(57)	4	Osco Drug, IGA
Edgewood	6	Osco Drug, IGA

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thurs.; Food-Some Thurs., some each weeknight.

13 - RETAIL OUTLETS: **Department Stores**-Brandeis Co.; Miller & Paine; Sears; Montgomery Ward, JCPenney; Shopko, Richmond-Gordman.
Discount & Variety Stores-K mart; Pamida; Osco; Ardans.
Chain Drug Stores-Walgreen 3; Wagey 4; Rexall 5; Four Star 2; Gilmour-Danielson 3; Winter 2; K-Ray Drug 2; Osco 4.
Chain Supermarkets-Hy-Vee; Albertson's; IGA 13; Hinky Dinky 5; Jack & Jill 7.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Richman Brothers; Nebraska Clothing; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-te-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Waterbed World; Earl May Garden.

14 - NEWSPAPERS: STAR (m) 34,737; JOURNAL (e) 45,198; JOURNAL & STAR (S) 75,848; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St., Lincoln, NE 68508; Tel. (402) 473-7446.
National Representative: Sawyer-Ferguson-Walker.

McCOOK

1 - LOCATION: Red Willow County, E&P Map C-3. County Seat. Agricultural cntr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 8,404; Loc. Est. 8,356
CZ-ABC: (80) 8,404; (83) 8,400
RTZ-ABC: (80) 38,988; (83) 38,400
County 80 Cen. 12,615; Loc. Est. 12,631
City & RTZ-ABC: (80) 47,392; (83) 46,800

4 - HOUSEHOLDS:
City 80 Cen. 3,309; Loc. Est. 3,386
County 80 Cen. 4,795; Loc. Est. 5,035
CZ-ABC: (80) 3,309; (83) 3,400
RTZ-ABC: (80) 14,855; (83) 15,400
City & RTZ-ABC: (80) 18,164; (83) 18,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 6,987

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Transp. 400; 350 Oil Producers; TRW 304; Rubber Hose Co. 300; Grain Products Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, Apr. 13. Mean annual temp., 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; DeGroff's; Carmichaels; Vogue; Clapp's; Sweetbriar; Mode O'Day; Alco; Yellow Front.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alcoa.
Chain Supermarkets-Hinky-Dinky; Safeway; Country Corner.
Other Chain Stores-L. J. Car Parts; Sidles; Stickney's; Firestone; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,426; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Allen D. Strunk, Pub., GAZETTE, West First & E St., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Burlington Northern.
Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; Loc. Est. 7,153
County 80 Cen. 15,183; Loc. Est. 15,329

4 - HOUSEHOLDS:
City 80 Cen. 2,784; Loc. Est. 2,924
County 80 Cen. 5,801; Loc. Est. 6,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$45,000,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,562

7 - ELECTRIC METERS: Residence 2,796

8 - GAS METERS: Residence 2,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foods 750 ($180); Gas Meters 315 ($200); Garment Mfg. 250 ($140).

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duck Wall Alco.
Chain Supermarkets-Super-Value; Hinky Dinky; IGA.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 3,831; (S) 3,831; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Gen. Mgr., NEWS-PRESS, 123 S. 8th, Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State 35 and 24.

2 - TRANSPORTATION: **Railroads**-C&NW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; P.Y.N. Bus Line; Arrow; Black Hills Stage Line.
Airlines-Triple "A."

3 - POPULATION:
Corp. City 80 Cen. 19,449; Loc Est. 20,000
CZ-ABC: (80) 19,449; (83) 20,300
RTZ-ABC: (80) 88,867; (83) 88,700
County 80 Cen. 31,382; Loc. Est. 31,906
City & RTZ-ABC: (80) 108,316; (83) 109,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471; Loc. Est. 8,017
County 80 Cen. 11,586; Loc. Est. 12,316
CZ-ABC: (80) 7,471; (83) 8,100
RTZ-ABC: (80) 31,711; (83) 33,000
City & RTZ-ABC: (80) 39,182; (83) 41,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$211,573,124
Savings & Loan	3	$129,914,129

6 - PASSENGER AUTOS: County 15,966

7 - ELECTRIC METERS: Residence 7,776

8 - GAS METERS: Residence & Comm'l 7,297

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 631; Dairy and Poultry Processing 148; Steel 280; Steel Fabrication 475; Medical 500; Beef Processing 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-87; Fall 25-75; Winter 8-35. Average annual precipitation, 23.98 in. Average length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 blocks each on South 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Hesteds, Stinsons, Ashleys, Style Shop, Behmer's Music, Tom's Music, Bomgaars, Lynn & Al's, Chicago Lumber, Ballantyne Furniture.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza	1	JCPenney, Hinky Dinky
Westside Plaza	2	Gibson's
Westgate Plaza	NA	Rexall, Radio Shack
South Hwy. 81	NA	Payless Shoes
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thu., Fri., Sat. Most stores open Thursday until 9 and Sundays 1-6

13 - RETAIL OUTLETS: Department Stores-Stinson's; JCPenney; Herbergers; Wards Catalog; Sears (catalog); Schweser's.
Variety Stores-Hested; McCrory.
Discount Stores-Gibson's; Ashleys; K mart; Alco; Warehouse Market.
Chain Supermarkets-Hinky Dinky.
Other Chain Stores-Firestone; Gallenkamp Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Lbr.; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Music City; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market, True Value Hardware.

14 - NEWSPAPERS: NEWS (e) 22,630; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Dir., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3. County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80 and US 83.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 24,509; Loc. Est. 25,202
CZ-ABC: (80) 26,847; (83) 28,300
Bal. in PMA-ABC: (80) 64,505; (83) 65,900
County 80 Cen. 36,445; Loc. Est. 37,280
Total PMA-ABC: (80) 91,352; (83) 94,200

4 - HOUSEHOLDS:
City 80 Cen. 9,178; Loc. Est. 9,514
County 80 Cen. 13,245; Loc. Est. 14,212
CZ-ABC: (80) 9,967; (83) 10,900
Bal. in PMA-ABC: (80) 23,856; (83) 25,300
Total PMA-ABC: (80) 33,823; (83) 36,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 17,880

7 - ELECTRIC METERS: 13,103

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); RR 1,700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-RR; 1st and 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and West A; East 4th St; A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Skagg's, Hinky Dinky
Parkade Plaza	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Schweser's; Sears; Herberger's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Skagg's; Alco; K mart.
Chain Drug Stores-Allen's.
Chain Supermarkets-Safeway; Hinky Dinky; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Sweetbriar Shops; Mode O'Day; Firestone; Coast-to-Coast; Gallenkamp Shoes; Maurice's; Claire's Boutique; Evanson's Card Shop; Swiss Colony; So-Fro Fabrics; True-Value; Radio Shack; Team Electronics; KWAL Paint; 84 Lumber; Pay'n Pak; Easy Rest; Waterbed World.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 15,855; (S) 16,749; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blackman, Adv. Dir., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA). E&P Map F-2, County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center; livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On Interstate Hwys. 80 & 29; U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133 & 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Illinois Central; Missouri Pacific; Norfolk & Western; Union Pacific (HQ).
Motor Freight Carriers-98.
Rail Passenger Service-Amtrak.
River Barge Lines-4.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Ozark; Frontier; Continental; Midway.

3 - POPULATION:
Corp. City 80 Cen. 313,939; Loc. Est. 320,400
County 80 Cen. 397,884; Loc. Est. 402,000
MSA 80 Cen. 585,907; Loc. Est. 594,205
CZ-ABC: (80) 507,132; (83) 506,200
RTZ-ABC: (80) 302,771; (83) 308,800
City & RTZ-ABC: (80) 809,903; (83) 815,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; Loc. Est. 122,622
County 80 Cen. 146,405; Loc. Est. 152,582
MSA 80 Cen. 208,746; Loc. Est. 221,172
CZ-ABC: (80) 182,746; (83) 189,000
RTZ-ABC: (80) 108,16[illegible]; (83) 114,300
City & RTZ-ABC: (80) [illegible]; (83) 30[illegible]00

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$2,818,558,000
Savings & Loan	6	$3,1[illegible]6,708,004

6 - PASSENGER AUTOS: County 228,[illegible]35

7 - ELECTRIC METERS: Residence 145,500

8 - GAS METERS: Residence 107,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machy. & Equipment 6,978 ($396); Meat Processing 3,825 ($373); Other Food 5,277 ($348); Metals 2,358 ($381); Printing & Publ. 3,756 ($254); Chemicals 1,178 ($370); Other Mfg. 7,123 ($331).
Principal Pay Days-Industrial, Fri.; others 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20. Last killing frost, April 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 39 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Midlands Mall, downtown Council Bluffs, 50 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baker Sq.(23)	11	Brandeis, Baker's, Walgreen
Bel-Air Plz.(44)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreen
Bluff Plz.(5)	5	JCPenney, Hinky Dinky
Bluffs Northway(7)	4	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreen
The Center(15)	3	Younkers
Center Plz.(12)	7	Ardan, Walgreen
Crossroads(39)	5	Brandeis, Sears
Frederick Sq.(17)	7	Baker's
50th & Ames(3)		Baker's, Half-Price, Walgreen
K mart North(4)	6	K mart
K mart South(6)	5	K mart
Maple Plz.(7)	8	Target, Walgreen
Midlands Mall(50)	3	Sears, Brandeis, Philips, Walgreen
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard West(1)	11	Richman Gordman
Orchard Plz.(37)	11	Target
Plaza North(15)	9	Philips, Baker's
Regency Ct.(30)	8	Hovland-Swanson
Saddle Creek(3)	3	Target, Hinky Dinky, Walgreen
Sherwood Pl.(11)	8	K mart, Warehouse Mkt.
Southroads(38)	6	Brandeis, Sears, JCPenney
Village Shopping Center(14)	8	Skaggs, Hy-Vee, Half-Price
36th & Q(2)	5	Richman Gordman, Hinky Dinky
Westgate Plz.(16)	7	Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Brandeis, Walgreen
Westwood Mall(8)	10	K mart, Skaggs

Principal Shopping Days-Sat. Thu., Sun., Fri., Wed.
Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Brandeis 6; Montgomery Ward; JCPenney 3; Philips 4; Richman Gordman 5; Sears 3; Younkers 2.
Discount Stores-K mart 8; Walgreen 13; Skaggs 7; Target 3; Ardan; Half-Price 5; Service Merchandise.
Variety Stores-Ben Franklin 2; Mangelsen's; TG&Y; Woolworth 3.
Chain Drug Stores-Walgreen 13; Skaggs 7; Keystone 3; Kohll's 4; Central Park 5; Beaton 4; [illegible]ard's 3; Clark 2; Drug Town 2; Seig 2.
Chain Supermarkets-Albertson's 3; Baker's 10; Hinky Dinky 12; Food City 2; Shaver's 4; Hy-Vee 9; Super Valu 3; Spartan 14; Bag 'N' Save 2; No Frills 3; Warehouse Mkt.; Jack & Jill; Food Barn; Kwik Shop 30; Convenient 15; 7-Eleven 20; Town & Country 6; Casey's 4; Foodman 5; Shur-Save 9; Bi-Rite 4; Lucky 7 2; IGA 2; Eight eleven 3; Taylor's Quik-Pik 2.
Other Chain Stores-Abigail Uniform; Adolph's Auto Parts; Baker Shoes; Ben Simon's; Bostonian Shoes; J. Bragg's; Buck's Shoes; Carriage House; Catherine's Stout Shoppe; Chess King; Color Tile; Crandell's; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Handy Dan; Haney Shoes; Henry Field; Hickory Farms; Hovland-Swanson; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kinney; Lerner Shops; Landons; Magee's; Maternity Modes; Minnesota Fabrics; Mr. Automotive; Mode O'Day; Motherhood Maternity; Natelson's; Natl. Pay-Less Shoes; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Sallye's; Seiferts; Sheplers; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Susie's Casuals; Sutherland Lumber; Tober's; Toys Plus; Tully's; Uniroyal; Westlake Ace Hardware; Walden Books; Wickes Lumber; World Radio; Youngtown; Zales; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 120,486; (e-mon to fri) 102,211; (m-sat) 211,349; (S) 280,153; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Nat'l. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Frontier, Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 14,156; Loc. Est. 14,014
PMA-ABC: (80) 24,765; (83) 2[illegible]300
Bal. in PMA-ABC: (80) 82,677; (83) 83,900
County 80 Cen. 38,344; Loc. Est. 39,038
Total PMA-ABC: (80) 107,442; (83) 109,200

4 - HOUSEHOLDS:
City 80 Cen. 5,516; Loc. Est. 5,534
County 80 Cen. 13,813; Loc. Est. 14,722
PMA-ABC: (80) 9,115; (83) 9,700
Bal. in PMA-ABC: (80) 32,462; (83) 32,100
Total PMA-ABC: (80) 39,577; (83) 41,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$829,143,000
Commercial	5	$190,365,000

6 - PASSENGER AUTOS: County 19,934

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer; Furniture; Farm Chemical; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Weekly Wage-$225.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-6[illegible]; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14. Last killing frost, May [illegible]7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Broadway; 4 on First Ave.; 3 on Avenue A; 5 on Gering; East 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on East 20th Place.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Murphy; JCPenney.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Gibson's; K mart; Alco; Pay 'N Pak.
Variety Stores-Woolworth; Baumgartner.
Chain Drug Stores-Super Drug.; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; Co-op; Town & Country; Alexanders; Henry's Mkt.
Other Chain Stores-Firestone; Western Auto; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Wards (catalog).

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 16,713; (S) 17,599; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David McClain, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0632.
National Representative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light manufacturing; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, Interstate 80.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,723; Loc. Est. 8,350
County 80 Cen. 14,798; Loc. Est. 15,620

4 - HOUSEHOLDS:
City 80 Cen. 2,939; Loc. Est. 3,210
County 80 Cen. 5,428; Loc. Est. 5,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$140,000,000
Savings & Loan	3	$60,000,000

6 - PASSENGER AUTOS: County 9,773

7 - ELECTRIC METERS: Residence 4,002

8 - GAS METERS: Residence 2,961

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Hog Slaughtering 62 ($260); Irrigation Pipe 75 ($230); Elevator Machy. 38 ($235); Mobile Homes 135 ($210); Electronics Assembly 135 ($145); Metal Tool Fabrication 43 ($250); Aviation Products 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on Lincoln, Grant and Platte Aves.
Principal Shopping Days-Thurs. and Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Hested's.
Chain Drug Stores-Bein's; Rexall.
Discount Stores-Wheeler's; Pamida; Alco.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Tober's; S&H Green Stamps; Goodyear; L & W Service Center (Firestone).

14 - NEWSPAPERS: NEWS-TIMES (e) 6,228; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1984
Under 5 Years	44	56	63
5-14 Years	100	117	132
15-24 Years	79	147	166
25-44 Years	134	250	283
45-64 Years	101	163	185
65 and Over	31	66	75
TOTAL	489	799	904

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	103	199	350
General Mdse	180	362	667
Food	326	593	1,230
Automobiles	306	637	1,146
Gasoline Stations	148	295	677
Apparel	92	139	259
Furniture	67	127	236
Eat-Drink Places	144	290	699
Drugs	56	149	315
TOTAL SALES	1,572	3,069	6,166

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County). E&P Map A-3. County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,675 ft. elevation.

2 - TRANSPORTATION: Railroads-S. Pacific (freight); Amtrak (from Reno).
Bus Lines-LTR Stage Lines; Gray Lines.
Airlines-(Reno) American; Air California; Braniff; Delta; Eastern; Republic, PSA; United AL; Western.

3 - POPULATION:
Corp. City 80 Cen. 32,022; Loc. Est. 37,233
PMA-ABC: (80) 32,022; (83) 33,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074; Loc. Est. 14,756
PMA-ABC: (80) 12,074; (83) 13,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 22,350

7 - ELECTRIC METERS: Residence 15,056

8 - GAS METERS: City & County 12,728

9 - PRINCIPAL INDUSTRIES: Gov't.; Tourism; Light Mfg.; Wholesale-Retail Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Avg. Low 19.1; July Avg. High 89.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S., 27 stores; 8 blocks N., 3 major stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Safeway, Montgomery Ward
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney, Safeway
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Mayfair Super Mkt., Thrifty Drug
Warehouse Ctr. (30)	4	Warehouse Mkt., Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lucky's, Radio Shack
Sixflags(3)	6	
Winnie West(6)	3	Winchells Donuts, 7-Eleven
Eagle Station(30)	4	Raley's, Mervyn's

13 - RETAIL OUTLETS: Department Stores-JCPenney; Outdoorsman Sporting Goods; Mervyn's.
Variety Stores-Sprouse-Reitz 2; Ben Franklin; Coast-To-Coast.
Discount Stores-K mart.
Chain Drug Stores-Raley's; Thrifty; Skaggs; Long's.
Chain Supermarkets-Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's; Safeway 2; Raley's.
Other Chain Stores-Carson Furniture; Grand Auto; Triple S Tires; 7-Eleven 4; True Value Hardware; Ace Hardware; Pay 'N Pak; Kragen Auto; House of Fabrics; Straw Hat; Firestone; Hartfield's; Zales; Naugles; Red Wing Shoes; Fotomat; Kenney's Shoes; Curtis Mathis.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 9,305; (S) 10,227; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Sharp, Adv. Dir., NEVADA APPEAL, 200 Bath St., Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 bet. Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; Loc. Est. 9,706
CZ-ABC: (80) 8,758; (83) 8,900
RTZ-ABC: (80) 12,551; (83) 13,500
County 80 Cen. 17,269; Loc. Est. 19,547
City & RTZ-ABC: (80) 21,309; (83) 22,400

4 - HOUSEHOLDS:
City 80 Cen. 3,353; Loc. Est. 3,491
County 80 Cen. 6,350; Loc. Est. 7,501
CZ-ABC: (80) 3,353; (83) 3,500
RTZ-ABC: (80) 4,393; (83) 5,000
City & RTZ-ABC: (80) 7,746; (83) 8,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 9,606

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Construction; Ranching; Electronics Manufacturing; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30. Last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plaza(21)	NA	JCPenney, Mode O'Day
Sun Rise Ctr.(10)	NA	Albertson's, PayLess, Sprouse Reitz

Principal Shopping Days-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores-Sprouse-Reitz; PayLess; Skaggs.
Chain Drug Stores-Elko Walgreen; PayLess; Skagg's.
Chain Supermarkets-Safeway; Mayfair; Albertson's.

14 - NEWSPAPERS: FREE PRESS (e) 3,988; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, PO Box 1330, Elko, NV 89801; Tel. (702) 738-3118.
National Representative: Branham/Newspaper Sales.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Railroads-Nevada Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Wycoff; U.P.S.
Airlines-Sky West

3 - POPULATION:
Corp. City 80 Cen. 4,882; Loc. Est. 5,363
County 80 Cen. 8,167; Loc. Est. 7,748

4 - HOUSEHOLDS:
City 80 Cen. 1,841; Loc. Est. 2,055
County 80 Cen. 3,003; Loc. Est. 2,918

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,202

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct. Last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: **Principal Shopping Center**-8 blocks in center of town.
Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nanette's; Goodman Tidball; Louis Cononelos; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely Phmcy.; Cowley's Phmcy.
Chain Supermarkets-Safeway; IGA; Standard 2.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,623; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Mgr., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Papert Companies.

LAS VEGAS

1 - LOCATION: Clark County (MSA), E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line.
Airlines-Air California; American; Continental; Delta; Eastern; Frontier; Northwest Orient; Ozark; Pacific Southwest; Pan American; Republic; Southwest; Sun World; Texas Int'l.; Trans World; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 164,674; Loc. Est. 179,554
PMA-ABC: (80) Cen. 463,087; (83) 536,500
County/MSA 80 Cen. 461,816; Loc. Est. 533,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; Loc. Est. 68,489
County/MSA 80 Cen. 173,563; Loc. Est. 209,747
PMA-ABC: (80) 173,391; (83) 209,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,600,546,000
Savings & Loan	7	$1,569,473,747

6 - PASSENGER AUTOS: County 291,100

7 - ELECTRIC METERS: Residence 184,506

8 - GAS METERS: Residence 97,444

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Hotels, Gaming & Recreation 72,200; Mining 500; Construc. 12,400; Transport Utils. 13,800; Wholesale/Retail Trade 46,000; Fin., Ins., R.E. 10,200; Services 37,700; Gov't, (excluding military) 27,500; Nellis AFB 12,406 military & 2,360 Civ.; Nev. Test Site 4,821. (Source: Nevada Economic Security Dept., 1982 Annual Average.)
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-78; Summer 66-118; Fall 44-80; Winter 26-61. First killing frost, Dec. 17. Last killing frost, Feb. 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Las Vegas is divided east/west by The Strip with Boulevard Mall in the east and Meadows Mall in the west. Third major mall is the "Fashion Show On the Strip", which, besides anchors, has 130 boutiques and specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonanza Sq.(24)	2	Lucky's, Hancock Fabrics
Boulevard(76)	6	Diamond's, JCPenney, Sears
Charleston Plz.(40)	1	Thriftimart
College Pk.(33)	2	Safeway, Skaggs
Commercial Ctr.(27)	4	Aaron Bros., First Western Savings
Decatur Center	4	Wonderworld, Thrifty Drug
Fashion Show Family Ctr. (130)	4	Bullocks, Saks 5th Ave., Neiman-Marcus, Black, Starr & Frost
Maryland Sq.	6	Smith's Food King, Wonderworld
Meadows Mall (149)	2	Diamonds, Broadway, Sears, JCPenney
Parkway Plaza	4	Smith's Food King, Western Auto
Plaza Desert Inn (20)	9	Lucky Food
Rancho Center	2	K mart
Sunrise City	4	Montgomery Ward, Thrifty Drug
Tropicana Pl.(34)	NA	Safeway
Tropicana	8	Mayfair Market
Twin Lakes Pl.	2	Skaggs, Thrifty
Westland(70)	4	Thriftimart

Neighborhood Shopping Centers: Alta-Decatur, Alta at Decatur; 8 blocks on Fremont; Bolero Plaza, Desert Inn at Eastern; Camelot S; Maryland Pkwy; Carriage Trade Center, 900 E. Sahara; Charleston Bazaar, E. Charleston at Maryland Pkwy; College Park, 25th E. Lake Mead; Commercial Center, 800 E. Sahara; Almond Trade Center, E. Sahara; Central Valley, Flamingo at Boulder Hwy.; Charleston Plaza Mall, E. Charleston at Bruce; Franklin Center, Nellis at Boulder Hwy.; Decatur Center, Downtown (9 blocks on Fremont); Fashion Show; Spring Mtn. and Las Vegas Blvd. S.; Fashion Square; LV Blvd. S. at Desert Inn Rd; Lucky Center, W. Sahara at Industrial Rd.; Mission Shopping Center, NE Corner of Flamingo Rd. & Maryland Pkwy.; Maryland Square, Twain at Maryland Pkwy; Plaza Desert Inn, Desert Inn at Sandhill; Rancho Plaza, Rancho at Charleston; Sahara Center, LV Blvd. S. at Sahara; Sahara-Decatur Plaza, 4610 W. Sahara; Somerset, 200 Convention Center Dr.; Sunrise City, Karen Ave. & Maryland Pkwy.; Tiffany Square, Maryland Pkwy. at Flamingo; Tropicana Plaza, 3430 E. Tropicana; Vegas Village, Vegas Valley Dr. on Fremont; Vegas Village North, 1200 N. Main and LV Blvd. N., Vegas Village West, Decatur at West Oakey; Village East Plaza, 5025 Eastern; Village Square, 957 E. Sahara, Westgate W. Charleston at Hinson; Westland Mall, 4400 W. Charleston; Wonderworld, Sahara at Vegas View Blvd.; Wonderworld East, E. Ownes at 25th St.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food, every evening; 30% open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullock's; Diamonds; Goldwater's; JCPenney; Montgomery Ward; Mervyn's; Neiman-Marcus; Saks Fifth Avenue; Sears.
Discount Stores-Ardan; Gemco; K mart; Wonder World; Zody's.
Variety Stores-Woolworth; Sprouse-Reitz; Cala-

van's 88¢ Store; Comet; National Dollar Store; Skaggs.
Chain Drug Stores-Thrifty Drug; Walgreen; White Cross; SupeRx; Skagg's; Sav-On.
Chain Supermarkets-Albertsons 9; Alpha Beta 4; Lucky 12; MayFair 2; Safeway 13; Smiths Food King 14; Thriftimart 4; Vons 6.
Other Chain Stores-B. Dalton; Bernina; Big O Tires; Bonds Jewelers; Breuner's Furniture; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Ethan Allen; Fischer's; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp; Hallmark; Harris & Frank; Hickory Farms; Home Lumber; Household Finance; House of Fabrics; Jay Bernard; J. Herbert Hall; I. Magnin; Judy's; Karls Shoes; Kinneys; Leeds-Qualicraft; Lerners; Merle Norman; McMahan Furniture; Millers Outpost; Mode O Day; Naturalizer; Ole's; Peck & Peck; Pick 'N Save; Pittsburgh Paints; Radio Shack; RB Furniture; Red Cross Shoes; Sees Candy; Show off; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Sun Stereo; Tandy Leather; Timex; Wallpaper To Go; Western Auto; Wilkes Lumber; Zales.

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 97,760; (m-sat) 90,144; (S) 108,364; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeff C. Haag, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125; Tel. (702) 383-0366.
National Representative: Papert Companies.
SUN (m-mon to fri) 60,927; (m-sat) 58,968; (S) 65,265; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Sharruf, Adv. Dir., SUN, 121 S Highland, Las Vegas, NV 89106; Tel. (702) 385-3111.
National Representative: Landon Associates

NORTH LAS VEGAS

1 - LOCATION: Clark County, E&P Map C-5 (In Las Vegas MSA). Tourist area; SE part of state, adjacent to Las Vegas. U.S. Hwy. 95; State Hwy. 9, 1, 93; I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Las Vegas-Tonopah-Reno Stage Lines; Sun Valley; Intermountain; Iowa Coaches; Orange Belt; Pacific Trailways; Peoria-Rockford; Pioneer Transit; Star.
Airlines-Delta; Frontier; Republic; TWA; United; Western; Scenic; Continental; P.S.A; Southwest; Sunworld; Int'l; California Air (Las Vegas).

3 - POPULATION:
Corp. City 80 Cen. 42,739; Loc. Est. 45,260
County/MSA 80 Cen. 461,816; Loc. Est. 533,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,086; Loc. Est. 14,197
County/MSA 80 Cen. 173,563; Loc. Est. 209,747

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 291,100

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Gaming; Nellis Air Force Base.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 66-118; Fall 44-82; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

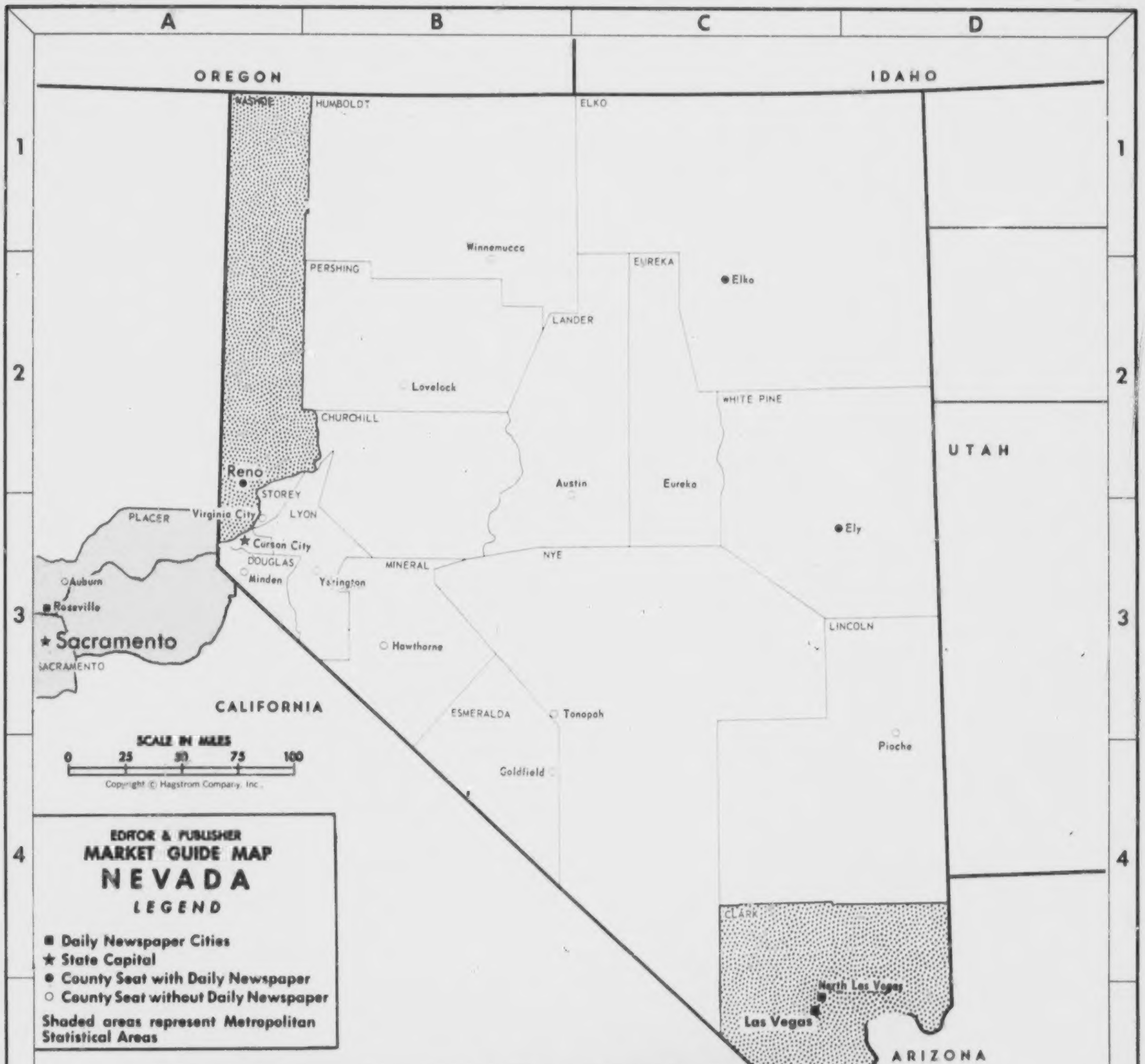
11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston Heights	NA	Sears, Safeway
Civic Ctr. Plz.(22)	NA	Sears, Zody's, Smiths Food King
College Park(33)	NA	Skaggs Drugs, TG&Y, Thriftmart
Commercial Ctr.(22)	NA	Vons
Decatur(17)	NA	Smith's Food King, Thrifty Drugs
Fashion Show(36)	NA	Food Fair
Parkway Plz.(5)	NA	Food Fair
The Meadows(154)	NA	Sears, JCPenney, Diamonds, Broadway

13 - RETAIL OUTLETS: **Discount Stores**-K mart.


A
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OREGON
IDAHO
UTAH
ARIZONA
CALIFORNIA
WASHOE
HUMBOLDT
ELKO
PERSHING
EUREKA
LANDER
CHURCHILL
WHITE PINE
STOREY
LYON
DOUGLAS
MINERAL
NYE
LINCOLN
ESMERALDA
CLARK
PLACER
SACRAMENTO
KERN
SAN BERNARDINO
Winnemucca
Elko
Lovelock
Reno
Virginia City
Carson City
Minden
Yerington
Austin
Eureka
Ely
Hawthorne
Tonopah
Goldfield
Pioche
North Las Vegas
Las Vegas
Auburn
Roseville
Sacramento
Bakersfield
Ridgecrest
Taft
Barstow
SCALE IN MILES
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Chain Supermarkets-Smiths Food King; Thriftimart; Vons.

14 - NEWSPAPERS: VALLEY TIMES (m-mon to fri; S) 9,700; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Robert Schlegel, Adv. Dir., VALLEY TIMES, 2071 Las Vegas Blvd. North, PO Box 3936, N. Las Vegas, NV 89030; Tel. (702) 649-8700.
National Representative: None.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756; Loc. Est. 112,068
PMA-ABC: (80) 245,066; (83) 257,000
County/MSA 80 Cen. 193,623; Loc. Est. 222,511
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,705; Loc. Est. 49,571
County/MSA 80 Cen. 77,204; Loc. Est. 92,868
PMA-ABC: (80) 96,664; (83) 105,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 127,310

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 8,900 ($457); Mfg. 8,600 ($257); Transp. Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin. Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't. 15,000 ($307); Education 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29. Last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting streets. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Center S. Virginia St.; Keystone Square, Keystone Ave.; Lakeside Plaza, Plumb Ln.; Plaza, 4th St.; Pyramid Park, Kietzke Ln.; Ideal Moana Ln.; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia Village, California Ave.; Clarkson's Plaza, Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Village, Denslow Dr.; Bonanza Square, N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plaza, Prater Way; Ross Plaza, Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Skaggs
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Safeway, Skaggs, Warehouse, Lawrence's
Meadowood (110)	NA	Macy's, JCPenney, Joseph Magnin

Principal Shopping Days-Department Stores-Thu., Fri. & Sat.; Food-Every night.
Stores Open Evenings-Food-Every night
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores-Woolworth 2; Sprouse Reitz 3.
Discount Stores-K mart 2; Skaggs; Grand Central.
Chain Drug Stores-Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores-Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furniture.

14 - NEWSPAPERS: NEVADA STATE JOURNAL (m) 38,896; (S) 56,197; GAZETTE (e) 16,267; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Skinner, Adv. Dir., JOURNAL and GAZETTE, 955 Kuenzli Lane, Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett Newspaper Advertising Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, N.H.-Maine -Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Maine.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, Mass.-N.H.-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H
Lowell, Mass.-N.H.-Lowell city; Billenca, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.
Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	65	63	67
5-14 Years	149	145	155
15-24 Years	126	171	182
25-44 Years	171	264	281
45-64 Years	149	175	186
65 and Over	78	103	110
TOTAL	738	921	981

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	140	240	420
General Mdse	244	353	647
Food	497	826	1,705
Automobiles	385	649	1,162
Gasoline Stations	137	237	543
Apparel	86	135	251
Furniture	73	122	227
Eat-Drink Places	124	253	607
Drugs	41	78	164
TOTAL SALES	2,038	3,387	6,758

CLAREMONT

1 - LOCATION: Sullivan County E&P Map B-5. Shopping Center for 35 mi. radius in NH and VT. Center for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12 and 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557, Loc. Est. 14,779
CZ-ABC: (80) 14,557; (83) 14,300
RTZ-ABC: (80) 54,917; (83) 56,200
County 80 Cen. 36,063; Loc. Est. 38,248
City & RTZ-ABC: (80) 69,474; (83) 70,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; Loc. Est. 5,111
County 80 Cen. 16,486; Loc. Est. 14,795
CZ-ABC: (80) 5,653; (83) 5,800
RTZ-ABC: (80) 19,991; (83) 21,100
City & RTZ-ABC: (80) 25,644; (83) 26,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$74,280,402
Commercial	3	$63,807,641

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in Vt. 3,000 ($225); N.H. 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($175); N.H. 2,300 ($180).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept. Last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Plaza	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	Curriers, IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plaza(22)	16	Young's, Sears, P&C
Sugar River Plaza(12)	10	Violette's AG, Rite Aid
Washington Street Plaza	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening til 11:00 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Ames; Furman's; Marson's; JCPenney; Britts.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales, Cus, MD; Rite Aid
Chain Supermarkets-Jiffy Marts, IGA; P&C; Grand Union 2.
Other Chain Stores-Puritan; W. E. Aubuchon Hdwe.; Western Auto; Sherwin-Williams; Goodyear; Montgomery Ward; Radio Shack, Dunkin Donuts.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 10,109; (S) 10,534; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael O. Quinn, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 9, 3A, 36, 13, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp City 80 Cen. 30,400; Loc. Est. 30,024
CZ-ABC: (80) 30,400; (83) 29,700
RTZ-ABC: (80) 84,159; (83) 90,300
County 80 Cen. 98,302; Loc. Est. 103,050
City & RTZ-ABC: (80) 114,559; (83) 120,000

4 - HOUSEHOLDS:
City 80 Cen. 11,471; Loc. Est. 10,975
County 80 Cen. 34,674; Loc. Est. 38,087
CZ-ABC: (80) 11,471; (83) 11,600
RTZ-ABC: (80) 29,084; (83) 32,500
City & RTZ-ABC: (80) 40,555; (83) 44,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$260,000,000
Commercial	3	$83,050,000

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: 14,050

8 - GAS METERS: 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Govt. 9,000 ($240); Printing & Pub. 1,300 ($260); Electronics 1,480 ($250); Leather 853 ($195); Stone & Clay 220 ($216); Wood Prod. 848 ($188); Textiles & Apparel 789 ($135); Contracting/Bldg. 1,600 ($240).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren School, Capitol and Park.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arena(6)	NA	IGA
Capitol(12)	NA	Zayre, Howland, DeMoulas
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Bradlees	NA	DeMoulas, Bradlees

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days-Wed., Thu., & Fri.
Stores Open Evenings-Fri. Some, every night.

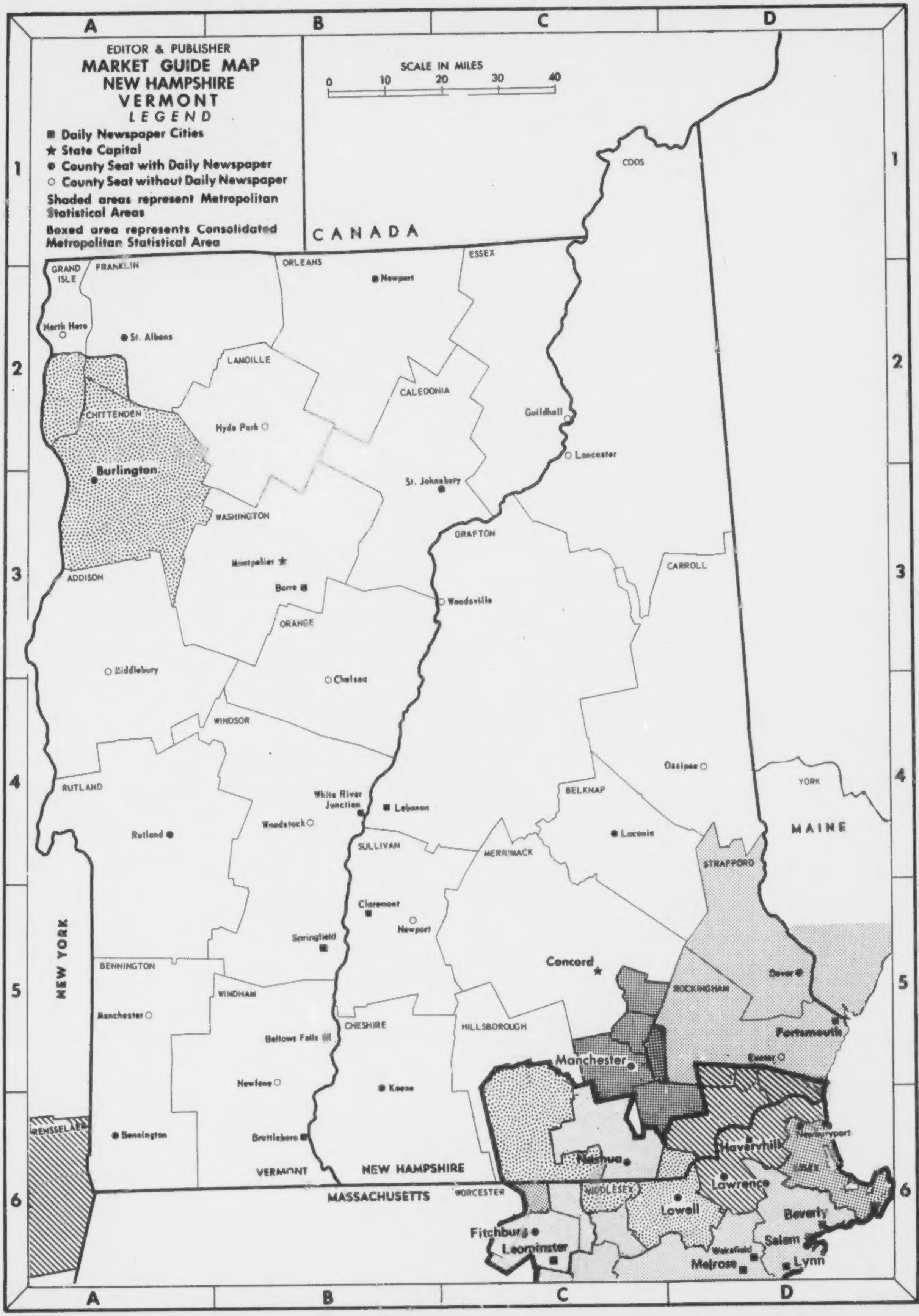
13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward (catalog); Howlands.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA 2; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; Carroll; So-Fro; Toy City; Solomons; Allied Radio Shack; Bradlees; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; Audio of N.E.; CVS; Duffey's; Rich's; Osco; Steenbeke's Home Supply.

14 - NEWSPAPERS: MONITOR (e) 20,613; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George W. Wilson, Pub.; Loren G. Osborn, Adv. Dir., MONITOR, 3 N. State St., Concord NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA), E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
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CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
North Hero
St. Albans
Newport
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
CARROLL
ADDISON
Barre
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
BELKNAP
White River Junction
Lebanon
MAINE
Rutland
Woodstock
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
Bellows Falls
CHESHIRE
HILLSBOROUGH
Portsmouth
Exeter
Newfane
Keene
Manchester
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
Lawrence
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

3 - POPULATION:
Corp City, 80 Cen. 22,377; Loc. Est. 22,989
County 80 Cen. 85,408; Loc. Est. 91,191
PMA-ABC: (80) 90,023; (83) 93,100
MSA 80 Cen. 188,060; Loc. Est. 229,774
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; Loc. Est. 8,443
County 80 Cen. 29,104; Loc. Est. 32,507
MSA 80 Cen. N.A.; Loc. Est. 82,918
PMA-ABC: (80) 30,651; (83) 33,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Submarines; Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes (counters, findings & heels).

10 - CLIMATE: Min. & Max. Temp -NA

11 - TAP WATER: Acid, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Rochester Mall(10)	NA	
Lilac City Mall(28)	NA	
Dover/Central Avenue(3)	NA	Sawyer-Siegels, Star Mkt.
Somersworth(10)	NA	
Tri-City Plaza(14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall(65)	NA	Montgomery Ward, Bradlees, Shaw's
Fox Run Mall(96)	NA	Sears, Filene's, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; King's Dept.; Brooks; Rich's; K mart; JCPenney; Value House.
Discount Stores-SawyerMills Factory Outlet; Bradlees; Siegel City; J. M. Fields; Porteous; Value House; Pease Air Base PX.
Chain Supermarkets-A&P; Star Mkt 3; Shaw's; Purity Supreme; IGA; S&S Foods 3; Hanaford Bros. (Shop 'N Save) 4; DeMoulas.
Other Chain Stores-Western Auto Store; Sears; Globe Purity Supreme; Radio Shack.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 22,660; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742 4455.
National Representative: Landon Associates.

HANOVER

See LEBANON

KEENE

1 - LOCATION: Cheshire County. E&P Map B-6. County Seat. Industrial center in SW part of State on State Hwys. 9, 10, 12 and 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION:
Motor Freight Carriers-14.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 21,449; Loc. Est. 21,587
PMA-ABC (80) 62,116; (83) 64,100
County 80 Cen. 62,116; Loc. Est. 62,853

4 - HOUSEHOLDS:
City 80 Cen. 7,601; Loc. Est. 7,039
County 80 Cen. 21,832; Loc. Est. 22,900
PMA-ABC (80) 21,832; (83) 24,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$235,014,000
Savings & Loan	1	$41,532,056
Commercial	3	$123,122,057

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Manufacturing 7,253 ($310); Durable goods 5,076 ($320); Nondurable goods 2,177 ($286); Nonmanufacturing 12,395 ($228). Total all industry 19,648 ($259).
Principal Individual Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5. Last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colony Mill(35)	NA	
Fairbanks(15)	NA	O.K. Fairbanks
Keene Plaza(1)	NA	Edward's
Riverside Plz.(18)	NA	IGA, Bradlees

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sun.-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees.
Variety Stores-Woolworth.
Discount Stores-Jupiter.
Chain Drug Stores-Bullard & Shedd Rexall; Brooks 2.
Chain Supermarkets-Edward's; Grand Union; O.K. Fairbanks 2; Wilbers 2; IGA.
Other Chain Stores-Goodyear; Sears; Endicott-Johnson; Montgomery Ward (catalog); W. E. Aubuchon; Merrimack Farmers Exchange; Sherwin-Williams; S&H Green Stamps; Grossmans; R&R Jewelers; Fayva; Dexter; Dunham; Tempo; Bass; Hilson Home Center.

14 - NEWSPAPERS: SENTINEL (e) 13,693; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bush, Adv. Mgr., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County. E&P Map C 4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp City 80 Cen. 15,575; Loc. Est. 15,633
CZ-ABC: (80) 15,575; (83) 15,300
RTZ-ABC: (80) 74,146; (83) 80,100
County 80 Cen. 42,884; Loc. Est. 46,226
City & RTZ-ABC: (80) 89,721; (83) 95,400

4 - HOUSEHOLDS:
City 80 Cen. 5,632; Loc. Est. 4,606
County 80 Cen. 15,573; Loc. Est. 17,610
CZ-ABC: (80) 5,632; (83) 5,700
RTZ-ABC: (80) 26,996; (83) 30,200
City & RTZ-ABC: (80) 32,628; (83) 35,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza	5	
Keller's Plaza(4)	4	Globe Discount
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears, Star Mkt.
Belknap Mall(15)	1	Shaw's, Zayre, CVS, Tempo Fashions
Franklin	10	Riteaid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Richs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; Zayre.
Variety Stores-Newberry's.
Discount Stores-Globe; K mart.
Chain Drug Stores -Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 9,263; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchanidsing Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St., Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH- WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Manufacturing and industrial center. At junction of Mascoma, Connecticut and White Rivers. 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Vermont Central; Canadian Pacific; Candadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Precision Airlines; Command.

3 - POPULATION:
Corp Cities 80 Cen. 22,835; Loc. Est. 23,441
  Lebanon, NH 80 Cen. 11,134; Loc. Est. 11,579
  Hanover, NH 80 Cen. 9,119; Loc. Est. 9,286
  White River Junction, VT 80 Cen. 2,582; Loc. Est. 2,576
Counties 80 Cen. 116,836; Loc. Est. 131,380
  Grafton, NH 80 Cen. 65,806; Loc. Est. 69,397
  Windsor, VT 80 Cen. 51,030; Loc. Est. 51,983
PMA-ABC: (80) 88,697; (83) 91,600

4 - HOUSEHOLDS.
Cities 80 Cen. 6,729; Loc. Est. 6,459
  Lebanon, NH 80 Cen. 4,504; Loc. Est. 3,718
  Hanover, NH 80 Cen. 2,225; Loc. Est. 1,817
  Hartford, VT 80 Cen. N.A.; Loc. Est. 924
Counties 80 Cen. 42,275; Loc. Est. 45,967
  Grafton, NH 80 Cen. 23,221; Loc. Est. 25,647
  Windsor, VT 80 Cen. 19,054; Loc. Est. 20,320
PMA-ABC: (80) 32,228; (83) 34,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$346,400,000
Savings & Loan	1	$8,515,000
Commercial	5	$158,400,000

6 - PASSENGER AUTOS: 638,214 (state); Windsor, VT N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Tool 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Several blocks in each town in City Zone. Upper Valley Shopping Plaza; West Lebanon Shopping Plaza.
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Fri., Mon., thru Sat. in Plazas.

13 - RETAIL OUTLETS: Department Stores-Currier; Surprise; Montgomery Ward.
Discount Stores-J.W. Barber; Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores Rexall 3; Big L; CVS.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Lebanon IGA; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Army & Navy; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; JCPenney; Campion's; Brown's; Sherwin-Williams; Bridgman's; Fletcher's; Dartmouth Co-op; Greydon Freeman; Powers; Briggs; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Hirschs; Hills; David Heller; Carroll Reed; Johnson's Home Ctr.; Singer; J&D Auto; Bedpost; Dunham Shoe; Focus On Fashion; Billicks.

14 - NEWSPAPERS: VALLEY NEWS (e-mon to fri, m-sat) 15,476; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, Box 877, White River Junction, VT 05001, Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (MSA). Industrial, wholesale & retail center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways; Peoples.
Airlines-Bar Harbor; Precision; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 90,936; Loc. Est. 90,398
CZ-ABC: (80) 135,961; (83) 138,000
RTZ-ABC: (80) 247,609; (83) 267,500
County 80 Cen. 276,608; Loc. Est. 290,805
MSA 80 Cen. 129,305; Loc. Est. N.A.
City & RTZ-ABC: (80) 383,570; (83) 405,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; Loc. Est. 35,410
County 80 Cen. 95,820; Loc. Est. 105,379
MSA 80 Cen. 46,233; Loc. Est. N.A.
CZ-ABC: (80) 48,240; (83) 50,600
RTZ-ABC: (80) 85,746; (83) 95,900
City & RTZ-ABC: (80) 133,986; (83) 146,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	N.A.	$877,000,000
Savings & Loan	N.A.	$305,000,000
Commercial	N.A.	$702,000,000

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 59,726

8 - GAS METERS: 18,438

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Lumber, Wood Prod., Furn. 650 ($209); Electrical, Electronic, Mach. 5,950 ($223); Metal Products 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on Elm St., North to South, Webster to Queen City Ave.; Easterly and Westerly 2 blocks, excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. So. Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; So. Maple St., & So. Willow, 14 blocks; W. Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Av. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N., 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Hampshire Mall(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth's, Star Mkt.
Victor Plaza(5)	2	Ferretti's, Lord's
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Montgomery Ward
Hampshire Plz.(20)	0	Lynch's, Anthony's
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(So. Willow)(11)	5	K mart, Filene's Basement Store
McGregor St	2	Osco, Star Mkt.
Goffstown Plaza(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun. & Mon.
Stores Open Evenings-Shopping centers, discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shopping centers, supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Machinist's; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth's.
Discount Stores: Mammoth Mills; Zayre; Bradlees; Big L; CVS; Lord's· Osco Drug; Caldor; 606; K mart; Stuart's.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phmcy. 3.
Chain Supermarkets-Grand Union 3; Ferretti's 2; Star Mkt. 3; Alexander's 2; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores-Aubuchon Hdwe.; Singer; Noyes Tire; Thom McAn; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Fayva Shoe; Curtis Mathes; Agway; Merrimack Farm; Grossman's; Florsheim Shoe; Kay Jewelers; Plywood Ranch; Wickes Lumber; Tagway Shoe, Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zales Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; Mall Drug; Beaconway; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshalls; So Fro Fabrics; Stowell's; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

14 - NEWSPAPERS: UNION LEADER (m) 66,693; NEW HAMPSHIRE SUNDAY NEWS (S) 74,699, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 628-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (PMSA). E&P Map C-6 County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of N.E.; Hudson; Vermont; Community.

3 - POPULATION:
Corp. City 80 Cen. 67,865; Loc. Est. 71,022
CZ-ABC: (80) 95,004; (83) 99,200
RTZ-ABC: (80) 67,984; (83) 78,400
County 80 Cen. 276,608; Loc. Est. 290,805
PMSA 80 Cen. 85,915; Loc. Est. 95,234
City & RTZ-ABC: (80) 162,898; (83) 177,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; Loc. Est. 26,443
County 80 Cen. 95,820; Loc. Est. 105,379
PMSA 80 Cen. N.A.; Loc. Est. 33,870
CZ-ABC: (80) 32,382; (83) 35,100
RTZ-ABC: (80) 21,464; (83) 25,700
City & RTZ-ABC: (80) 53,846; (83) 60,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Products; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials; Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4. Last killing frost, May 26.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Nashua Mall(51)	1	Montgomery Ward, Almy's Dept., Bradlees
Southgate(7)	4	Stuart's Dept. Store, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Milford Rd.(7)	2	First Nat'l, Rich's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers every evng. til 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Marshall's; JCPenney.
Discount Stores -Kimrick Mills; Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets-First Nat'l; Soucy's Mkts. 3; Alexander's 2; DeMoulas 2; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 27,639, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Brad Burley, Adv. Mgr., TELEGRAPH, 60 Main Street, Nashua, NH 03060; Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County. (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18 and 4 State Hwys. 16, 95, 101, 108, & 151. Starting point of N.H. toll road. Resort area.

2 - TRANSPORTATION:
Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane; Greyhound; Oyster River Transportation; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254; Loc. Est. 25,379
CZ-ABC: (80) 41,452; (83) 40,100
RTZ-ABC: (70) 111,041; (83) 116,700
County 80 Cen. 190,345; Loc. Est. 201,073
MSA 80 Cen. 188,060; Loc. Est. 229,774
City & RTZ-ABC: (80) 152,493; (83) 156,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; Loc. Est. 8,647
County 80 Cen. 65,951; Loc. Est. 72,896
MSA 80 Cen. N.A.; Loc. Est. 82,918
CZ-ABC: (80) 14,705; (83) 14,600
RTZ-ABC:(80) 39,452; (83) 43,100
City & RTZ-ABC: (80) 54,157; (83) 57,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$298,506,000
Commercial	3	$265,100,000

6 - PASSENGER AUTOS: 638,214 (state)

7 - ELECTRIC METERS: Residence 7,500

8 - GAS METERS: Residence 2,567

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronic 1,200; Civil Service 8,000; Shoe & Leather 500; Insurance 550; Wire & Cable 550; Fish Processing 300; Misc. Manufacturing 500; Military 5,000.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Moderately hard, good PH, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lafayette Plaza	3	Woolworth
Newington(72)	3	Anderson Little, CVS, Shaw's, Bradlees, Porteous Mitchell, Montgomery Ward
Southgate Plz.(7)	3	Shaw's, Rich's, Tober's, Brooks
K mart Plz.(10)	2	K mart, Marshall's, DeMoulas Mkt.
Fox Run Mall(100)	3	Jordan Marsh, CVS, Filene's, Sears
Portsmouth	NA	AAA, Parade

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears.
Variety Stores-Newberry; Woolworth.
Discount Stores -K mart; Rich's; Bradlees; Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier Drugs; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Pic-N-Pay; Shaw's; DeMoulas.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zales; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 16,913; (S) 15,651, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa; Warren County, N.J.
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, Pa-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.
Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	590	463	477
5-14 Years	1,404	1,114	1,148
15-24 Years	1,122	1,285	1,324
25-44 Years	1,748	2,018	2,079
45-64 Years	1,613	1,624	1,673
65 and Over	694	860	886
TOTAL	7,171	7,364	7,587

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	655	918	1,439
General Mdse	2,485	3,009	4,940
Food	3,947	5,838	10,808
Automobiles	2,757	4,225	6,782
Gasoline Stations	1,100	1,804	3,699
Apparel	1,081	1,440	2,394
Furniture	894	1,122	1,870
Eat-Drink Places	1,423	2,148	4,625
Drugs	458	609	1,149
TOTAL SALES	16,831	24,287	43,645

ASBURY PARK

1 - LOCATION: Monmouth County. (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Nat.

3 - POPULATION:
Corp. City 80 Cen. 17,015; Loc. Est. 17,197
PMA-ABC: (80) 849,211; (83) 906,500
County 503,173; Loc. Est. 517,248
PMSA 80 Cen. 849,211; Loc. Est. 862,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; Loc. Est. 7,473
County 80 Cen. 170,130; Loc. Est. 180,628
PMA-ABC: (80) 298,434; (83) 331,300
PMSA 80 Cen. 298,434; Loc. Est. 317,216

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: 453,224

7 - ELECTRIC METERS: Asbury Park 6,392; Monmouth Co. 199,515; Ocean Co. 151,282

8 - GAS METERS: Asbury Park 4,176; Monmouth Co. 104,615; Ocean Co. 76,458

9 - PRINCIPAL INDUSTRIES: Electronics; Utilities; Glass; Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Manufacturing; Perfume; Chemicals; Military Installations; Farming; Machinery; Plastics; Metal Products; Real Estate; Construction; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

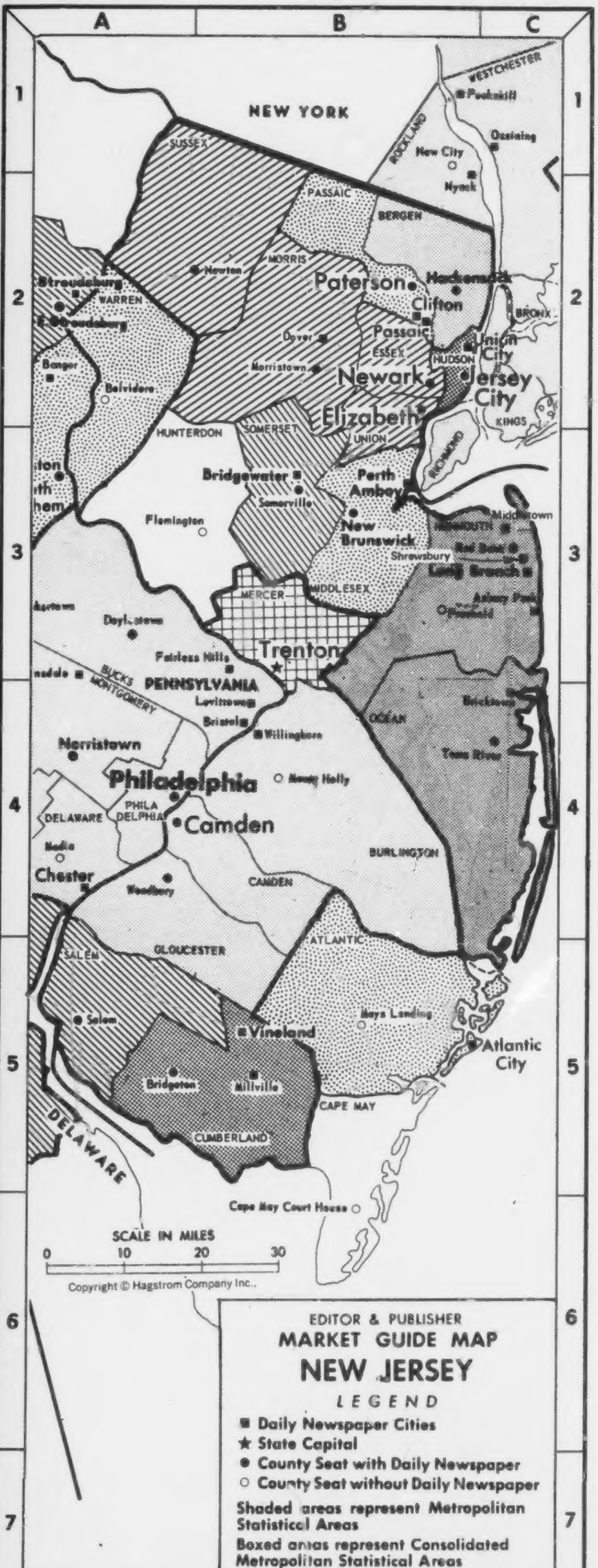
12 - RETAILING: In the city of Asbury Park: 9 blocks on Main St.; 5 blocks on Lake Avenue; 5 on Cookman Avenue; 2 on Mattison Avenue; 10 blocks on the Boardwalk.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ocean Co. Mall (102)	30	JCPenney, Sears, Bamberger's
Lacey Mall(21)	40	Shop Rite
Kennedy Mall	20	Shop Rite
Brick Plaza(33)	20	A&P, Steinbach, Jamesway
Dover Mall(31)	25	Shop Rite-Bradlees
Sea Girt Mall	12	Foodtown
Toms River(19)	30	Acme, Radio Shack
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plaza	20	Foodtown
Bradlee Hazlet Plaza	20	Bradlees
Laurel Square(30)	14	K mart
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Bamberger's, Abraham & Straus, Alexander's, Hahne's
Middlebrook(20)	5	
Shark River Plaza(10)	NA	Fresh Farms, Medi Mart
Manalapan Mall(25)	NA	CVS, Steinbach's
Circle Plaza(20)	NA	Town & Country
Peddler's Vlg.(137)	NA	
Stella Plz.(24)	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Monmouth and Ocean Counties:
Department Stores-Steinbach Co. 4; Sears 3; Caldor 3; Bamberger's 2; JCPenney 2; Bradlees 4; K mart 4; Rickel's 4; Jamesway 4; Channel Lumber 4; Hahne's; Best Products 2; Consumer Dist. 4.
Variety Stores-Newberry; Green; Nichols.
Chain Drug Stores-Parke; Rite Aid; Medi-Mart; Genovese.
Chain Supermarkets-Acme 9; Cumberland Farms 5; Grand Union; ShopRite 14; Foodtown 15; 7-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NEW YORK
WESTCHESTER
Peekskill
Ossining
ROCKLAND
New City
Nyack
SUSSEX
PASSAIC
BERGEN
Stroudsburg
E. Stroudsburg
WARREN
Newton
MORRIS
Paterson
Hackensack
Clifton
Passaic
BRONX
Dover
Bangor
Belvidere
Morristown
ESSEX
HUDSON
Union City
Newark
Jersey City
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Long Branch
Shrewsbury
MIDDLESEX
MERCER
Asbury Park
Doylestown
Trenton
Fairless Hills
PENNSYLVANIA
BUCKS
MONTGOMERY
Levittown
Bristol
Willingboro
Brick
OCEAN
Toms River
Norristown
Philadelphia
Mount Holly
PHILADELPHIA
DELAWARE
Camden
Media
BURLINGTON
Chester
Woodbury
CAMDEN
SALEM
GLOUCESTER
ATLANTIC
Salem
Mays Landing
Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
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10
20
30
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

Eleven 37; Pathmark 9; Kwik Check; Krauzer 33; Wawa 4.
Other Chain Stores-Kinney 8; Thom McAn 7; Shoetown 9; Goodyear 7; Radio Shack 21; Cloth World 3; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 9; Huffman Koos 2; Brick Church 5; Castro Convertible 3; Singer 2; Sherwin Williams 6; Reed Jewelers 2; Fanny Farmer 4; Littman Jewelers 4; Gordon Jewelers 2; Hickory Farms 3; Medi-Mart; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 117,872; (S) 168,375; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., Asbury Park Press, Press Plaza, Asbury Park, NJ 07712; Tel. (201) 774-7000.
National Representative: Sawyer, Ferguson, Walker Co.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5.Casino Resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Parkway; 5 mi. E of US Hwy. 9. On US Hwy. 30, 40/322. Atlantic City is 60 mi. E of Phila.; 120 mi. S of New York; 179 mi. N of Washington.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-26.
Bus Lines-N.J. Transit; Lincoln Terminal; Adventure Trails; American International; Capitol; Greyhound; Harran; Leisure Line; Martz; Starr; Trailways.
Airlines-Allegheny Commater (Bader Field); Atlantic International Airways; People Express (Atlantic City Municipal Airport).
Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; Loc. Est. 37,173
PMA-ABC: (80) 397,887; (83) 420,800
County 80 Cen. 194,119; Loc. Est. 196,505
MSA 80 Cen. 276,385; Loc ESt. 282,871
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; Loc. Est. 16,702
County 80 Cen. 71,806; Loc. Est. 76,134
PMA-ABC. (80) 146,421; (83) 160,900
MSA 80 Cen. 104,153; Loc. EST. 111,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$811,727,000
Savings & Loan	6	$626,939,000

6 - PASSENGER AUTOS: Est. County 104,700

7 - ELECTRIC METERS: Residence 13,954 (City)

8 - GAS METERS: Residence 10,287 (City)

9 - PRINCIPAL INDUSTRIES: Casinos; Retail Trade; Hotel/Motel; Eating & Drinking Places; Contact and Special Trade Construction; Manufacturing; Stone, Clay and Glass Products; Transportation; Wholesale Trade; Finance, Insurance and Real Estate; Business Services; Health Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: **Downtown Shopping**-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Center.
Neighborhood Shopping-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardiff Center	10	Pathmark, Rickels, Bradlees
Court House Village	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney
Jamesway Plaza	33	Jamesway, Acme
Ocean Co. Mall (106)	60	Bamberger's, CVS Pharmacy, Sears, JCPenney
Pleasantville Center	8	K mart, Thrift Drug, Acme
Rio Mall	39	K mart, Super Fresh, Thrift Drug
Shore Mall	10	JCPenney, Sears, Steinbach's
Silo Plaza	8	Silo
Somers Point Plaza	20	Jamesway, Acme
Tilton Center	8	Thriftway, Jamesway
Ventnor Plaza	1	Shop-Rite, Bradlees
Vineland Center	40	Sears, Eckerds

Principal Shopping Days-Sun., Mon., Thurs., Fri.
Stores Open Evenings-Retail: Wed.; Food: Mon.-Fri. About 80% Retail and Food open Sunday.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Sears; Steinbach's; Bradlees; Jamesway, K mart; House and Garden. **Chain Drug Stores**-CVS; Eckerd; Rite-Aid; Thrift Drugs.
Chain Supermarkets-Acme; Foodtown; Pathmark; Shop-Rite; Super Fresh; Thriftway.
Other Chain Stores-American Appliance; Baker's; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Ethan Allen Galleries; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kinney; Lerners; Littman Jewelers; MAB; Morton's Jewelcor; Murphy Mart; Pep Boys; Penn Jersey; Radio Shack; Rafters; Reese Palley Jewelers; Rickels; Sherwin Williams; Silo; Singer; Spencer Gifts; Tiny Tots; Tom McAn; WA WA; Wilmington Dry Goods; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 75,306; (S) 81,670; Mar. 31, 1983 ABC.
Local Contact for Advertising Data: William K. Battista, Nat. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08401; Tel. (609) 345-1234.

National Representative: Sawyer-Ferguson-Walker Co.

BERGEN COUNTY

See HACKENSACK

BRICKTOWN

See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5, County Seat. Farming and glass mfg. center. State Hwys. 77, 49; 40 mi. S of Philadelphia; 40 mi. W of Atlantic City.

2 - TRANSPORTATION: **Railroads**-N.J. Central (freight); Conrail (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; Loc. Est. 18,127
PMA-ABC. (80) 49,721; (83) 49,000
County/PMSA 80 Cen. 132,866; 136,445
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; Loc. Est. 6,748
County/PMSA 80 Cen. 44,287; Loc. Est. 47,562
PMA-ABC: (80) 16,685; (83) 17,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mkg. 1,350 ($265); Textiles 1,840 ($174); Machy. 150 ($180).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and West Park Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bridgeton(10)	NA	Acme Thrift Drug
Jamesway Plaza(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Halter's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wax Bros; Dorr Furniture; JCPenney; Rovner's.
Variety Stores-Woolworth; Jamesway.
Chain Drug Stores-Rite Aid; Eckerd Drug; Thrift Drug.
Chain Supermarkets-Thriftway; Acme; IGA Mkt.; Chiari's 2; Eatmor; Fishers Mkt.
Other Chain Stores-Firestone; Sears (catalog); Pep Boys; J.S. Raub Shoes; Radio Shack

14 - NEWSPAPERS: NEWS (e) 12,243; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative: Landon Associates, Inc.

BRIDGEWATER

1 - LOCATION: Somerset County (In Newark PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of N.J.; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; Loc. Est. 29,020
PMA-ABC: (80) 390,875; (83) 393,700
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
County 80 Cen. 203,129; Loc. Est. 206,858
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; Loc. Est. 9,045
County 80 Cen. 67,368; Loc. Est. 71,816
PMSA 80 Cen. 651,190; Loc. Est. 676,572
PMA-ABC: (80) 129,510; (83) 135,500

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (PMA)-chemical Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Electrical Products; Construction; Rubber; Plastics; Cosmetics; Farming; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas (PMA)**-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen, Middlesex; South Plainfield; Piscataway.
Shopping Centers (PMA)-Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr.; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Village, Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plaza; Hillsborough Shpg. Plaza; Rustic Mall; Stirling Plaza; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. Shopping Strip along Route 22 from Springfield to Somerville, over 50 diversified retail outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plaza; Montgomery Plaza.

13 - RETAIL OUTLETS: **Department Stores (PMA)**-Sears; Bamberger's; Hahne's; Stern's; Dunhams; Epsteins.
Variety Stores-S.S. Kresge; Woolworth; McCrory.
Discount Stores-K mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreen; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Food town 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schllengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 56,616; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Petrini, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representative: Gannett Newspaper Advertising Sales.

BURLINGTON
See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial center; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge betw. S. Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge betw. Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: **Railroads**-Conrail; Pennsylvania-Reading Seashore.
Motor Freight Carriers-237.
Intercity Bus Lines-Transport of New Jersey; Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Cities 80 Cen. 153,695; Loc. Est. 150,970
  Camden 80 Cen. 84,910; Loc. Est. 80,019
  Cherry Hill 80 Cen. 68,785; Loc. Est. 70,951
PMA-ABC: (80) 733,896; (83) 757,700
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
County 80 Cen. 471,650; Loc. Est. 482,394
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; Loc. Est. 53,027
  Camden 80 Cen. 28,204; Loc. Est. 30,055
  Cherry Hill 80 Cen. 21,855; Loc. Est. 22,972
County 80 Cen. 162,508; Loc. Est. 173,842
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,842
PMA-ABC: (80) 249,114; (83) 266,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Avg. Hrly. Wage $9.18); Mfg. of Non Durable Goods 28,400 (Avg. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Woolworth, Penneys
Brooklawn(26)	8	K mart, Sheehan's
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, J.C. Penney
Deptford Mall(130)		Sears, Bambergers, Wanamaker's
Echelon	10	Strawbridge & Clothier, JCPenney, Gimbels
Moorestown Mall(85)	10	Wanamaker, Gimbels, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, A&P
Woodcrest(15)	9	Shop'n Bag, Channel
Airport Circle(4)	2	K mart

Principal Shopping Days-Department Stores-Thurs., Fri., Sat., Food-Wed., Thu. and Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. thru Fri.; Shopping Ctrs.-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Strawbridge & Clothier 3; Bamberger's; Gimbel's; Wanamaker's; Pomeroys; Jefferson Ward.
Discount Stores-Dee's; Pennsauken Mart; Clover Stores; K mart.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Aibus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Sally Shops; Loehmann's; Samar Fashions; Talbots.
Variety Stores-Ben Franklin Stores; Woolworth; McCory's.
Furniture Stores-Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Nastasi's; Newman's Home Furnishings; Philmore Furniture; Ressa Bros.; Sullivan Furniture Co.; J.B. Van Sciver Co.; Robert I. Weir; Levitz; N. B. Liebman.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Worner; Rite Aid; Eckerd Drug; CVS.
Chain Supermarkets-Acme Markets; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets; Plus Foods; Jewel T; Stop N Shop; AM-PM Mini Mart.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Penn Jersey, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles; Jewelry: Zale's, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's, Tappins; Men's Apparel: Jack Lang, Jackman's, Dodd's, Jack King, Clothing Whse., Turl's, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden; Martin Paint; Shoes: Martin, Baker's, A. S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 124,246; (m-sat) 117,833; (S) 114,309; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Transmondi, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd., Cherry Hill, NJ 08002; Tel. (609) 663-6000.
National Representative: Gannett Newspaper Advertising Sales.

CLIFTON
See PASSAIC

DOVER

1 - LOCATION: Morris County, E&P Map B-2. (In Newark PMSA). Manufacturing & military center; NW part of State; 45 mi. E of New York City.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,681; Loc. Est. 14,409
PMA-ABC: (80) 157,582; (83) 167,800
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
County 80 Cen. 407,630; Loc. Est. 412,866
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,901; Loc. Est. 5,013
County 80 Cen. 131,820; Loc. Est. 139,707
PMSA 80 Cen. 651,190; Loc. Est. 676,572
PMA-ABC: (80) 51,279; (83) 56,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$232,105,000
Savings & Loan	7	$401,131,062

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: Number of Employees-Thiokol 1,400; Picatinney Arsenal 8,500; RCA 500; Westinghouse 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 3,500; Plastics 400; Timers 400; Packaging Machy. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	JCPenney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgwood Mall(55)	NA	Jamesway
Town Square	NA	JCPenney, Hahne's, Bamberger's

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Newberry; Bamberger's; Hahne's.
Discount Stores-K mart.
Chain Supermarkets-A&P; Acme; Jamesway; Foodtown; Shop-Rite; Pathmark; Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zales Jewelry; Channel; Rickel's; Brick Church; Thrift Drug.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 13,291; (S) 13,549; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard DeAntoni, Adv. Mgr., ADVANCE, PO Box 30, Dover, NJ 07801; Tel. (201) 347-5400.
National Representative: Drukker Newspapers.

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA). E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Staten Island Sound and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads**-Conrail; Rahway Valley; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; National; Trans World; USAir; United; Capital; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Northwest; Piedmont; N.Y. Airways; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 106,201; Loc. Est. 108,087
PMA-ABC: (80) 504,094; (83) 492,900
County 80 Cen. 504,094; Loc. Est. 510,265
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,878; Loc. Est. 42,067
County 80 Cen. 177,973; Loc. Est. 188,358
PMSA 80 Cen. 651,190; Loc. Est. 676,572
PMA-ABC: (80) 177,973; (83) 180,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$342,442,000
Savings & Loan	6	$341,140,000
National	1	$145,781,000
State	4	$265,951,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners(Av. Wkly. Wage-N.A.)-Sewing Machine 3,189; Gas and Chemicals 1,655; Pharm. Products 5,750; Auto 5,637; Cookies 1,356; Elec. Equip. 1,737.

10 - CLIMATE: Average Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Half mile south from Penna. R.R. arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, east to Union Square. Many fine stores on first blocks of most cross streets off Broad St. east and west to Elizabeth Ave. and north of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 centers throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Bambergers, Alexander's
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B.Altmans, Bonwit Teller
Woodbridge(121)	7	A&S, Orbach, Hahne, Stern's, JCPenney

Principal Shopping Days-Mon., Thu., Fri., Sat.

Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Steinbach's.
Variety Stores-Newman's 3; Green; C. H. Martin; McCrory's; K mart.
Discount Stores-Daffy Dan's.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart.
Chain Supermarkets-A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop Rite 14; Acme 11.
Other Chain Stores-A. S. Beck; Kitty Kelly; Hanover, National; Flagg Bros.; Miles; Thom McAn; Forsythe, Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's; Tappins.

14 - NEWSPAPERS: JOURNAL (e) 40,757; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data. Eric C. Goltzer, Adv. Dir., JOURNAL, 295 Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative. Landon Associates.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In Bergen Passaic PMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46 and 80. 6 mi. from New York; 9 mi. E. of Paterson; 14 mi. N of Newark, Garden State Pkwy.; N.J. Tpk.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J., New York, Susquehanna and Western.
Intercity Bus Lines-Greyhound, Transport of N.J.; Rockland (Red & Tan); Shortline, Manhattan Transit; Maplewood Equipment; Adirondack Trailways; Arrow Bus Co; Fairlawn Transportation; Leisure Line; Reliable Coach Co; Taranto Bus Co.
Motor Freight Carriers-16.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Fast Air Sea Transport; Teterboro Arpt. N.Y. and all airports.

3 - POPULATION:
Corp City 80 Cen. 36,039; Loc. Est. 37,072
County 80 Cen. 845,385; Loc. Est. 851,432
PMSA 80 Cen. 1,292,970; Loc. Est. 1,302,315
PMA-ABC. (80) 845,385; (83) 830,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp City 80 Cen. 15,827; Loc. Est. 17,165
County 80 Cen. 300,410; Loc. Est. 316,592
PMSA 80 Cen. 453,873; Loc. Est. 478,188
Total PMA-ABC: (80) 300,410; (83) 306,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	33	$5,554,810,000
Savings & Loan	18	$2,980,566,646
Savings	3	$1,217,660,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence County 248,300

8 - GAS METERS: Residence County 243,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants-Miscellaneous Plastic Products 44; Lithographic Commercial Printing 37; Letterpress Commercial Printing 31; Electronic Components 22; Industrial Organic Chemicals 20; Non-electrical Machinery 20.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1. Last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-Garden State Plaza, 120 Stores; Bergen Mall, 67 Stores; The Fashion Center, 27 Stores; Paramus Park, Paramus, 112 Stores; Riverside Square, Hackensack, 93 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garden State Plaza(120)	NA	Bamberger's, JCPenney, Gimbel's
Bergen Mall(67)	NA	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge(22)	NA	Grand Union
Paramus Park(112)	NA	Abraham & Straus, Sears
Riverside Sq.(93)	NA	Bloomingdale's, Saks
The Fashion Ctr.(27)	NA	B. Altman, Lord & Taylor
Caldor Center(5)	NA	Caldor
Linwood Plaza(22)	NA	Foodtown
Mahwah Plaza(20)	NA	A&P
River Rd. Ctr.	NA	Pranti, Shop-Rite
Fair Ridge(15)	NA	A&P
Urban Farms(22)	NA	Gristede's
Valley Fair(20)	NA	Valley Fair
Park Ridge	NA	A&P
Interstate(35)	NA	Sears, Grossman's
Rochelle Park(7)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(23)	NA	Montgomery Ward, Grand Union
Closter Plaza(41)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(10)	NA	King's Super Mkt.
Pascack Valley(25)	NA	Channel, Grand Union
Elmwood(15)	NA	S.H. Kress, Walgreen, Channel
Ramsey Square	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Passaic County	NA	
Willowbrook Mall(17)	NA	Bambergers, Orbach's, Sears, Sterns
West Belt Mall(32)	NA	JC Penney, Fortunoff
Preakness(43)	NA	Sterns, Rickel
Wayne Hills(32)	NA	Meyer Bros, K mart

Stores Open Evenings-Food & Department Stores, Bergen County Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-County: Sears; Lord & Taylor; B. Altman; Packard's; Montgomery Ward; Bambergers; Stern Bros.; Gimbel's; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus.
Variety Stores-Woolworth; Kresge; Newberry; J.C. Penney.
Discount Stores-Valley Fair; Packard's; Bradlees; K mart; Toys-R-Us; Caldors.
Chain Lumber/Hardware-Channel Industries; Rickel Home Center; Kay's.
Chain Drug Stores-Whelan; Rexall 7; Genovese 2; Walgreen 2; Rite Aid 4; CVS 5; Medi-Mart 4.
Chain Supermarkets-Acme 3; A&P 9; Grand Union 18; Gristede; Kings 2; Shop-Rite 16; Foodtown 14; Pathmark 8; IGA 4.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe Shoes, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros, Conrans; Furniture: Carlyle, Einstein Moomiy, Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's, Herman's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 149,853; SUNDAY RECORD (S) 221,409; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data. Bernard Schraer, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07602; Tel.(201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker Company.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential and educational center. Occupies 19.2 square mi. on peninsula formed by Hudson R. and Upper N.Y. Bay on east and south and Hackensack River and Newark Bay on west.

2 - TRANSPORTATION: **Railroads**-Journal Square Transportation Center; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; Loc. Est. 218,537
CZ-ABC: (80) 507,072; (83) 492,800
RTZ-ABC: (80) 420,104; (83) 414,700
County/PMSA 80 Cen. 556,972; Loc. Est. 557,437
City & RTZ-ABC: (80) 927,176; (83) 907,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City: 80 Cen. 80,720; Loc. Est. 84,486
CZ-ABC: (80) 189,779; (83) 191,500
RTZ-ABC: (80) 160,112; (83) 164,100
County/PMSA 80 Cen. 207,857; Loc. Est. 217,533
City & RTZ-ABC: (80) 349,891; (83) 355,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	$1,863,520,000
Savings & Loan	15	$3,245,101,000
Commercial	18	$4,145,924,000

6 - PASSENGER AUTOS: County 153,500

7 - ELECTRIC METERS: City Residence 216,048

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prod.; Lamps; Food Packing; Radio & TV Sets; Iron Prod.; Candy; Soap; Carbon; Chemical; Wearing Apparel; Paper Prod.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hudson Plz.(40)	NA	Berk's, Toys 'R Us
Stadium Plz.(2)	NA	Rickels, K mart
Harmon Meadows (40)	4	Annie Sez
Twin City Plz.(4)	NA	Acme, McCrory's
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Woolworth; Grand; McCrory's; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2, Wonder Store 4; C.H. Martin 5.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 16; Shop Rite 15; Food Town 7; Pathmark 2; Acme 3; Shelley's 2, IGA, Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town, Knapp, Fayva; Zale Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 63,247; (e-sat) 59,842; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representatives: Newhouse Newspapers.

MIDDLETOWN
See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA), E&P Map B-5, Industrial center. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 35 mi. from Atlantic City; 130 mi. from New York City.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading Sea Shore.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton.

3 - POPULATION:
Corp. City 80 Cen. 24,815; Loc. Est. 25,961
CZ-ABC: (80) 24,815; (83) 26,000
RTZ-ABC: (80) 13,170; (83) 13,700
County/PMSA 80 Cen. 132,866; Loc. Est. 136,445
City & RTZ-ABC: (80) 37,985; (83) 39,700

4 - HOUSEHOLDS:
City 80 Cen. 9,007; Loc. Est. 9,663
County/PMSA 80 Cen. 44,287; Loc. Est. 47,562
CZ-ABC: (80) 9,007; (83) 9,800
RTZ-ABC. (80) 4,071; (83) 4,500
City & RTZ-ABC. (80) 13,078; (83) 14,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: County 79,760 (1980)

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cumberland Delsea(2)	6	Sears
Cumberland Mall(60)	NA	Bradlee's, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fath's.
Variety Stores-Woolworth; K Mart.
Chain Drug Stores-Joseph's; Rexall; Sun Ray, Rite-Aid.
Chain Supermarkets-Acme; Pathmark, Thriftway; IGA.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 6,907. Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Talarico, Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives: Landon Associates; Robert Hitchings & Co.

MORRISTOWN

1 - LOCATION: Morris County (In Newark PMSA). E&P Map B-2, County Seat. Mfg. & education center.

2 - TRANSPORTATION: **Railroads**-Morristown & Erie; New York, Susquehanna & Western; Erie Lackawanna; Central Railroad of New Jersey.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; Loc. Est. 16,086
PMA-ABC: (80) 359,857; (83) 368,300
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
County 80 Cen. 407,630; Loc. Est. 412,886
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; Loc. Est. 6,570
County 80 Cen. 131,820; Loc. Est. 139,707
PMSA 80 Cen. 651,190; Loc. Est. 676,572
PMA-ABC: (80) 117,051; (83) 124,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$351,031,802
Savings & Loan	[illegible]	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 138,096

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Public Utilities 1,218; Chemical Products 2,663; Printing 687; Construction 570; Rubber 305; Food 372; Paper 1,547; Engineering 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Pharm., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris Hills Plaza(15)	NA	Kinney Shoes, Rexall

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-L. Bamberger; M. Epstein; Sears; JCPenney.
Discount Stores-Jamesway; Rockaway Sales 2; K mart, Bradlees.
Variety Stores-Woolworth.

Chain Drug Stores-Sav On; Foods Plus; Thrift Drug; CVS; Drug Fair.
Chain Supermarkets-A&P 3; Acme 2; Grand Union; Foodtown 3; Shop-Rite 8; Pantry Pride; Progressive 4; W&O; Finast; Kings; Stop & Shop.

14 - NEWSPAPERS: RECORD (m-mon to fri) 61,190; (m-sat) 56,719; (S) 68,525; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Coren, Adv. Dir., RECORD, 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative: Landon Associates.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; Loc. Est. 41,723
CZ-ABC: (80) 189,428; (83) 192,000
RTZ-ABC: (80) 206,086; (83) 212,100
County 80 Cen. 595,893; Loc. Est. 607,625
City & RTZ-ABC: (80) 395,514; (83) 404,100
PMSA 80 Cen. 886,383; Loc. Est. 904,458
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; Loc. Est. 14,383
County 80 Cen. 196,703; Loc. Est. 209,622
CZ-ABC: (80) 63,544; (83) 66,800
RTZ-ABC: (80) 66,229; (83) 70,800
City & RTZ-ABC: (80) 129,773; (83) 137,600
PMSA 80 Cen. 292,591; Loc. Est. 312,182

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$967,810,000
Savings & Loan	11	$458,021,000
Commercial	13	$1,491,652,000

6 - PASSENGER AUTOS: County Est. 297,400

7 - ELECTRIC METERS: Residence 16,710

8 - GAS METERS: Residence 13,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceuticals 4,725; Medical Goods 3,150; Electrical 2,310; Apparel 2,625; Transp. 4,200.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on George St.; 5 on Albany St.; 3 on Neilson, 3 on Church; 2 on Bayard; 2 on Paterson; 1 on Livingston; Miracle Mall; U.S. Route 1; Tano Mall.
Neighborhood Shopping Center-5 blocks on French St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(27)	2	A&P, Woolworth
Brunswick Square	8	Bamberger's, JCPenney
Kilmer Plaza(11)	4	Acme, Sav-On Drugs
Menlo Park Mall(86)	10	Alexander's, Bamberger's
Middlesex Mall(17)	[illegible]	A&P, Grants
MidState Mall(23)	7	Acme
Village Green	7	He Man Shop
Woodbridge	13	Abraham & Strauss, Thom McAn
Rutgers	4	
Nixon	5	
Market Place	10	
Old Bridge	12	
Shoppers	6	

Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Most Mon. thru Fri.; Some on Mon. & Thurs. only.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Lerner's; Kennedy's; Bamberger; Alexander's; Loehmann's; Ohrbach's; A. & S.; Stern's; Bradlees.
Variety Stores-Newberry; McCrory's; F.W. Woolworth.
Discount Stores-Bradlee's; Channel; Rickel; K mart; Pergament 2; Caldor.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreen; Rexall; Siegel's; Sunray 2; Thrift Drug; Pathmark; Mandell's; Tobin's.; Rite-Aid.
Chain Supermarkets-A&P 7; Shop Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.
Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, G.R. Kinney, Florsheim, Melco; Clothing: Bond, Rogers, Franklin-Simon, Wallachs; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Loft, Singer Co.

14 - NEWSPAPERS: HOME NEWS (e) 57,078; (S) 73,920; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Kain, Gen. Adv. Mgr., HOME NEWS, P.O. Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5600.
National Representative: Story & Kelly-Smith.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 280, 82, N.J. Tpke. & linked with Garden State Pkway.

2 - TRANSPORTATION: **Railroads**-Conrail; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; Loc. Est. 322,919
CZ-ABC: (80) 1,003,182; (83) 977,200
RTZ-ABC: (80) 4,224,906; (83) 4,238,200
County 80 Cen. 850,451; Loc. Est. 851,748
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
City & RTZ-ABC: (80) 5,228,088; (83) 5,215,400

4 - HOUSEHOLDS:
City 80 Cen. 110,912; Loc. Est. 117,704
County 80 Cen. 299,934; Loc. Est. 314,307
PMSA 80 Cen. 651,190; Loc. Est. 676,572
CZ-ABC: (80) 355,706; (83) 359,500
RTZ-ABC: (80) 1,454,690; (83) 1,513,600
City & RTZ-ABC: (80) 1,810,396; (83) 1,873,100

5 - BANKS	NUMBER	DEPOSITS
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated Number of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Pdts. 21,300; Mach. (ex. Elec.) 25,500; Elect. Mach. 38,500; Transp. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prod. 22,000; Textile-Mill Prod. 3,400; Apparel & Textile Prod. 14,600; Paper & Prod. 6,600; Printing & Publishing 11,700; Chemicals & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000; Other Nondurable Goods 3,400; Mining 900; Construction 28,400; Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & Real Est. 48,400; Service & Misc. 110,900; Govt. 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct. Last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: **Downtown Shopping Areas**Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bambergers, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdales, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plaza(15)	NA	Newberrys, Sav-on Drug
Essex Mall(17)	NA	Marshalls, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworth, JCPenney
Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Square(150)	NA	Bamberger, Hahne's, Sears, JCPenney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shopping center in themselves, in Somerset County. A 15 mi. shopping strip along Route 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-(Metro Area)-Bamberger; Steinbach's; Hahne's; Muir's; Ohrbach's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; JCPenney.
Discount Stores-Carr's; J.M. Fields; Newberry's; Rickel Bros.; Valley Fair; Korvette's; Channel; K mart; Bradlees; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite-Aid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft Candy; McCrory's; Lerner; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshalls; M. Epstein; Teppers; Wiss Jewelers; Levitz; Gimbel's.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 429,110; (m-sat) 394,563; (S) 630,893; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers-Metro Suburbia; Leonard Company; American Publishers' Representatives.

NEWTON

1 - LOCATION: Sussex County, (In Newark PMSA). E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 miles NW of Newark.

2 - TRANSPORTATION: **Railroads**-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Garden State; Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. Town 80 Cen. 7,748; Loc. Est. 7,224
PMA-ABC: (80) 125,421; (83) 139,200
County 80 Cen. 116,119; Loc. Est. 119,175
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; Loc. Est. 2,478
County 80 Cen. 37,221; Loc. Est. 39,960
PMA-ABC: (80) 40,313; (83) 46,400
PMSA 80 Cen. 651,190; Loc. Est. 676,572

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$850,000,000
Savings & Loan	6	$420,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gvt. & Education 1,000 ($300); Retailers & Service 600 ($280); Professional & Staff 500 ($350); Manufacturing & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	Sears, A&P
Sparta Centre(12)	NA	Acme
Hardyston(6)	NA	A&P
Franklin(7)	NA	Shop Rite
Sussex(9)	NA	A&P
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thurs., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's.

13 - RETAIL OUTLETS: **Department Stores**-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-Woolworth; R. J. Mars.
Chain Drug-Thrift; Rite-Aid; Genovese.
Chain Food Stores-A&P 5; Acme 2; Grand Union 3; Shop Rite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,468; (S) 24,665; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Mgr., HERALD, 2 Spring St., Box 10, Newton, NJ 07860; Tel. (201) 383-1500.
National Representative: Landon Associates.

PARSIPPANY

See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center. 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3 & 21.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; DeCamp; Greyhound; Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; Loc. Est. 125,331
Passaic 80 Cen. 52,463; Loc. Est. 52,414
Clifton 80 Cen. 74,388; Loc. Est. 72,917
PMA-ABC: (80) 840,949; (83) 828,400
County 80 Cen. 447,585; Loc. Est. 450,883
PMSA 80 Cen. 1,292,970; Loc. Est. 1,302,315
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; Loc. Est. 49,007
Passaic 80 Cen. 19,161; Loc. Est. 19,965
Clifton 80 Cen. 28,887; Loc. Est. 29,042
County 80 Cen. 153,463; Loc. Est. 161,596
PMA-ABC: (80) 292,249; (83) 298,500
PMSA 80 Cen. 453,873; Loc. Est. 478,188

5 - BANKS	NUMBER	DEPOSITS
Commercial(PMSA)	44	$7,284,239,000
Savings & Loan(PMSA)	22	$3,844,368,000

6 - PASSENGER AUTOS: County 760,029 (1981)

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,1[illegible]9

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly Wage N.A.) -Fabricated Metals 5,300; Nonelectrical Machinery 5,400; Electrical Machinery 11,400; Other Durable Goods 6,700; Food 3,200; Printing and Publishing 3,400; Chemicals 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Construction 5,500; Transport. and Utilities 6,500; Trade 42,000; Finance, Insurance, Real Estate 9,300; Services 29,000; Government 2,800.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. and Intersecting Streets; Clifton-Allwood Shopping Center; Clifton Plaza Shopping Center; Elmwood Shopping Center; Garden State Plaza; Styertowne, and Bergen Mall; Preakness; Willow-

brook; Fashion Center; Paramus Park; West Belt Mall; Riverside Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreen's, Grand Union, Grandway
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Bamberger, Gimbel, JC JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Ohrbach's, Stern's
Willowbrook(175)	9	Bamberger's, Sears, Stern's, Ohrbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdales
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. thru Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Bamberger's 2; Bloomingdale 5; Canadian Furs; Gimbel 3; Meyer Bros.; Ohrbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Liggett; Whelan; Walgreen; Rite Aid; Medi-Mart; Martel's; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10; Basics; Plus Stores; Met Food.
Other Chain Stores-Shoes: National, Burts, Red Cross, Pal Discount, Flagg Bros., Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers Clothing, Wallach's, Lane Bryant, Canadian, Plymouth Shops; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire, Bamberger's Auto; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Wiss, Corbo's, Marcus, Zales; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's, Levitz.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri; m-sat) 66,211; (S) 59,645; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, 988 Main Ave., PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: Drukker Newspaper.

PATERSON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46, 80; State Hwys. 3, 4, 20, 23, 208; Garden State Pkway.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Susquehanna.
Motor Freight Carriers-76.
Intercity Bus Lines-Transport of N.J., Inter-city; Manhattan; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; Loc. Est. 137,891
CZ-ABC: (80) 249,443; (83) 245,200
RTZ-ABC: (80) 469,914; (83) 468,100
County 80 Cen. 447,585; Loc. Est. 450,883
City & RTZ-ABC: (80) 719,357; (83) 713,300
PMSA 80 Cen. 1,292,970; Loc. Est. 1,302,315
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,113; Loc. Est. 48,440
County 80 Cen. 153,463; Loc. Est. 161,596
CZ-ABC: (80) 85,615; (83) 87,200
RTZ-ABC: (80) 153,444; (83) 158,600
City & RTZ-ABC: (80) 239,059; (83) 245,800
PMSA 80 Cen. 453,873; Loc. Est. 478,188

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: County 228,870(1978)

7 - ELECTRIC METERS: Residence 41,212; City 100,519

8 - GAS METERS: Residence 37,402; City 100,060

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-0 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreen, Grand Union
Garden State Plaza(110)	6	Bamberger's, Gimbels, JCPenney
Bergen Mall(74)	7	Stern's, Orbach's
Willow Brook(120)	5	Bambergers, Sears, Orbachs, Stern's
Preakness(42)	4	Stern's, A&P
Midland Park	6	Kress, Grand Union
Fashion Center	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Korvette, JCPenney
Paramus Park(122)	5	A&S, Sears

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Meyer Bros.; Jacob's.
Discount Stores)-Bradlee's; K mart; Caldor.
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores-Walgreen's; Rite-Aid 2.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 15; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Stop & Shop 4; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores-Thom McAn; Singer Co.; Hanover Shoes; Simco Shoes; Regal Shoe; W.L. Douglas Shoe; Goodrich; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; Garden State Farms; General Tire.

14 - NEWSPAPERS: NEWS (m-mon to fri) 48,091; (weekend) 47,038; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John F. Ryan, Adv. Mgr., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: Landon Associates.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke., Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Intercity Bus Lines-Transport of N.J.; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; Loc. Est. 127,412
Perth Amboy 80 Cen. 38,951; Loc. Est. 39,428
Woodbridge 80 Cen. 90,074; Loc. Est. 87,984
County 80 Cen. 595,893; Loc. Est. 607,625
PMA-ABC: (80) 356,869; (83) 353,900
PMSA 80 Cen. 886,383; Loc. Est. 904,458
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; Loc. Est. 44,022
Perth Amboy 80 Cen. 13,617; Loc. Est. 14,440
Woodbridge 80 Cen. 29,297; Loc. Est. 29,582
County 80 Cen. 196,708; Loc. Est. 209,622
PMA-ABC: (80) 118,421; (83) 121,800
PMSA 80 Cen. 292,591; Loc. Est. 312,182

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: County 297,550

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related; Financial, Legal, etc.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Center.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Ohrbach's, JCPenney
Menlo Park(86)	6	Bamberger's, Rickel
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart
Oakwood Plaza	NA	Marshall's, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Most Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; Alexander's; JCPenney; Abraham & Straus; Ohrbach's; Stern's; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory's; Mickey Finn.
Discount Stores-Bradlee's; K mart; Caldor; Service Merchandise; Consumers Distributing.
Chain Drug Stores-Walgreen; Sav-On; Medi-Mart; Drug Fair; Mack Drug; Pathmark; Thrift Drugs; Rite Aid.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner Shops, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 53,567; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

PHILLIPSBURG, NJ

See EASTON, PA

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mile area); On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport; Wall Township; Preston Airport, Marlboro; Deep Run Aviation; Marlboro; Gibson Air Academy; Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; Loc. Est. 78,676
Red Bank 80 Cen. 12,031; Loc. Est. 11,529
Middletown 80 Cen. 62,574; Loc. Est. 64,355
Shrewsbury 80 Cen. 2,962; Loc. Est. 2,792
PMA-ABC: (80) 243,052; (83) 247,600
County 80 Cen. 503,173; Loc. Est. 509,365
PMSA 80 Cen. 849,211; Loc. Est. 862,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; Loc. Est. 25,075
Red Bank 80 Cen. 4,908; Loc. Est. 4,804
Middletown 80 Cen. 18,841; Loc. Est. 19,361
Shrewsbury 80 Cen. 995; Loc. Est. 910
County 80 Cen. 170,130; Loc. Est. 180,141
PMA-ABC: (80 77,607; (83) 81,900
PMSA 80 Cen. 298,434; Loc. Est. 317,216

5 - BANKS: 149 Savings, Commercial and Savings & Loan branches. Deposits-N.A.

6 - PASSENGER AUTOS: County Est. 453,224

7 - ELECTRIC METERS: Res./County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; educational; Army Signal School; Naval Ammunition Depot; cosmetics; race horse breeding; apparel; paper products; constr.; electric mach. equip.; lumber equip.; fabr. metal prod.; instruments; lumber & wood prod.; misc. mfg.; printing & pub.; boats; soft drinks; medical equip.; hospitals; real estate; whole & ret. nurseries; fruits, poultry; dairying; truck & farming; perfumes.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Twsp.; Shrewsbury-Market Place; Shrewsbury Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Bamberger's, A&S JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Service Mdse.
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Stern's, Sears, Steinbach
Eatontown	1	Rickels, A&S, Bamberger's, Hahne's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz.(15)	0	Marshall's, CVS, Acme
W. Long Branch (6)	5	Shop-Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; A&S; Steinbach; Stern's; JCPenney; Consumers Dist. Co.; Hahne's; Sears; Woolworth.
Variety Stores-Prown's; Windsor; 5 J's Variety; Franklen Stores; Jo-Ro Inc.; L & S Variety; West End Variety; Deal Variety.
Discount Stores-Bradlee's; K mart; Thrifty Cut Rate; CVS; Marshalls; Annie Sez; Best Products; Market Place.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite-Aid; Shop-Rite; Sun-Ray; Thrift; Family Pharmacy; The Mart.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop-Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto Stores, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Pickels, Channel, Marshall's, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice-Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewel-

ers, Halle & Stieglitz, Canadian Furs, Hillman/Kohan, Pergament.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 33,064; (S) 34,262; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Warren Colville, Adv. Dir., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD PMSA), E&P Map A-5, County Seat. Manufacturing and agriculture center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 NJ Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 6,726
PMSA 80 Cen. 524,108; Loc. Est. 535,091
County 80 Cen. 64,676; Loc. Est. 66,361

4 - HOUSEHOLDS:
City 80 Cen. 2,567; Loc. Est. 2,641
County 80 Cen. 22,330; Loc. Est. 23,923
PMSA 80 Cen. 180,986; Loc. Est. 193,188

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$250,000,000
Savings & Loans	3	$90,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chemicals; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pennsville(50)	NA	Ames, K mart, Acme,
Christiana(100)	NA	Bambergers, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: **Department Stores**- JC Penney; Bambergers.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 10,276; sworn Dec. 31, 1982 CAC.
Local Contact for Advertising and Merchandising Data: Annabel Offer, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates; U.S. Suburban Press.

SOMERVILLE
See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County, (in Monmouth-Ocean PMSA), E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York, 58 mi. from Philadelphia. Garden State Pky., N.J. Tpk, State Hwy. 9.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Toms River 80 Cen. 7,303; Loc. Est. 9,564
PMA-ABC: (80) 293,160; (83) 328,300
County 80 Cen. 346,038; Loc. Est. 353,285
PMSA 80 Cen. 849,211; Loc. Est. 862,650
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Toms River 80 Cen. 2,860; Loc. Est. 3,358
PMA-ABC: (80) 108,446; (83) 127,100
County 80 Cen. 128,304; Loc. Est. 137,075
PMSA 80 Cen. 298,434; Loc. Est. 317,216

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$1,314,000,000
Savings & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Inst.; Publishing; Utilities; Light Mfg.; Construction; Education; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: **Principal Shopping Center**-Ocean County Mall 96 units-Sears; JCPenney, Bambergers; Brick Plaza 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Square 20 units; Riviera Plaza 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shopping 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plaza 19 units; Berkeley Plaza 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plaza 18 units; Lakewood Plaza 20 units; H&O 7 units; Brook Plaza 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eatontown	20	
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plaza(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thu., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Steinbachs; JCPenney; Sears; Bambergers.
Discount Stores-Bradlee's; K mart; Rickels; Channel; Best Products; Caldor.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes; Rexall; Thrift; CVS.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 22,792; (S) 22,207; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Constance C. Harmon, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates.

TRENTON

1 - LOCATION: Mercer County, (PMSA) E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to New York; 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading; Amtrak.
Airlines-USAir; Ransome; Allegheny Commutex.
Motor Freight Carriers-100.
Intercity Bus Lines-Capital; Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; Loc. Est. 88,465
CZ-ABC: (80) 255,519; (83) 255,100
RTZ-ABC: (80) 415,408; (83) 416,800
County/PMSA 80 Cen. 307,863; Loc. Est. 311,542
City & RTZ-ABC: (80) 670,927; (83) 671,900
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; Loc. Est. 34,138
County/PMSA 80 Cen. 105,819; Loc. Est. 111,952

CZ-ABC: (80) 88,538; (83) 90,600
RTZ-ABC: (80) 134,635; (83) 139,800
City & RTZ-ABC: (80) 223,173; (83) 230,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 188,100 (1981)

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Products; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach.; Equip & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery; Automotive; Government.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton(56)	12	A&P, Sears
Levittown(60)	8	Pomeroy's
Home & Fashion	4	Spiegel
Lawrence(36)	2	S.P. Dunham, Channel
Hamilton Sq.(9)	5	Jamesway
Fairless Hills	7	
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Bamberger's, JCPenney, Gimbel, Wanamaker
Morrisville(25)	NA	Acme, Clover, Shop'N Bag
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Bamberger's, JCPenney, Hahne's

Principal Shopping Days-Mon., Thu. & Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-S.P. Dunham 3; Sears; Bamberger's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Gimbel; Strawbridge.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount Stores-K mart 2; Jamesway 2; Jefferson Ward 2.
Chain Drug Stores-Thrift 3; Sav-On 3; Rite-Aid; Medicine Shoppe; Liggett Rexall.
Chain Supermarkets-A&P 2; Acme 8; Shop Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.
Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney Shoes; LeRoy; Anderson Little; Red

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14 - NEWSPAPERS: TIMES (m) 65,047; (S) 79,966; Sept. 30, 1982 ABC-(latest statement available).
Local Contact for Advertising and Merchandising Data: Smith Purdum, Vice Pres., TIMES, P.O.Box 847, Trenton, NJ 08605; Tel (609) 396-3232.
National Representative: Sawyer-Ferguson-Walker.
THE TRENTONIAN (m) 66,477; (S) 62,491; Sept. 30, 1982 ABC. (latest statement available).
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2. 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; Loc. Est. 56,327
CZ-ABC: (80) 269,119; (83) 269,100
RTZ-ABC: (80) 428,570; (83) 413,200
County/PMSA 80 Cen. 556,972; Loc. Est. 557,437
City & RTZ-ABC: (80) 697,689; (83) 682,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; Loc. Est. 21,392
County/PMSA 80 Cen. 207,857; Loc. Est. 217,533
CZ-ABC: (80) 107,911; (83) 112,000
RTZ-ABC: (80) 152,172; (83) 152,300
City & RTZ-ABC: (80) 260,083; (83) 264,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887
Commercial	13	$3,524,852,066

6 - PASSENGER AUTOS: County 182,000

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,195 ($213); Elec. 1,128 ($200); Chemical 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-44 blocks on Bergentine Ave.; 27 blocks on Summit Ave.; Anderson Ave.; Cliffside Park; Fair Ridge; Fairview.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Schlesinger's (Men's Dept. Store); Sears; K mart.
Variety Stores-Woolworth 2; Kress.
Discount Stores-BD Store; Home Fair; Wonder Store 4; Bargainland 4; Marburn Warehouse; Radio Shack; K mart.
Chain Drug Stores-Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; [illegible] Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 36,524; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carol Hale, Nat'l. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural center, in Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food processing.

2 - TRANSPORTATION: **Railroads**-New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; Loc. Est. 55,821
CZ-ABC: (80) 58,958; (83) 61,300
RTZ-ABC: (80) 67,460; (83) 74,500
County/PMSA 80 Cen. 132,866; Loc. Est. 136,445
City & RTZ-ABC: (80) 126,418; (83) 135,800

4 - HOUSEHOLDS:
City 80 Cen. 17,393; Loc. Est. 18,418
County/PMSA 80 Cen. 44,287; Loc. Est. 47,562
CZ-ABC: (80) 19,180; (83) 20,700
RTZ-ABC: (80) 21,674; (83) 24,900
City & RTZ-ABC: (80) 40,854; (83) 45,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$577,649,957*
Savings & Loans	3	$244,500,000

*Two branches are branch banks; individual figures are not available

6 - PASSENGER AUTOS: County Est. 79,760 (1980)

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping District**-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers-W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	NA	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway.
Chain Drug Stores-Eckerd's 2; Thrift; Rite-Aid; CVS.
Chain Supermarkets-Shop-Rite 2; IGA; Jewel T; Shop N' Bag.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson. Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,554; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Talarico, Adv. Dir., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; Loc. Est. 47,762
Burlington 80 Cen. 10,246; Loc. Est. 9,561
Willingboro 80 Cen. 39,912; Loc. Est. 38,201
PMA-ABC: (80) 313,890; (83) 322,200
County 80 Cen. 362,542; Loc. Est. 372,617
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,556; Loc. Est. 14,367
Willingboro 80 Cen. 10,915; Loc. Est. 10,580
Burlington 80 Cen. 3,783; Loc. Est. 3,787
County 80 Cen. 114,890; Loc. Est. 123,401
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
PMA-ABC: (80) 98,507; (83) 106,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	19	$193,640,943
Savings	4	N.A.
Commercial	18	N.A.

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	Shop-N-Bag
Willingboro Plaza(42)	NA	Woolworth's, Pomeroy's, Lerner's, Jewel T
Moorestown(85)	NA	Wanamaker's, Gimbel's, Sears
Cinnaminson(20)	NA	
Willingboro Vlg Mall(2)	NA	Dunham's, Acme
Outlet Sq.(30)	NA	Clover
Burlington Center Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-daily.

13 - RETAIL OUTLETS: **Department Stores**-Sears 2; Pomeroy's; Gimbel's; Wanamaker's; Strawbridge-Clothier 2; Dunham's.
Discount Stores-Gregory 2; K mart 4; Kings; Clover Stores 2; Jefferson-Ward 3; Dees 2.
Chain Drug Stores-Thrift; Rite-Aid; Pathmark; CVS.
Chain Supermarkets-Acme 9; Pathmark; Shop-Rite 4; Shop 'n Bag 4; Cumberland Farms 26; Red Robin 5; 7-Eleven 10; Super Fresh; Wawa 2.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e) 44,260; (S) 46,261; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Mgr., or William T. Harrigan, Gen. Adv. Mgr., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representatives: Sawyer-Ferguson-Walker; Robert Hitchings.

WOODBRIDGE
See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4. County Seat.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; Loc. Est. 9,492
PMA-ABC: (80) 199,917; (83) 208,800
County 80 Cen. 199,917; Loc. Est. 205,541
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,827; Loc. Est. 3,778
County 80 Cen. 65,129; Loc. Est. 70,097
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
PMA-ABC: (80) 65,129; (83) 70,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: County 109,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Electrical Equipment; Chemicals; Fabricated Metal Products; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger, Wanamaker, Sears
Woodbury Hts. Plaza(3)	NA	Pathmark, Thrift Drug
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway, Atlantic Thrift
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios
Woodbury Hts.(2)	NA	Jefferson Ward
Turnersville	NA	Jefferson Ward

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Tue., Wed., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bamberger's; Wanamaker; Jefferson Ward.
Variety Stores-Woolworth; Kresge.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount Food.
Other Chain Stores-Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Atlantic Thrift; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Centers; Shoe Town.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 29,005; (S) 30,624; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harry Pappas, Adv. Dir., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Harte-Hanks Communications; Landon Associates; U.S. Suburban Press, Inc.

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo and Sandoval Counties.
Las Cruces-Dona Ana County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	97	114	122
5-14 Years	242	223	238
15-24 Years	188	257	275
25-44 Years	241	361	386
45-64 Years	178	229	245
65 and Over	70	116	124
TOTAL	1,016	1,300	1,390

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	142	250	421
General Mdse	283	451	794
Food	471	839	1,668
Automobiles	511	934	1,610
Gasoline Stations	227	366	807
Apparel	106	187	334
Furniture	104	182	325
Eat-Drink Places	171	345	797
Drugs	76	110	222
TOTAL SALES	2,300	4,022	7,700

ALAMOGORDO

1 - LOCATION: Otero County, E&P Map C-4, County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-New Mexico Transp.
Airlines-Airways of NM.

3 - POPULATION:
Corp. City 80 Cen. 24,024; Loc. Est. 23,876
County 80 Cen. 44,665; Loc. Est. 45,023

4 - HOUSEHOLDS:
City 80 Cen. 8,921; Loc. Est. 7,997
County 80 Cen. 14,608 Loc. Est. 15,349

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$164,000,000
Savings & Loan	3	$63,700,000

6 - PASSENGER AUTOS: County 22,000

7 - ELECTRIC METERS: Residence 10,700

8 - GAS METERS: Residence 9,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Force Base 5,837 (Annual Payroll $90,142,641); Civil Service 1,140 (Ann. Payroll $24,501,705); Lumber Sawmills 65; Elect. Appliance Mfg. 179; Bus Air Conditioners 84; Gov't Contractors 564; Electronics 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1. Last killing frost, Apr. 15. Annual Precipitation 10.6

11 - TAP WATER: Alkaline, hard. Ample supply; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-White Sands Mall (28 stores-K mart, JCPenney, Bealls).
Neighborhood Shopping Centers-Security Center (15 stores-Goodyear, TG&Y,Anthony's); Gibson's (21 stores); Downtown 3 Blocks-Radio Shack, Sears Catalog, Montgomery Ward Catalog.
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

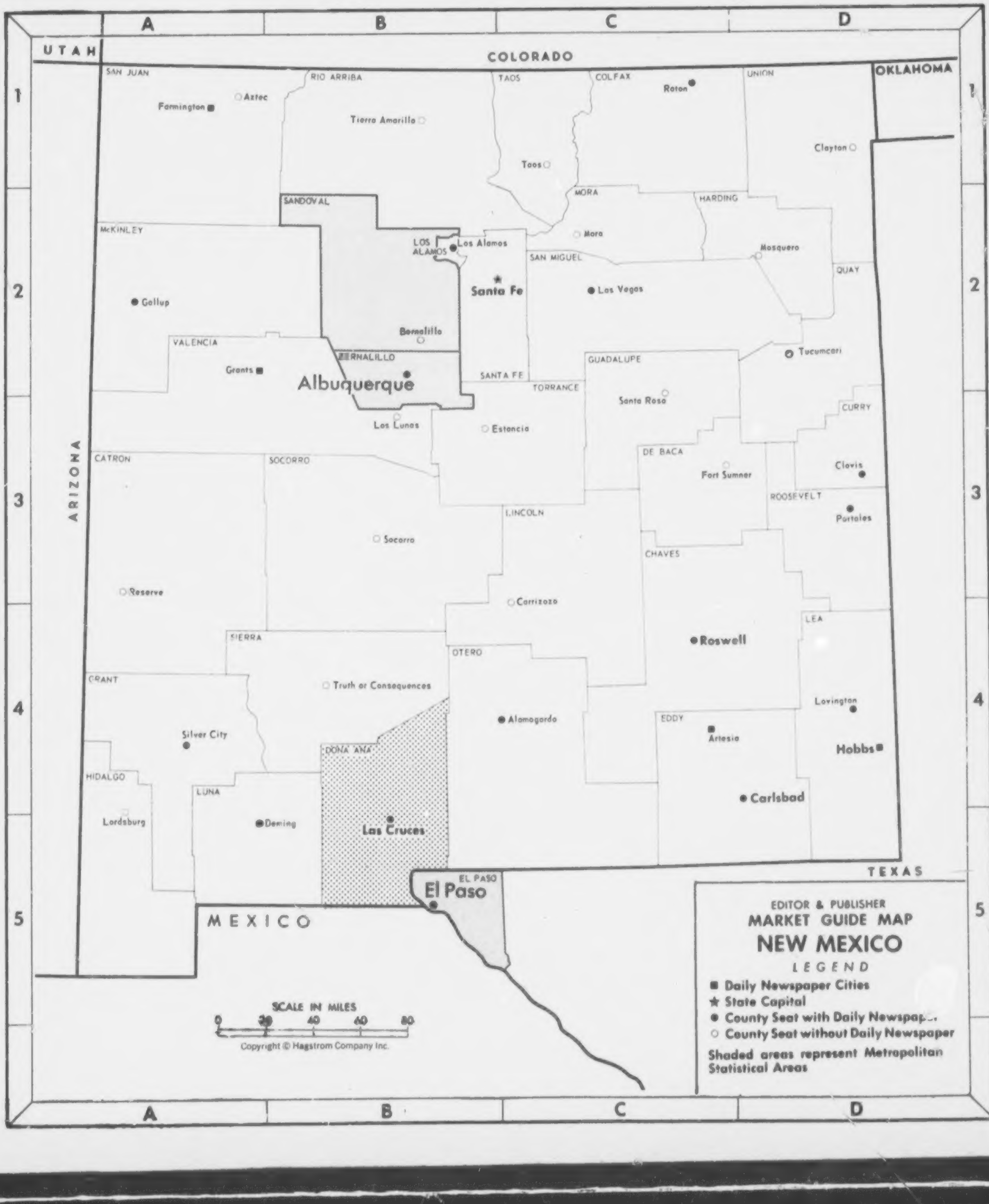
13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Bealls; Bonanza City.
Variety Stores-Mott's.
Discount Stores-TG&Y; Surplus City; Gibson; K mart.
Chain Drug Stores-Revco; Furr's.
Chain Supermarkets-Safeway; Furr's; Big 8; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto; Karl's Shoes; Sweetbiar; Sherwin-Williams; Redigers Hallmark; Hastings; T-Bird Home Centers; Mode O'Day; Good Housekeeping Store; 84 Lumber; White Auto; Singer; Sears (catalog); Mont. Ward (catalog); Checker Auto; Payless Shoes; Radio Shack; Zales; Baskin-Robbins; 7-Eleven; Circle K; General Tire.

14 - NEWSPAPERS: NEWS (e-mon to fri.) 9,083; (S) 9,937; sworn Oct. 3, 1982.
Local Contact for Advertising and Merchandising Data: Cliff Keim, Adv. Mgr., NEWS, PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative: Landon Associates.

ALBUQUERQUE

1 - LOCATION: Bernalillo County, (In Albuquerque MSA) E&P Map B-2. In north central New Mexico. In the middle Rio Grande Valley, about equidistant from east and west state boundaries. At crossroads of Interstate 40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental; New Mexico; Greyhound.


A
B
C
D
1
2
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4
5
UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
MORA
HARDING
SANDOVAL
McKINLEY
LOS ALAMOS
Los Alamos
Mora
Mosquero
SAN MIGUEL
QUAY
Gallup
Santa Fe
Las Vegas
Bernalillo
VALENCIA
BERNALILLO
Grants
Albuquerque
SANTA FE
GUADALUPE
Tucumcari
TORRANCE
Santa Rosa
CURRY
Los Lunas
Estancia
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
SIERRA
Roswell
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
Hobbs
DONA ANA
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Airlines-Trans-World; Continental; Frontier; Texas International; Ross; American; Eastern; Southwest; Western; United; Delta; Air Midwest; Pacific Southwest.

3 - POPULATION:
Corp. City 80 Cen. 332,239; Loc. Est. 352,632
PMA-ABC: (80) 890,389; (83) 960,800
County 80 Cen. 420,164; Loc. Est. 439,900
MSA 80 Cen. 419,700; Loc. Est. 442,630

4 - HOUSEHOLDS:
City 80 Cen. 124,032; Loc. Est. 136,176
County 80 Cen. 151,037; Loc. Est. 163,200
PMA-ABC: (80) 302,426; (83) 338,200
MSA 80 Cen. 151,037; Loc. Est. 166,652

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	12	$2,486,890,000
Savings & Loan	6	$1,552,365,000

6 - PASSENGER AUTOS: County 240,248 (1981)

7 - ELECTRIC METERS: Residence 154,462

8 - GAS METERS: Residence 134,363

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wholesale & Retail 47,900; Service & Misc. 45,500; Finance, Ins. & Real Estate 10,900; Govt. 42,900; Trans., Util., Comm. 11,800; Constr. 12,000; Mfg. 17,700.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23. Last killing frost, Apr. 20

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Altura(3)	NA	Safeway
B&H(8)	NA	Bruce Allen Mkt., Lucky Mkt.
Bel-Aire	NA	Duran Opt.
Belle-Haven(18)	NA	
North Towne(30)	NA	Safeway
Juan Tabo Plaza(15)	NA	Safeway, Thrifty Drug
Coronado(146)	NA	Sears Broadway, Goldwater's, Kistler-Collister
Del Nort(10)	NA	
Eastdale(28)	NA	Safeway, Skaggs
El Dorado Sq.(26)	NA	
Encantada Sq.(13)	NA	
Fair Plaza(21)	NA	Skaggs, Foodway
Fidelity Square(13)	NA	Sleepworld
Five Points(12)	NA	Zales, Shop-Rite Mkt.
Franklin Plaza(18)	NA	Safeway, Thrifty Drug
Galeria(25)	NA	
Corrales(16)	NA	Walgreen, Safeway
Gibson(2)	NA	Piggly Wiggly
Goff Plaza(6)	NA	Big Value Drugs
Arrowhead(24)	NA	Grand Central, Albertson's
La Mesa(15)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
The Mall(25)	NA	Furr's, Foodway
Manzano(22)	NA	Safeway, TG&Y
Monterey Plaza (11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plaza(51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(23)	NA	TG&Y, Foodway
North San Pedro(6)	NA	Swell Bakery
Old Town(10)	NA	Safeway, TG&Y
Park Land Hills(15)	NA	Foodway
Princess Jeanne (23)	NA	TG&Y, Foodway
Ranchitos(6)	NA	Piggly-Wiggly
Republic Sq.(21)	NA	
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(79)	NA	Mont. Ward, Penney, Dillards, Ben Franklin, Walgreen

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Tue., Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C. R. Anthony; Dillard's; Penney; Sears Roebuck; Montgomery Ward; Rhodes; Simon's; Broadway; Goldwater's; Mervyn's.
Discount Stores-Big Value Discount; Gibson; K mart 5; Zody's, Grand Central.
Variety Stores-Woolworth; Kress; McLellan's; Sprouse-Reitz; Ben Franklin; Duckwall, Rasco; TG&Y; Wray's.
Chain Drug Stores-Walgreen; Payless 8; Skagg's 4; Highland 2; Thrifty 3.
Chain Supermarkets-Safeway 17; Smith's Food King 5; Piggly Wiggly 14, Furr Food 8; Boy's 6; PDQ 2; Circle K Corp. 57; Albertson's 3.
Other Chain Stores-Gambles Auto Supply; Firestone; Goodrich; Lerner Shops (Women's); Sweetbriar (Women's); Maternity Modes; Thom McAn, Kinney; Stover Candy; Singer Co., White's Auto.

14 - NEWSPAPERS: JOURNAL (m) 92,067; TRIBUNE (e) 46,042; Comb. (m&e) 338,109; JOURNAL (S) 131,441; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George L. Ramczyk, Gen. Adv. Mgr., Albuquerque Pub. Co.,717 Silver Ave. S.W., Albuquerque, NM 87103; Tel. (505) Tel. (505) 842-2301.
National Representatives: JOURNAL-Branham/Newspaper Sales; TRIBUNE-Story & Kelly-Smith.

ARTESIA

1 - LOCATION: Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 40 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,385; Loc. Est. 10,365
County 80 Cen. 47,855; Loc. Est. 50,165
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; Loc. Est. 3,870
County 80 Cen. 16,669; Loc. Est. 18,298

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 24,842 (1981)

7 - ELECTRIC METERS: Residence 3,960

8 - GAS METERS: Residence 3,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agri. 812 ($200); Const. 75 ($400); Trade Serv. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, South 13th St. (Furr Foods); TG&Y; K mart, W. Main.
Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Main Place.
Variety Stores-TG&Y.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Palace Walgreen.
Chain Supermarkets-Safeway; Furrs; Food; Allsups.
Other Chain Stores-Tru Value; State Furn; Montgomery Ward; Sears (catalog); Radio Shack; T-Bird; Home Lumber.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 3,860; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Gary Scott, Adv. Mgr., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Papert Companies.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county. Southeastern section of state.

2 - TRANSPORTATION: **Railroads**-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas, New Mexico & Okla. Coaches; New Mexico Transp.; APEX; ICX; J&L; Sun Freightways; UPS.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 25,496; Loc. Est. 26,632
CZ-ABC: (80) 26,767; (83) 27,900
RTZ-ABC: (80) 6,568; (83) 6,600
City & RTZ-ABC: (80) 33,335; (83) 34,500
County 80 Cen. 47,855; Loc. Est. 50,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,811; Loc. Est. 10,053
County 80 Cen. 16,669; Loc. Est. 18,457
CZ-ABC: (80) 9,656; (83) 10,500
RTZ-ABC: (80) 1,935; (83) 1,900
City & RTZ-ABC: (80) 11,591; (83) 12,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$238,271,519
Savings & Loan	4	$93,673,582

6 - PASSENGER AUTOS: County 25,179

7 - ELECTRIC METERS: Residence 11,158

8 - GAS METERS: Res. & Bus. 10,888

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 1,253; Emp. Av. Wage ($400); Annual Payroll $66,963,340; Santa Fe Ry. ships 29,339 cars potash annually; Farming and ranching $60 million in county in 1982; Cotton and alfalfa main crops on 25,000 acre irrigation project. Tourists.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20. Last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (12 Stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's); Carlsbad Mall (20 Stores)
Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco.
Discount Stores-Gibson's; Carlsbad Surplus City; Tempo; K mart.
Chain Supermarkets-Safeway; Albertson's; Furrs; Circle K; Shop Rite; Gibson's; Allsups.
Other Chain Stores-Tempo; Checker Auto; Payless Shoes; Goodyear; Montgomery Ward (catalog); Sears (catalog); Bealls; Winns; Zales; Mode O'Day; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordons Jewelers; Alladins; Stevensons; Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,995; (S) 9,796; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Howard Greene, Adv. Dir., CURRENT ARGUS, PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Tex. N.M. & Okla. Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 31,194; Loc. Est. 32,043
CZ-ABC: (80) 31,194; (83) 31,500
RTZ-ABC: (80) 49,405; (83) 48,900
County 80 Cen. 42,019; Loc. Est. 41,747
City & RTZ-ABC: (80) 80,599; (83) 80,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; Loc. Est. 12,037
County 80 Cen. 14,419; Loc. Est. 15,331
CZ-ABC: (80) 11,268; (83) 11,800
RTZ-ABC: (80) 16,406; (83) 16,800
City & RTZ-ABC: (80) 27,674; (83) 28,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$67,724,694
Commercial	4	$108,465,785

6 - PASSENGER AUTOS: County 23,899

7 - ELECTRIC METERS: Residence 13,525

8 - GAS METERS: Residence 12,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agric. 188 Constr. 709; Mfg. 530; Transp. 573; Transp. R.R. 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Grand; 6 on Metchell; three Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, The Hub; Vohs; Sears; Turners, C.R. Anthony.
Discount Stores-Surplus City; TG&Y; K mart; Gebo's.
Chain Drug Stores-Rexall; Walgreen; Highland Drug.
Chain Supermarkets-Safeway; Furr's; Affiliated 5; Albertson's.
Other Chain Stores-White's Auto; Goodyear; Shaw (jewelry); Sherwin-Williams; Houston (lumber); Firestone; Zales; Allsup's; Circle K 7.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,285; (S) 11,112; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Nat'l. Adv. Mgr., NEWS-JOURNAL, 521 Pile, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County. E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: **Railroads**-ATSF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-N.A.

3 - POPULATION:
City 80 Cen. 9,964; Loc. Est. 9,779
County 80 Cen. 15,585; Loc. Est. 15,764

4 - HOUSEHOLDS:
City 80 Cen. 3,527; Loc. Est. 3,600
County 80 Cen. 5,557; Loc. Est. 5,914

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 7,766 (1981)

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-K mart.
Discount Stores-Surplus City; Ben Franklin.
Chain Supermarkets-Safeway, Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,530; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, P.O.Box 881, Deming, NM 88031; Tel. (505) 546-2611.
National Representative: New Mexico Press Assoc.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of N.M., Colo., Ariz., & Utah. 185 hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver; 400 mi. NE of Phoenix and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Continental Trailways Bus.
Motor Freight Carriers-5.
Airlines-Frontier; Sun West; Mesa Aviation; Air Midwest; Pioneer; Aspen.

3 - POPULATION:
Corp. City 80 Cen. 30,729; Loc. Est. 33,299
CZ-ABC: (80) 31,222; (83) 34,100
RTZ-ABC: (80) 50,211; (83) 57,400
County 80 Cen. 80,833; Loc. Est. 89,546
City & RTZ-ABC: (80) 81,433; (83) 91,500

4 - HOUSEHOLDS:
City 80 Cen. 10,665; Loc. Est. 11,253
CZ-ABC: (80) 10,804; (83) 12,200
RTZ-ABC: (80) 14,216; (83) 17,000
County 80 Cen. 24,859; Loc. Est. 28,800
City & RTZ-ABC: (80) 25,020; (83) 29,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$300,697,000
Savings & Loan	3	$118,363,000

6 - PASSENGER AUTOS: County 37,150 (1981)

7 - ELECTRIC METERS: Res. & Comm. 13,684

8 - GAS METERS: Res. & Comm. 13,077

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. $1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, Appr. 75% of the total stream volume of water in N. M. is in San Juan County with the county's right to use it. Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv., Village Square, Ute St., at W. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JC Penney, Beall's, LaBelle's, Dillards
Palmer Plaza(25)	NA	Britt's
West Main St.(15)	NA	Mont. Ward, Safeway
Brookside(5)	NA	Sprouse-Reitz
Mesa(15)	NA	Thrifty Discount Mkts.
San Juan Plaza(60)	NA	K mart, Safeway, Albertsons, Grand Central
Orchard Valley(8)	NA	Furrs

Principal Shopping Days-Wed. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Dunlap's; Hopper's; Britt's; Grand Central; Beall's; La Belle's; Dillards.
Variety Stores-Woolworth; F. S. Rasco; Sprouse-Reitz; McLellan; Ben Franklin.
Chain Drug Stores-Farmington Drug; Thrifty; Walgreen's.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Foodway; Leon's Discount Food Mkts.; 7-Eleven 18; Safeway 2; Furr Food; Albertson's; Sack 'N Save; Thrifty Discount Mkt. 2.
Other Chain Stores-Sears; Montgomery Ward; Cooper's; Western Auto; Firestone; White's Auto; Sweetbriar; Construction Supply; Mode O'Day, Kinney Shoe, Komac Paint; Singer Co.; Zale's; S&H Green Stamps; Mor-Valu Stamps; Gamble's; Furr's Cafeteria; Grand Central.

14 - NEWSPAPERS: TIMES (e-mon to fri; m-sat) 16,119; (S) 18,715; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Branham/Newspaper Sales.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sun West (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; Loc. Est. 18,810
CZ-ABC: (80) 18,161; (83) 19,200
RTZ-ABC: (80) 90,598; (83) 99,400
County 80 Cen. 54,950; Loc. Est. 57,237
City & RTZ-ABC: (80) 108,759; (83) 118,600

4 - HOUSEHOLDS:
City 80 Cen. 6,014; Loc. Est. 5,701
County 80 Cen. 14,671; Loc. Est. 16,039
CZ-ABC: (80) 6,014; (83) 6,600
RTZ-ABC: (80) 20,859; (83) 23,800
City & RTZ-ABC: (80) 26,873; (83) 30,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	[illegible]	$155,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 14,825 (1981)

7 - ELECTRIC METERS: Residence 7,900

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, Federal 2,210; Mining 1,969; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Coal; 4 on 66th; Malls N. 666
Neighborhood Shopping Centers-Uptown Plaza; Foodway Square; Downtown Plaza; Little Bear; Zecca Plaza, Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Aaronson; Beall's.
Variety Stores-Sprouse-Reitz 3; Winn's.
Chain Drug Stores-Thrifty; Revco; SupeRx.
Chain Supermarkets-California 3; Foodway; Dan Dee; Smiths; Albertson; Safeway; (in Window Rock, Fed Mart).
Other Chain Stores-Sweetbriar; Firestone; Goodrich; Ward; Sears (catalog); Big O Tire; Goodyear; Yellow Front 2; Gambles; White Auto; Regis; Payless; Gallenkamp; Kinney; S & H Green Stamps; Houston Lumber; TG&Y; Zales; Gordons; Alexanders; K mart G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruces); Radio Shack; Allsops; Record Bar; Coach House; Pure Jean Yes; Mark-It.

14 - NEWSPAPERS: INDEPENDENT (e) 12,395; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Elaine Nelson, Adv. Mgr., INDEPENDENT, P.O. Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham/Newspaper Sales.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola in July 1981. Grants is the County Seat in Cibola County.

2 - TRANSPORTATION: **Railroads**-AT&SF Ry.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; Loc. Est. 15,449
Grants 80 Cen. 11,451; Loc. Est. 11,506
Milan 80 Cen. 3,747; Loc. Est. 3,943
Valencia County 80 Cen. 60,853; Loc. Est. 62,726
No available figures for Cibola County. Valencia County figures reflect population and households prior to July, 1981.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; Loc. Est. 4,716
Grants 80 Cen. 3,559; Loc. Est. 3,528
Milan 80 Cen. 1,151; Loc. Est. 1,188
Valencia County 80 Cen. 19,040; Loc. Est. 20,235
See note in paragraph 3.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: County 29,579

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees and (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourist 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties'(20)	NA	Gambles, Shop Rite, McLellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y, Smith's

Principal Shopping Days-Wed. Fri., Sat.
Stores Open Evenings-Fri. (Some); Sat.
Stores Open Sundays- Groceries.

13 - RETAIL OUTLETS: **Department Stores**-McLellan's; Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,451; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE.

2 - TRANSPORTATION: **Railroads**-Texas & New Mexico.
Motor Freight Carriers-5.
Airlines-Air Midwest; Crown.
Bus Lines-TNMO; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,794; Loc. Est. 30,757
CZ-ABC: (80) 29,153; (83) 29,800
RTZ-ABC: (80) 42,013 (83) 43,900
County 80 Cen. 55,634; Loc. Est. 59,692
City & RTZ-ABC: (80) 71,166; (83) 73,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; Loc. Est. 10,971
CZ-ABC: (80) 10,109; (83) 10,700
RTZ-ABC: (80) 13,678; (83) 14,800
County 80 Cen. 18,786; Loc. Est. 21,169
City & RTZ-ABC: (80) 23,787; (83) 25,500

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 32,459 (1981)

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Mfg. of Oil Eqpt. for Well Treatment; Welding; Acidization; Rig Bldg.; Housing & Trucking; Argo Industries Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfgr.; 2 Refineries; Chemical Processing Plant; 2 Livestock Feed Lots. About 40 Major Oil Companies & 35 Major Supply Companies are represented in Hobbs. 28,000 Wage earners. Two colleges, enrollment avg. 3,432. 45 Businesses hiring 5000 more employees.

10 - CLIMATE: Avg. Winter, 27-57; Avg. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(7)	NA	Sears, Foodway, Anthonys, Wackers
Broadmoor(40)	NA	Montgomery Ward, Anthonys, Dunlaps, JCPenney
Hobbs Plaza(16)	NA	Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Thurs.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony 2; JCPenney; Dunlap; Sweet Briar.
Variety Stores-S&H Green Stamps; Winn's 2.
Chain Drug Stores-Broadmoor; Walgreen; Cashmart Pharmacy; Reese 2; Norte Vista; Revco.
Discount Stores-Gibson's; K mart; Allwoods (l br., bldg. supplies).
Chain Supermarkets-Furr Food; Safeway; Allsup's 6; Smith's; Foodway 2; Tooties Hom-Ond; Albertson's; Skaggs Alpha Beta.
Other Chain Stores-Firestone; General Tire; Allied Radio Shack; Sears; Montgomery Ward; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lbr. & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 12,226; (S) 13,787; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Hendrix, Adv. Mgr., NEWS-SUN, P.O. Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: None.

LAS CRUCES

1 - LOCATION: Dona Ana County (In Las Cruces MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers-9.
Airlines-Airways of New Mexico; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; Loc. Est. 47,831
CZ-ABC: (80) 45,086; (83) 46,800
RTZ-ABC: (80) 51,254; (83) 58,300
County/MSA 80 Cen. 96,340; Loc. Est. 110,505
City & RTZ-ABC: (80) 96,340; (83) 105,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,165; Loc. Est. 16,493
CZ-ABC: (80) 16,165; (83) 17,400
RTZ-ABC: (80) 14,237; (83) 17,000
County/MSA 80 Cen. 30,402; Loc. Est. 34,420
City & RTZ-ABC: (80) 30,402; (83) 34,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 53,038

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-NM State University 630 faculty, 701 non-teaching-total 1,331 ($300); White Sands Missile Range 4,205 government civilian, 1,406 military, 2,218 contractortotal 7,829 ($300); Ag and food processing $84 million annually; L'Eggs 966 ($200); Nurseries 300 ($200); Honeywell (Microswitch) 100; Construction 1000 ($300).

10 - CLIMATE: Min. & Max. Temp. Winter 20-60; Summer 60-90.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillards, JCPenney, Wilson's, Walgreen's, Bealls
Loretto(32)	NA	Safeway, White House, Skaggs
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hgts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Popular Dry Goods; United Fashion; Anthony; White House; Montgomery Ward; Sears; Dillards; Wilsons; Bealls.
Variety Stores-TG&Y 2; Mott's 2.
Discount Stores-Gibson's; K mart; Furr's; Bonanza City.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreen; Revco 2.
Chain Supermarkets-Safeway 2; Furr's 3; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-White's; Firestone; Zales; Feder's; American Furniture; Zales; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 16,525; (S) 17,700; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Branham/Newspaper Sales.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84 & 85; State Hwys. 3 & 65.

2 - TRANSPORTATION: **Railroads**: Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; Loc. Est. 16,506
County 80 Cen. 22,751; Loc. Est. 23,461

4 - HOUSEHOLDS:
City 80 Cen. 4,706; Loc. Est. 5,071
County 80 Cen. 7,370; Loc. Est. 7,982

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$69,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,712 (1981)

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Highlands U. 350 ($250); State Hosp. 425 ($200); ASTF Div. Offices 125 ($225); Meadows Home for the Aged 30 ($200); State Hwy. Dept. 150 ($200).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Gambles; California; TG&Y; K mart; Revco; Taichert's; Mode-O-Day; Bonanza; Nancy's Apparel.
Variety Stores-Wacker's.
Chain Drug Stores-Murphy's Rexall.
Chain Supermarkets-Safeway; Furrs Gro.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 4,356; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County, E&P Map B-2. County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; Loc. Est. 11,715
County 80 Cen. 17,599; Loc. Est. 19,812
Demographic Information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; Loc. Est. 4,882
County 80 Cen. 6,283; Loc. Est. 7,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 13,575 (1981)

7 - ELECTRIC METERS: Residence 4,363

8 - GAS METERS: Residence 3,424

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzgers Hardware, Clement & Benner, Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Gibson's, Ed's Food Market
White Rock(15)	NA	Foodway
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: **Variety Stores**-TG&Y.
Discount Stores-Gibson's; Anthony's.
Chain Drug Stores-Los Alamos Drug Stores; Revco.
Chain Supermarkets-Speedway; Safeway; Foodway; Eds Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,534; (S) 4,534; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Chery Pell, Adv. Mgr., MONITOR, Box 899, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: None.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in S.E. part of state. On U.S. Hwys. 82 & 62; State 18.

2 - TRANSPORTATION: **Railroads**-Texas & New Mexico.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.
Motor Freight Carriers-Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727; Loc. Est. 10,030
County 80 Cen. 55,634; Loc. Est. 58,092

4 - HOUSEHOLDS:
City 80 Cen. 3,165; Loc. Est. 3,541
County 80 Cen. 18,786; Loc. Est. 20,183

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	N.A.	$268,795,000

6 - PASSENGER AUTOS: County 35,728

7 - ELECTRIC METERS: City Residence 4,312

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard, 3541 meters in use in city.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St. (13 stores). **Principal Stores**-C.R. Anthonys; Montgomery Ward; Sears Roebuck; Radio Shack.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway; Mr. Gatti's
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Kentucky Fried Chicken, Triftway
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum Ctr.
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Sears; Montgomery Ward; Whites.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Thriftway; Safeway; Furrs; One Stop; Alsups 4, Circle K 2.
Other Chain Stores-Gibsons; TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri; S) 3,366; Publisher's Guarantee June 9, 1983.
Local Contact for Advertising and Merchandising Data: W. H. Graham, Pub., Jean Richardson, Circ. Mgr., John Graham, Adv. Mgr., LEADER, 14 W. Ave. B, PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: Papert Companies.

MILAN
See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3. County Seat. Agricultural, dairying, oil, education and livestock. Shipping center. 120 mi. SW of Amarillo, Tex.; 98 mi. N of Roswell, NM on U.S. Hwy. 70 State 18, 88.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Yellow Transit; Calif.-Ill. Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; Loc. Est. 9,972
County 80 Cen. 15,695; Loc. Est. 15,804

4 - HOUSEHOLDS:
City 80 Cen. 3,580; Loc. Est. 5,947
County 80 Cen. 5,645; Loc. Est. 9,845

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 7,865 (1981)

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Farming 500 ($125); Dairying 125 ($200); Farm Processing 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Eastern New Mexico University 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING: **Shopping Centers**-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. thru Sun.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreen; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 3,687; (S) 4,002; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

RATON

1 - LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Albuquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 85, 87, 64; State Hwy. 72; I-25.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,225; Loc. Est. 8,884
County 80 Cen. 13,706; Loc. Est. 14,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,942; Loc. Est. 2,645
County 80 Cen. 4,927; Loc. Est. 5,471

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000
Savings & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 7,086 (1981)

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electronics 100 (N.A.); Railroad 180 ($200); Lumber Mills 225 (N.A.); Coal Mines 400 ($250); Metal Prods. 130 (N.A.); Furniture 18 (N.A.); National Rifle Assn. 12 ($250); Building Mfg. 40 ($150).
Principal Industrial Pay Days-Mines, Lumber Mills10th & 25th; Railroads-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25. Last killing frost, May 17.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Second St.; 2 on 1st St.; 3 on Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anne Plaza(14)	NA	Safeway, Revco, Sprouse Reitz
Mira Monte	NA	Sears (catalog), Fashion Fabrics

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Di Lisio's, C.R. Anthony; Rubins; Marchiondo's; JCPenney; Montgomery Ward; Tops & Bottoms; The Men's Store; Del Rose Shops; Burrough & Davis.
Variety Stores-Ben Franklin.
Chain Drug Stores-Merit; Rexall.
Chain Supermarkets-Safeway.
Other Chain Stores-Gamble's (hardware, furniture), Mode O'Day (women's); Goodyear; White Auto; Fabrific Fabrics; Coast-to-Coast; K mart; Yellow Front; Bernard's Hdwe.; Woody's Furn.; Western Auto.

14 - NEWSPAPERS: RANGE (e-tue to fri; S) 2,777; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative: Landon Associates.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70,285 & 380.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-New Mexico; Greyhound.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 37,949; Loc. Est. 45,500
CZ-ABC: (80) 40,376; (83) 42,000
RTZ-ABC: (80) 60,169; (83) 62,500
County 80 Cen. 51,103; Loc. Est. 60,000
City & RTZ-ABC: (80) 100,545; (83) 104,500

4 - HOUSEHOLDS:
City 80 Cen. 14,519; Loc. Est. 15,000
CZ-ABC: (80) 14,847; (83) 16,000
RTZ-ABC: (80) 20,499; (83) 22,100
County 80 Cen. 18,194; Loc. Est. 19,700
City & RTZ-ABC: (80) 35,346; (83) 38,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$418,988,733
Savings & Loan	4	$268,785,602

6 - PASSENGER AUTOS: County 29,000

7 - ELECTRIC METERS: Residence 21,866

8 - GAS METERS: Residence 16,384

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Levi Strauss; Eastern New Mexico University; I.M. Corp.; TMC (Trans. Manu. Corp.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	1	Sears, Furr's Mkt., Anthony Dept.
Del Norte(3)	2	Safeway, Allwoods
Highland(14)	1	
Monterey(15)	1	Safeway, Anthony, Hancock Fabrics
Plains Park(22)	1	Alco, Thriftway
Sunset(3)	2	Sunset Appliance, Shama's
Union Plaza(5)	1	Primm Drug, Roadrunner Appliance
Wilshire(10)	2	Furr's Mkt., Wacker's Variety

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Anthony; JCPenney; White's.
Variety Stores-Wackers.
Discount Stores-Alco; K mart.
Chain Drug Stores-Pecos Valley Rexall; Primm; Mitchell's; Medicine Shop.
Chain Supermarkets-Thriftway; Safeway 3; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Goodyear; Checker Auto; Radio Shack; Hobo Joe's; Allwoods; Sonic; Big O Tires.

14 - NEWSPAPERS: RECORD (e-mon to fri) 14,733; (S) 15,678; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County, E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Chama Valley; New Mexico Transportation.
Airlines-Albuquerque International Airport: American; Continental; Eastern; Frontier; Texas International; TWA; Southwest. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; Loc. Est. 49,496
PMA-ABC: (80) 52,840; (83) 55,400
Bal. in PMA: (80) 61,046; (83) 66,500
County 80 Cen. 75,306; Loc. Est. 79,664
Total PMA-ABC: (80) 113,886; (83) 121,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; Loc. Est. 18,718

PMA-ABC: (80) 19,214; (83) 20,900
Bal. in PMA-ABC: (80) 20,043; (83) 22,700
County 80 Cen. 26,272; Loc. Est. 29,053
Total PMA-ABC: (80) 39,257; (83) 43,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$289,267,000
Savings & Loan	6	$164,604,265

6 - PASSENGER AUTOS: County 42,493 (1981)

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: United Pump Co.; Pecos Trail Jeans; Eberline Instrument Corp.; Nambe Mills; Los Alamos Scientific Labs.; State Capitol Offices; Tourism.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Pevalta and Jefferson.
Neighborhood Shopping Centers-College St.; Cordova Rd.; Pen Rd.; Cerrillos Rd.; Casa Solana; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
DeVargas(55)	1	JCPenney, Wards, Albertsons, TG&Y
St. Michaels Vil.	2	K mart, Safeway
Cordova Road	2	Sav-U, Skaggs, Kinney Shoes
Pen Road	1	Bonanza, Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	Shur Valu, TG&Y
Coronado Ctr.	2	Furr's, TG&Y, Anthonys, Walgreen
College Plaza	5	Albertson's, Grand Central
Plaza Princesa	6	Smith's Foodway, TG&Y
Casa Solana	1	Piggly Wiggly, TG&Y
Downtown		Dunlaps, Sears, Guarantee, Bells,

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dunlaps; Bell's; JCPenney; Sears; Montgomery Ward; Guarantee; Anthonys.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Surplus City.
Chain Drug Stores-Walgreen Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Supermarkets-Piggly Wiggly; Kaunes 3; Smith's Foodway; Shur Valu; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertsons.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Lafayette Elect.; Good Housekeeping Shops; Zales; Big O Tires; Coopers Western Wear; Furr's; House of Fabrics; Skillern's; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14 - NEWSPAPERS: NEW MEXICAN (e-mon to fri) 16,088; (m-sat.) 15,745; (S) 19,296; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Pepe, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett Newspaper Advertising Sales.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-O.N.C.; Whitfield.
Motor Freight Carriers-2.
Airlines-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,887; Loc. Est. 10,831
County 80 Cen. 26,204; Loc. Est. 28,153

4 - HOUSEHOLDS:
City 80 Cen. 3,388; Loc. Est. 3,753
County 80 Cen. 8,586; Loc. Est. 9,655

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	2	$74,038,000
Savings & Loan	1	$35,384,883

6 - PASSENGER AUTOS: County Est. 12,628 (1981)

7 - ELECTRIC METERS: County 10,630

8 - GAS METERS: County 6,939

9 - PRINCIPAL INDUSTRIES: Copper; Lead; Zinc; Gold; Silver; Manganese; Molybdenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85, Winter 28-65.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Shopping Centers**-Hudson Street; Silver Heights, 9 mi.; Hurley 18 mi.; Tyrone 5 mi.
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Maxwell House; JCPenney; Montgomery Ward; C.R. Anthony.
Variety Stores-TG&Y; Sprouse-Reitz; Rasco's.
Discount Stores-USA; Gibson's; K mart.
Chain Drug Stores-Rexall; Howell 2; Rx Fee System.
Chain Supermarkets-Piggly Wiggly; Safeway; Furr's; Snappy Mart 12.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,690; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr.; PRESS, Box 740, Silver City, NM 88061; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton, N.Y.-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagra Falls-Niagra County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagra Falls-Includes Buffalo PMSA and Niagra Falls PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	1,488	1,136	1,163
5-14 Years	3,393	2,591	2,653
15-24 Years	2,949	3,117	3,191
25-44 Years	4,421	4,823	4,937
45-64 Years	4,039	3,728	3,816
65 and Over	1,951	2,162	2,213
TOTAL	18,241	17,557	17,973

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	1,312	1,752	2,603
General Mdse	5,816	6,645	10,345
Food	9,526	12,611	22,137
Automobiles	5,457	7,512	11,435
Gasoline Stations	2,022	2,984	5,802
Apparel	2,899	3,342	5,268
Furniture	2,048	2,266	3,583
Eat-Drink Places	3,813	4,953	10,111
Drugs	1,220	1,629	2,913
TOTAL SALES	39,173	50,698	86,626

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 101,727; Loc. Est. 97,315
CZ-ABC: (80) 198,266; (83) 196,500
RTZ-ABC: (80) 548,380; (83) 558,900
County 80 Cen. 285,909; Loc. Est. 287,350
MSA 80 Cen. 835,880; Loc. Est. 840,133
City & RTZ-ABC: (80) 746,646; (83) 755,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767; Loc. Est. 42,715
CZ-ABC: (80) 75,625; (83) 77,700
RTZ-ABC: (80) 194,524; (83) 205,400
County 80 Cen. 106,589; Loc. Est. 111,959
SMSA 80 Cen. 302,191; Loc. Est. 317,612
City & RTZ-ABC: (80) 270,149; (83) 283,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 126,950 (July, 1982)

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't. (Capital); Banking; Insurance; Education; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Fri., Thurs.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept. Last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on N Pearl St.; State St.; Broadway; 10 on Central Ave; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Century II Mall(15)	NA	
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	JCPenney, Albany Public Mkt.
Elsmere(20)	NA	Grand Union, Woolworth
Latham Crns.(55)	NA	JCPenney, Boston Store, Grand Union
Stuyvesant(35)	NA	Caldor, Flah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie(72)	NA	Macy's, Sears
Northway Mall(36)	NA	Montgomery Ward
Mohawk Mall(88)	NA	Boston Store, Bradlees, Montgomery Ward
K mart(2)	NA	K mart, Price Chopper
Loehman's Plaza(16)	NA	Loehman's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thurs., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Flah's; Marshall's; Cohoes; Barbizon's.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Albany Public 10; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 84,750; KNICKERBOCKER NEWS (e-mon to fri) 39,365; (e-sat) 32,912; (S) 155,723; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS, Box 15000, Albany, NY 12212; Tel. (518) 454-5680.
National Representative: hearst Advertising Service.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67 and 30. 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 18[illegible] railroad mi. from New York City.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. [illegible],872 Loc. Est. 20,900
CZ-ABC: (80) [illegible]1,872; (83) 20,900
RTZ ABC: (80) [illegible]954; (83) 40,100
County 80 Cen. 53,439; Loc. Est. 52,787
MSA 80 Cen. 835,880; Loc. Est. 840,133
City & RTZ-ABC: (80) 60,826; (83) 61,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,908; Loc. Est. 8,928
CZ-ABC: (80) 8,957; (83) 8,900
RTZ-ABC: (80) 13,413; (83) 14,300
County 80 Cen. 19,845; Loc. Est. 20,559
MSA 80 Cen. 302,191; Loc. Est. 317,612
City & RTZ-ABC: (80) 22,370; (83) 23,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 25,333

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mohasco Industries Executive Offices 100; General Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees, Lawn Furniture and Chairs 175; Warp Knitting [illegible] 425; Recreational Products (pools, video games, home computers) 1,500; Corrugated Shipping Containers 175; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furniture Refinishing Products 175.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28. Last killing frost April 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza, Nichols Plaza 2; Price Chopper, Fay's Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Reid Hill(3)	1	Carls Drug, P&C
Amsterdam	1	Price Chopper, Fay's, Radio Shack, Red-Barn
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Chicago Mkts.
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Price Chopper, Fay's

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Downtown Mall Mon.-Fri.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.
Discount Stores-Nichols; Fay's; K mart.
Chain Drug Stores-Daw/Rite Aid; Carl's; Fay's; CVS.
Chain Supermarkets-P&C; Chicago Markets; Price Chopper; Grand Union 2; Lou's Mkt.
Other Chain Stores-Radio Shack; Jo-Ann Fabrics;

Big A Auto Parts; Agway.

14 - NEWSPAPERS: RECORDER (e) 13,852; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Pinheiro, Adv. Dir., Paul Harris, Mktg. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3, County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6
Intercity Bus-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; Loc. Est. 31,771
CZ-ABC: (80) 32,548; (83) 32,800
RTZ-ABC: (80) 62,931; (83) 64,700
County 80 Cen. 79,894; Loc. Est. 80,739
City & RTZ-ABC: (80) 95,479; (83) 96,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672; Loc. Est. 10,869
CZ-ABC: (80) 11,672; (83) 11,900
RTZ-ABC: (80) 20,541; (83) 21,900
County 80 Cen. 26,896; Loc. Est. 28,380
City & RTZ-ABC: (80) 32,213; (83) 33,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$180,000,000
Savings & Loan	1	$25,000,000
Commercial	3	$210,000,000

6 - PASSENGER AUTOS: County 33,831

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal & Metal Prod. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn Plaza(30)	NA	Mont. Ward
Finger Lakes Mall(90)	3	Choppell's, Sears, JCPenney
Grant Ave. Plz(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri. (most Thu.); Food: 7 days.

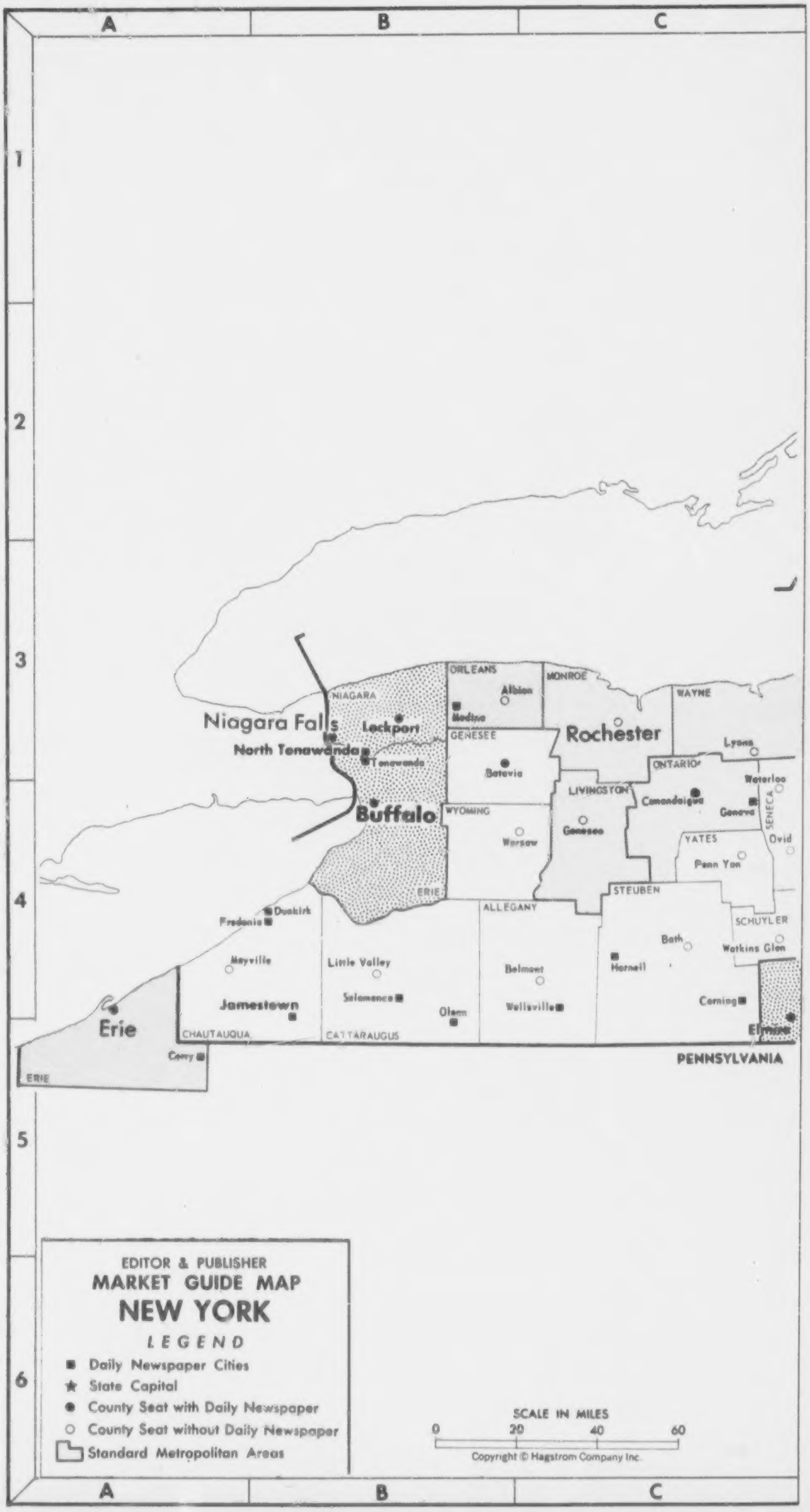
13 - RETAIL OUTLETS: Department Stores-Auburn Dry Goods.
Discount Stores-Century Housewares, Inc.; Nichols.
Variety Stores-K mart.
Chain Drug Stores-Rite-Aid 3; Fay's; Westside; Carl's Drugs; CVS.
Chain Supermarkets-P&C 2; Super Duper 2; Tops 2; Wegmans.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 16,235; (S) 16,871; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.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Batavia
ONTARIO
Waterloo
LIVINGSTON
Canandaigua
Geneva
Buffalo
WYOMING
Geneseo
SENECA
Warsaw
YATES
Ovid
Penn Yan
ERIE
STEUBEN
ALLEGANY
Dunkirk
Fredonia
SCHUYLER
Bath
Watkins Glen
Mayville
Little Valley
Belmont
Hornell
Salamanca
Jamestown
Olean
Wellsville
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CATTARAUGUS
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PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
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Standard Metropolitan Areas
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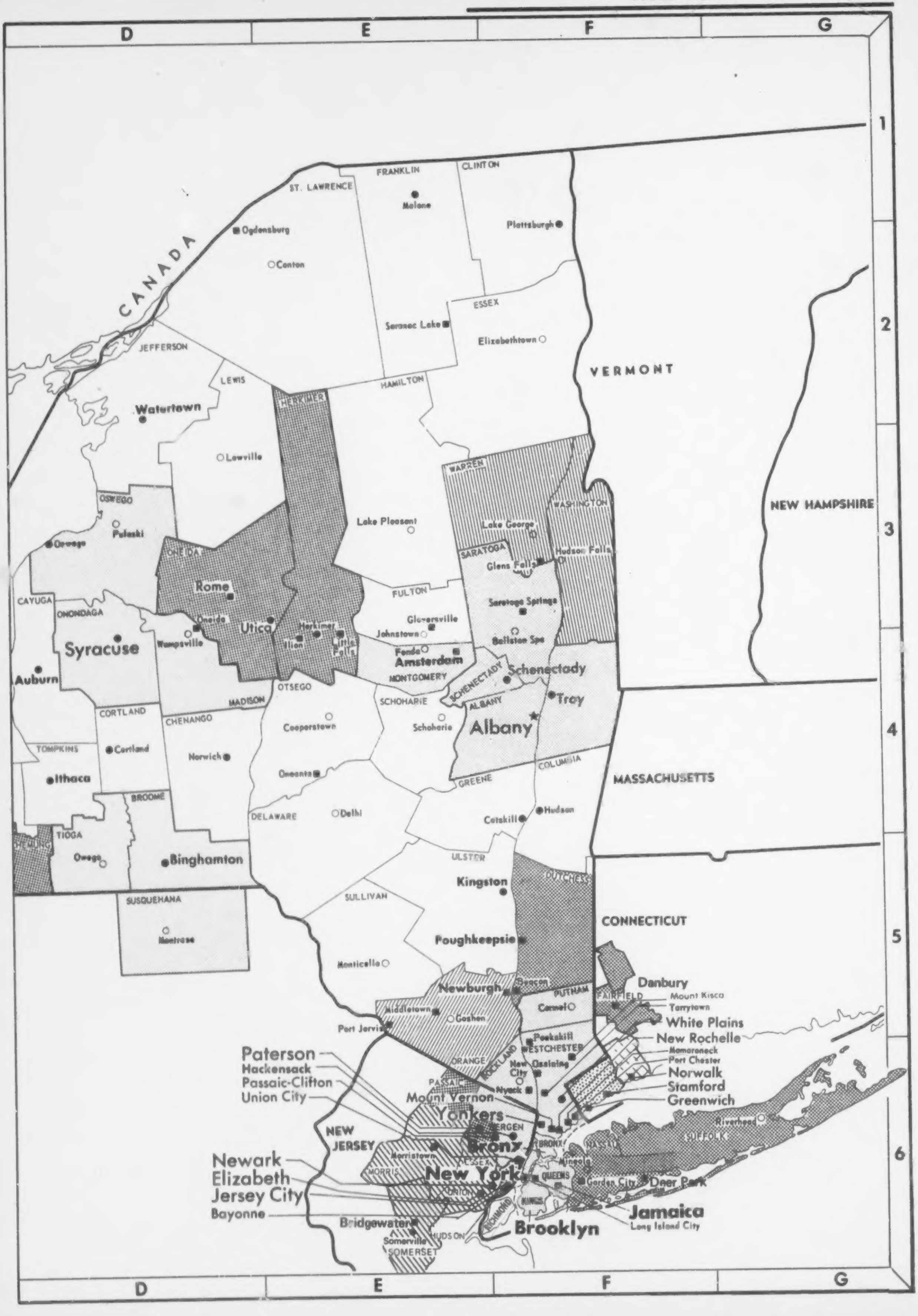
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Elizabethtown
JEFFERSON
LEWIS
HAMILTON
HERKIMER
Watertown
Lowville
VERMONT
WARREN
WASHINGTON
NEW HAMPSHIRE
OSWEGO
Pulaski
Oswego
Lake Pleasant
Lake George
Hudson Falls
SARATOGA
Glens Falls
ONEIDA
Rome
FULTON
CAYUGA
ONONDAGA
Saratoga Springs
Oneida
Utica
Herkimer
Ilion
Little Falls
Gloversville
Johnstown
Ballston Spa
Wampsville
Syracuse
Fonda
Amsterdam
Auburn
MONTGOMERY
SCHENECTADY
Schenectady
OTSEGO
MADISON
Troy
SCHOHARIE
ALBANY
CORTLAND
CHENANGO
Cooperstown
Schoharie
Albany
TOMPKINS
Cortland
Norwich
Oneonta
COLUMBIA
Ithaca
GREENE
MASSACHUSETTS
BROOME
DELAWARE
Delhi
Hudson
Catskill
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
DUTCHESS
Kingston
SUSQUEHANA
SULLIVAN
CONNECTICUT
Montrose
Poughkeepsie
Monticello
Beacon
Danbury
Newburgh
PUTNAM
FAIRFIELD
Mount Kisco
Carmel
Tarrytown
Middletown
Goshen
White Plains
Port Jervis
Peekskill
New Rochelle
WESTCHESTER
Mamaroneck
Paterson
ORANGE
Port Chester
Hackensack
ROCKLAND
New City
Ossining
Norwalk
Passaic-Clifton
PASSAIC
Stamford
Union City
Nyack
Greenwich
Mount Vernon
Yonkers
BERGEN
Riverhead
NEW JERSEY
Bronx
BRONX
NASSAU
SUFFOLK
Morristown
ESSEX
Mineola
Newark
MORRIS
New York
QUEENS
Garden City
Deer Park
Elizabeth
Jersey City
UNION
KINGS
Bayonne
RICHMOND
Jamaica
Long Island City
Bridgewater
HUDSON
Brooklyn
Somerville
SOMERSET

3 - POPULATION:
Corp. City 80 Cen. 16,703; Loc. Est. 16,634
CZ-ABC: (80) 16,703; (83) 16,600
RTZ-ABC: (80) 73,966; (83) 75,000
County 80 Cen. 59,400; Loc. Est. 60,250
City & RTZ-ABC: (80) 90,669; (83) 91,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,152; Loc. Est. 6,302
CZ-ABC: (80) 6,152; (83) 6,300
RTZ-ABC: (80) 23,955; (83) 25,300
County 80 Cen. 20,111; Loc. Est. 21,343
City & RTZ-ABC: (80) 30,107; (83) 31,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 28,398

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prod. 175; Road Machy. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Court St. Plaza(5)	0	Miners
Eastown Plaza(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Nat'l Auto

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; C.L. Carr; Ames.
Discount Stores-Century; Brand Names; K mart.
Variety Stores-Newberry.
Chain Drug Stores-Fay's.
Chain Supermarkets-Bell's; Super Duper; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 13,701; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joan M. Reschke, Adv. Dir., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON
See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (Binghamton MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81 and 88. State Hwys. 7, 17 and 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H.
Motor Freight Carriers-60.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line.
Airlines-USAir; Colgan; Empire; Air North; Air Vectors; USAir Commuter; Susquehanna.

3 - POPULATION:
Corp. City 80 Cen. 55,860; Loc. Est. 54,259
CZ-ABC: (80) 175,518; (83) 173,600
RTZ-ABC: (80) 197,839; (83) 201,700
County 80 Cen. 213,648; Loc. Est. 215,470
MSA 80 Cen. 263,460; Loc. Est. 267,127
City & RTZ-ABC: (80) 373,357; (83) 375,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314; Loc. Est. 23,106
CZ-ABC: (80) 64,482; (83) 66,200
RTZ-ABC: (80) 66,837; (83) 70,800
County 80 Cen. 76,809; Loc. Est. 80,876
MSA 80 Cen. 93,329; Loc. Est. 98,805
City & RTZ-ABC: (80) 131,359; (83) 137,000

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 108,165

7 - ELECTRIC METERS: Binghampton Area 91,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Mfg. 42,000 ($309); Metals & Machy. 29,300 (N.A.); Durable Goods 34,100 ($341); Construction 3,100 (N.A.); Transp. & Pub. 4,500 (N.A.); Whole & Ret. Trades 20,500 (N.A.); Services & Misc. 19,900 (N.A.); Govt. 21,400 (N.A.).
Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 57-80; Fall 41-60; Winter 18-34. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton; Downtown Endicott & Johnson City.
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Endwell Plaza(9)	7	Norman's Super Mkt.
Chenango Plaza(17)	2	Great American
Vestal Plaza(45)	1	Grand Union, K mart
Campus Plaza(4)	2	Great American, Sugerman's
Binghamton Plz(40)	1	K mart, CVS, Grand Union
Century Plaza	3	Fay's Drug
Endicott Plaza(12)	9	CVS, Grand Union, K mart
Vestal 5-Corner's(4)	10	Grand Union, CVS
West Corners Pl.	12	Giant, CVS
Riverside Plaza(6)	2	Great American, SupeRx, Schuster's
Northgate Plaza(17)	2	Ames, Carl's, Grand Union
Oakdale Mall(124)	4	Sears, Ward, Bradlees', Fowler's
Park Manor Plaza(8)	6	Carl's, Grand Union
Stowe Plaza(5) Binghamton	1	Carl's, Great American
Shop Rite Plaza(6)	3	Shop Rite
Small Mall(12)	3	Chuck E. Cheese's
Valley Plaza(6)	5	Dingman's, Robson
Giant Oakdale Plaza(8)	4	Giant Mkt., Rite Aid Drug

Principal Shopping Days-Mon., Thu., Sun.
Stores Open Evenings-Mon. & Thu.; Food: Mon.-Fri. Oakdale Mall (Mon.-Sat.).

13 - RETAIL OUTLETS: Department Stores-Fowler. Montgomery Ward; Sears; JCPenney; Burts; Howland's.
Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlee's; Ames; Jamesway; K mart 3.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS 9; Brooks 6; Fay's 3; Crone's SuperRx 3; Rite-Aid; Carl's 3.
Chain Supermarkets-Grand Union 9; Great American 12; Giant Food 10; 7-Eleven 3; Day & Night Stores 4; P & C Foods; Schuster 7.
Other Chain Stores-Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Fanny Farmer; KayBee Toys; Kay's Jewelers; Listening Booth; Kinney Shoes; Ormond Shops, Recordland; Rosenbaums; Shedhouse, So-Fro Fabrics; Thom McAn; Walden Books; Zales Jewelry; Herman's; Catalog Present Co.; Boardman; Service Merchandise.

14 - NEWSPAPERS: PRESS (e) 62,560; (S) 83,005; SUN-BULLETIN (m) 28,799; (m-sat) 70,450; Mar. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Nat. Adv. Mgr., PRESS and SUN-BULLETIN, Vestal Pkwy East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett Newspaper Advertising Sales.

BUFFALO

1 - LOCATION: Erie County (In Buffalo PMSA) E&P Map B-4, County Seat. Industrial, distribution, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border: 72 mi. W. of Rochester, 187 mi. NE of Cleveland; 254 mi. E. of Detroit, 382 mi. NW of N.Y. City; 526 mi. E. of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk & Western; South Buffalo Railway, Canadian National.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United, USAir; Eastern; Federal Express; People Express, Best Airlines; Continental; Empire.

3 - POPULATION:
Corp. City 80 Cen. 357,870; Loc. Est. 336,662
CZ-ABC: (80) 671,318; (83) 639,500
RTZ-ABC: (80) 752,799; (83) 761,300
County/PMSA 80 Cen. 1,015,472; Loc. Est. 1,016,326
City & RTZ-ABC: (80) 1,424,117; (83) 1,400,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954; Loc. Est. 145,302
CZ-ABC: (80) 253,562; (83) 250,200
RTZ-ABC: (80) 253,236; (83) 266,900
County/PMSA 80 Cen. 365,217; Loc. Est. 382,381
City & RTZ-ABC: (80) 506,798; (83) 517,100

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$7,366,381,000
Savings & Loan	3	$254,694,000
Commercial	14	$3,589,076,000

6 - PASSENGER AUTOS: 565,649

7 - ELECTRIC METERS: Residence 424,767

8 - GAS METERS: Residence 348,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($464); Stone, Clay, Glass & Concrete 4,800 ($387); Primary Metals 11,300 ($533); Fabricated Metal Products 10,500 ($537); Machinery (except elect.) 11,400 ($384); Electrical Equip. 10,500 ($398); Transp. Equip. 16,800 ($513); Other Durable Goods 5,400 (NA); Nondurable Goods 42,500 ($387); Food & Allied Prod. 8,500 ($431); Textiles & Apparel 3,200 ($267); Paper & Allied Prod. 3,500 ($316); Printing & Publishing 9,100 ($373); Chemicals 9,000 ($454); Rubber & Plastic Goods 4,900 ($438); Other Nondurables 4,300 (NA); Construction 15,400; Trans. & Public Util. 25,700; Wholesale & Retail Trade 107,800; Wholesale 25,100; Retail 82,700; Fin., Ins. & Real Estate 22,600; Services & Misc. 105,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores)-Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 86; Como Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20, Highland-Colvin Plaza, Colvin Blvd. & Highland Ave., Tonawonda 23; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26.
Free Standing Stores (Complete Dept. Stores)-Sibley's; Main St. & Eggert Rd.; K mart; Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Gold Circle; Walden Ave., Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blosdell; Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills; Lake Ave., Blosdell; Meadows Dr., North Tonawonda.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thurs. Most Plaza stores open nightly.
Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-Adam, Meldrum & Anderson 9; Sibley's 5; Sears 4; JCPenney 4; Hills Dept. 8; Gold Circle 7.
Variety Stores-Woolworth 5; Ames 3; G.C. Murphy 3; D&K 7.
Discount Stores-Century 9; Brand Names 7; K mart 10; Ames 3.
Chain Drug Stores-Brooks Drug 8; Fay Drug 9; Leader Wholesale Drugs 40; Miller Drugs 2; Peterson Drug 6; Revco 3; Rite Aid 31; CVS 20.
Chain Supermarkets-Super Duper 41; Tops 38; B-Kwik 14; Bell's 43; Wegman's 3.
Other Chain Stores-Endicott Johnson; Thom McAn; Firestone; Goodyear; Fanny Farmer; Kinney; Ulbrichs; Chess King; Martin Jacobi; Radio Shack; Cavages; L.L. Berger; Lane Bryant; Florsheim Shoes; The Gap; Kleinhans; The Sample; Jenss; Airport; Casual Corner; Friendly Ice Cream; Gutman's; Hickory Farms; Kay Bee Toys; Child World; Walden Books; Baker Shoes; Ormonds; Stuarts; Jeans West; Spencer Gifts; Richman Bros.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 322,092; (m-sat) 271,705; (S) 359,584; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Hugh G. Monaghan, Gen. Adv. Mgr., NEWS, 1 News Plaza, Buffalo, NY 14020; Tel. (716) 849-3434.
National Representative: Sawyer-Ferguson-Walker Co.; Publishers Representatives of Florida; American Publishers' Representatives.

CANADAIGUA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4, County Seat. Shipping center. In W central part of state on Canadaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Amtrak-Freight only.
Intercity Bus Lines-Greyhound Bus.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,419; Loc. Est. 10,033
County 80 Cen. 88,909; Loc. Est. 89,546
MSA 80 Cen. 971,879; Loc. Est. 987,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; Loc. Est. 3,661
County 80 Cen. 30,307; Loc. Est. 31,938
MSA 80 Cen. 342,101; Loc. Est. 363,926

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$214,700,00
Savings & Loan	2	$48,200,000

6 - PASSENGER AUTOS: County 42,529

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees)-Winery (237); Comm. Indus. & Office Tapes (300); Plastics (1700); Electric Insulators (310); Paper, Paper Prods. (200).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15. Last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; flouridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plaza(20)	NA	Woolworths
Townline Plaza(14)	NA	Big Wheel
Nichols Plaza(6)	NA	Nichol's
Finger Lake Plaza(10)	NA	Dox Drugs, Denim Depot

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; JCPenney; Big Wheel.
Variety Stores-Woolworth.
Discount Stores-Nichol's; Big Wheel.
Chain Drug Stores-Wayne 2; Dox; Fays.
Chain Supermarkets-Shurfine; Star Market; Wegman's; P&C Mkt.; Tops Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward (catalog); Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 10,669; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen. Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County, (In Albany-Schenectady-Troy MSA), E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; Loc. Est. 4,275
County 80 Cen. 40,861; Loc. Est. 41,429
MSA 80 Cen. 835,880; Loc. Est. 840,133

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 1,836; Loc. Est. 1,357
County 80 Cen. 14,919; Loc. Est. 15,810
MSA 80 Cen. 302,191; Loc. Est. 317,612

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$162,594,000
Commercial	2	$112,633,000

6 - PASSENGER AUTOS: County 23,809

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 15,824

8 - GAS METERS: Residence 2,158

9 - PRINCIPAL INDUSTRIES: Cement Mfr. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main Street Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; King's; Morton's.
Variety Stores-Newberry's.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3.

14 - NEWSPAPERS: MAIL (e) 4,536; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17,414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 12,953; Loc. Est. 12,162
CZ-ABC: (80) 26,244; (83) 25,400
RTZ-ABC: (80) 59,406; (83) 60,900
County 80 Cen. 99,135; Loc. Est. 99,976
City & RTZ-ABC: (80) 85,650; (83) 86,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,394; Loc. Est. 4,842
CZ-ABC: (80) 10,243; (83) 10,300
RTZ-ABC: (80) 19,714; (83) 20,800
County 80 Cen. 32,121; Loc. Est. 37,004
City & RTZ-ABC: (80) 29,957; (83) 31,100

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	4	$208,000,000

6 - PASSENGER AUTOS: County 45,001

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass prod.; Fibre boxes; Air comp.
Principal Industrail Pay Days-Tues., Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkway.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears
Grand Central(20)	NA	K mart
Murphy's Mart Plaza	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
V.G. Sq.	NA	Great American
S. Corning Pk.	NA	Corning Bldg. Co.
Rts. 415 & 17	NA	Nichols

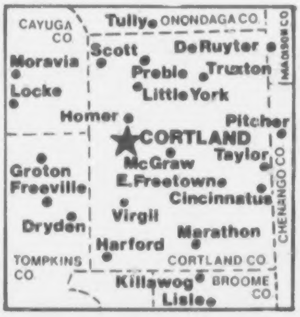
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.; Food Stores open 7 days evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell; JCPenney.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Store-Nichols; Murphy's Mart.
Chain Supermarkets-Foodmart; A&P; Great American 4; P&C.
Other Chain Stores-Firestone; Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack; Central Tractor.

14 - NEWSPAPERS: LEADER (e) 17,013; Mar. 31, 1983 ABC. Member Howard Publications, Inc.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County, E&P Map D-4. County Seat. Agriculture & dairy shipping center; misc. mfg.; college center. Central part of state. 32 mi. from Syracuse; 40 mi. from Binghamton; 220 mi. from N.Y. city. On U.S. Hwy. 11 & Interstate 81; State Hwys. 13,41,90 & 281.



Cortland Standard (e)
12,338 Sworn 3 / 31 / 83

2 - TRANSPORTATION: Railroad-NYS&W (freight).
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138; Loc. Est. 20,180
County 80 Cen. 48,820; Loc. Est. 48,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,868; Loc. Est. 6,880
County 80 Cen. 16,324; Loc. Est. 16,360

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$190,611,357
Commercial	3	$131,200,000

6 - PASSENGER AUTOS: County 20,208

7 - ELECTRIC METERS: Residence 7,570

8 - GAS METERS: Residence 7,386

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Metal Prod. 1,101; Typewriters 2,700; Electronics 436; Printing 110; Corsets & Clothing 600; Sporting Goods 304; Wood Products 239; Plastics 423; General Mfg. 261; State University College 912.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late October. Last killing frost, early April.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(12)	1	JoAnn Fabrics Fay's, Radio Shack
Grand Union Pl.(3)	1	Grand Union, Philadelphia Sales
Riverside Mall	1	P&C Markets
Cortland Plaza(2)	2	Great American, Action Audio
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Food-Mon. thru. Sun. Others-Thurs.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite-Aid 2; Fay's; Carl's 2.
Discount Stores-K mart; Philadelphia Sales; Crown Jewelry.
Chain Supermarkets-Great American 2; Homer IGA; Grand Union; Central Ave. IGA; Owego St. IGA; P&C; Tops.
Other Chain Stores-Singer Co.; Royce Shoes; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; Gloria Stevens; JoAnn Fabrics; Montgomery Ward (catalog); Goodyear; Grossman's; TSC; Tallmadge Tire.

14 - NEWSPAPERS: STANDARD (e) 12,338; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St., P.O. Box 672, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S. Shore of Lake Erie. 40 mi. SW of Buffalo. Steel manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail, Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; Loc. Est. 26,497
Dunkirk 80 Cen. 15,310; Loc. Est. 14,946
Fredonia 80 Cen. 11,126; Loc. Est. 11,551
CZ-ABC: (80) 28,020; (83) 27,900
RTZ-ABC: (80) 28,260; (83) 28,700
County 80 Cen. 146,925; Loc. Est. 148,596
City & RTZ-ABC: (80) 56,280; (83) 56,600
Demographic Information available from Newspaper. See paragraph 14.

Silver Creek
Sheridan
DUNKIRK
Van Buren
Forestville
Gowanda
Brocton
FREDONIA
Laona
Arkwright
Portland
Lily Dale
Hamlet
Cassadaga
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

Dunkirk Observer (e)
14,570 ABC 3 / 31 / 83

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544; Loc. Est. 9,800
Dunkirk 80 Cen. 6,216; Loc. Est. 5,312
Fredonia 80 Cen. 3,328; Loc. Est. 3,258
CZ-ABC: (80) 9,544; (83) 9,800
RTZ-ABC: (80) 9,895; (83) 10,500
County 80 Cen. 52,817; Loc. Est. 55,848
City & RTZ-ABC: (80) 19,439; (83) 20,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 66,061

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners (Av. weekly wage); Stainless Steel 1200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fabricating 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing ($350).

10 - CLIMATE: First killing frost, Sept. 30. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St; 10 on Route 60 strip.
Neighborhood Shopping Centers-D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Super Duper, Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sidey's; Brand Names Sales.

Cortland Standard.

The Only Daily Newspaper in Cortland County

Combined with the Weekly
CONSUMER-NEWS
Gives the best hh. coverage at comb. "savings" rate.

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

Member Syracuse Area Newspaper Network
Represented by Landon Associates

Discount Stores-Ames; Hills.
Variety Stores-G.C. Murphy; Jupiter; McCrory.; Ben Franklin.
Chain Drug Stores-Leader; West; Brooks; CVS.
Chain Supermarkets-Bells; Tops 2; Freshmart.

14 - NEWSPAPERS: OBSERVER (e) 14,570; Mar. 31, 1983 ABC
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Commuter Airlines; Air North; Altair.

3 - POPULATION:
Corp. City 80 Cen. 35,327; Loc. Est. 34,690
CZ-ABC: (80) 71,529; (83) 70,300
RTZ-ABC: (80) 205,073; (83) 207,200
County/MSA 80 Cen. 97,656; Loc. Est. 98,988
City & RTZ-ABC: (80) 276,602; (83) 277,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603; Loc. Est. 13,239
CZ-ABC: (80) 26,033; (83) 26,500
RTZ-ABC: (80) 70,812; (83) 74,400
County/MSA 80 Cen. 34,521; Loc. Est. 36,564
City & RTZ-ABC: (80) 96,845; (83) 100,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$166,000,000
Savings & Loan	3	$165,000,000
Commercial	4	$473,000,000

6 - PASSENGER AUTOS: County 44,286

7 - ELECTRIC METERS: Residence 36,201

8 - GAS METERS: Residence 29,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-All Mfg. 13,900 ($160); Durable Goods 9,900 ($160); Non-durable Goods 3,900 (N.A.).

10 - CLIMATE: Min. & Max. Temp-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20. Last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (2 stores); Midtown Plaza (15 stores); Miller Plaza (2 stores); The Arnot Mall Rt. 17 (N.W. edge of CZ) (130 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; S.F. Iszard; Sears; Women's Speciality; Rosenbaum's; Schwartz; Hess's; Fashion Factory; Harold's.
Discount Stores-Century; Nichols; Hills; Seagulls; K mart; Bradlees.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite-Aid 5.
Chain Supermarkets-Acme 2; Great American 2; P&C 2; Super Duper 2; Tops 2; Weiss.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Pittsburgh Plate Glass; Sherwin-Williams; S&H Green Stamps.

14 - NEWSPAPERS: STAR-GAZETTE (m) 38,271; TELEGRAM (S) 48,900; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Janet Krause, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St., Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett Newspaper Advertising Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: **Railroad**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; Loc. Est. 14,067
CZ-ABC: (80) 15,133; (83) 14,500
RTZ-ABC: (80) 112,488; (83) 113,600
County 80 Cen. 88,909; Loc. Est. 89,546
MSA 80 Cen. 971,879; Loc. Est. 987,510
City & RTZ-ABC: (80) 127,621; (83) 128,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400; Loc. Est. 4,716
CZ-ABC: (80) 5,241; (83) 5,200
RTZ-ABC: (80) 38,880; (83) 40,600
County 80 Cen. 30,307; Loc. Est. 31,938
MSA 80 Cen. 342,101; Loc. Est. 363,926
City & RTZ-ABC: (80) 44,121; (83) 45,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$59,586,572
Savings & Loan	1	$45,838,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 42,529

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid Mall(14)	2	K mart, Mont. Ward
Town & Country Plaza(19)	1	Sears, Acme
Big N Plaza(2)	4	

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Store**-McCurdy.
Variety Store-Woolworth.
Discount Stores-Clinton; Present, Inc.; K mart; Ames; Weston's; Kings; Jamesway.
Chain Drug Stores-Key; Carl's Drug; CVS.
Chain Supermarkets-Acme; Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Star; Wiegman's 2.
Other Chain Stores-JCPenney; Kinney; Fanny Farmer; Firestone; S&H Green Stamps; Tagway; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,507; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Ralston, Display Adv. Mgr., 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (MSA), E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between New York City and Montreal. Manufacturing, agricultural and resort area.

2 - TRANSPORTATION: **Railroads**-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.
Airlines-Courtesy Air Service.

3 - POPULATION:
Corp. City 80 Cen. 15,897; Loc. Est. 14,980
CZ-ABC: (80) 30,951; (83) 29,700
RTZ-ABC: (80) 124,288; (83) 130,400
County 80 Cen. 54,854; Loc. Est. 55,246
MSA 80 Cen. 109,649; Loc. Est. 109,923
City & RTZ-ABC: (80) 154,879; (83) 160,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069; Loc. Est. 4,613
CZ-ABC: (80) 11,336; (83) 11,400
RTZ-ABC: (80) 41,146; (83) 44,800
County 80 Cen. 19,420; Loc. Est. 20,492
MSA 80 Cen. 37,307; Loc. Est. 39,140
City & RTZ-ABC: (80) 52,482; (83) 56,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$351,600,710
Savings	3	N.A.

6 - PASSENGER AUTOS: County 27,085

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Prod. 2,200 ($400); Shirts, Dresses, etc. 650 ($185); Elec. Products 1,725 ($325); Machy. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Publishing N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer-60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop Rite, Rite Aid

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Thu.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Sears; Joy; Pearl's; JCPenney; Denby's; Magram's; Caldor.
Discount Stores-Cooks; Joy; Zayre's.
Variety Stores-Woolworth.
Chain Drug Stores-Rite-Aid; CVS.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop Rite.
Other Chain Stores-Rudolph's Jewelry; Endicott Johnson; Thom McAn; G. K. Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Denby, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST STAR (m) 32,857; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William K. Tupper, Adv. Mgr., POST STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles north of Barge Canal. On State Hwys. 29 and 30A; 5 miles N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail; Fonda, Johnstown & Gloversville.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; Loc. Est. 25,929
Gloversville 80 Cen. 17,836; Loc. Est. 16,947
Johnstown 80 Cen. 9,360; Loc. Est. 8,982
CZ-ABC: (80) 34,739; (83) 34,500
RTZ-ABC: (80) 47,918; (83) 49,600
County 80 Cen. 55,153; Loc. Est. 55,334
City & RTZ-ABC: (80) 82,557; (83) 84,100

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982; Loc. Est. 9,246
Gloversville 80 Cen. 7,176; Loc. Est. 6,136
Johnstown 80 Cen. 5,806; Loc. Est. 3,110
CZ-ABC: (80) 13,420; (83) 13,800
RTZ-ABC: (80) 16,465; (83) 17,500
County 80 Cen. 20,259; Loc. Est. 21,271
City & RTZ-ABC: (80) 29,885; (83) 31,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Commercial	6	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 25,019

7 - ELECTRIC METERS: Residence 26,760

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tanneries 2,074; Gloves 6,790; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings/Boats/Supplies 270; Knit/Fabric 500; Toys/Electronics 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W. Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anterial Plaza(12)		Montgomery Ward, CVS Drugs
Nichol's Plaza(5)	NA	Nichol's
Pyramid Mall(10)	NA	Jamesway, Radio Shack

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Argersinger; Gould's; Nichol's; Jamesway.
Chain Drug Stores-Rite-Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; Jamesway.
Variety Stores-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Chicago Market.
Other Chain Stores-Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; Singer; Endicott Johnson Shoes; Firestone; Montgomery Ward; Woodbury's; Radio Shack.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,759; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3, County Seat. Midway bet. N.Y. and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: **Motor Freight Carriers**-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; Loc. Est. 17,340
Herkimer 80 Cen. 8,383; Loc. Est. 8,270
Ilion 80 Cen. 9,190; Loc. Est. 9,070
CZ-ABC: (80) 20,789; (83) 20,500
RTZ-ABC: (80) 45,925; (83) 46,300
County 80 Cen. 66,714; Loc. Est. 67,314
MSA 80 Cen. 320,180; Loc. Est. 321,605
City & RTZ-ABC: (80) 66,714; (83) 66,800

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553; Loc. Est. 5,881
Herkimer 80 Cen. 3,232; Loc. Est. 2,881
Ilion 80 Cen. 3,321; Loc. Est. 3,000
CZ-ABC: (80) 7,761; (83) 7,900
RTZ-ABC: (80) 15,921; (83) 16,700
County 80 Cen. 23,682; Loc. Est. 24,990
MSA 80 Cen. 111,682; Loc. Est. 117,308
City & RTZ-ABC: (80) 23,682; (83) 24,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 29,177

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. wage-N.A.)-Apparel 581; Machy. 5,084; Textile 284; Metal Fab. 1,597; Furn & Fixture 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-

Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., [illegible] on First St., 1 on State St.; Mohawk: 2 on Main St., [illegible] on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz (34)	NA	Fays
Little Falls Square	NA	Montgomery Ward
Little Falls(6)	NA	JC Penney

13 - RETAIL OUTLETS: Discount Stores-Nichol's, Fay's; K mart; Montgomery Ward.

Variety Stores-Woolworth.

Chain Drug Stores-Gallinger; Lennox Bros.; Daw Rite Aide; Nichols; Burns; Fay's; Wardle's Plaza; Carl's Drug.

Chain Supermarkets-Chicago Markets; P&C 2; Victory; Herkimer Chief; Aiello's; Big M 2.

Other Chain Stores-National Auto; Western Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,047; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Gen. Mgr., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2222.

National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County, E&P Map C-4. Industrial Center. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-17.

Intercity Bus Lines-Greyhound; Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 10,234; Loc. Est. 9,695
CZ-ABC: (80) 11,047; (83) 10,500
RTZ-ABC: (80) 64,804; (83) 66,400
County 80 Cen. 99,135; Loc. Est. 99,976
City & RTZ-ABC: (80) 75,851; (83) 76,900

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861; Loc. Est. 3,600
CZ-ABC: (80) 4,165; (83) 4,100
RTZ-ABC: (80) 21,028; (83) 22,100
County 80 Cen. 35,121; Loc. Est. 37,004
City & RTZ-ABC: (80) 25,193; (83) 26,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 45,001

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 400 ($275); Textiles 400; Machinery 275 ($175); Retail 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	NA	K mart
Nichols Plaza(1)	NA	S.E. Nichols
Rt. 21 Plaza(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; JCPenney; Sears.

Variety Stores-Woolworth; Service Star.

Discount Stores-K mart; S.E. Nichols.

Chain Drug Stores-Harvey-Carey; Fay's Drug; Rexall; Rite Aid.

Chain Supermarkets-A&P; Acme; Wegman's; Food Barn.

Other Chain Stores-Endicott-Johnson; Triangle; Singer; Sherwin-Williams; Franklin; Montgomery Ward; Goodyear; Mary Carter Paint; Harold's Army & Navy Store.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,923; (S) 9,669; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: George Barnes, Adv. Div., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.

National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County, E&P Map I-4. County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66 and 9G.

2 - TRANSPORTATION: Railroads-Conrail; B.&A.; Amtrak.

Intercity Bus Lines-Greyhound.

Airlines-Columbia County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; Loc. Est. 7,524
CZ-ABC: (80) 12,015; (83) 11,700
RTZ-ABC: (80) 43,547; (83) 46,300
County 80 Cen. 59,487; Loc. Est. 61,363
City & RTZ-ABC: (80) 55,562; (83) 58,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163; Loc. Est. 2,819
CZ-ABC: (80) 4,703; (83) 4,700
RTZ-ABC: (80) 15,246; (83) 16,900
County 80 Cen. 21,325; Loc. Est. 23,055
City & RTZ-ABC: (80) 19,949; (83) 21,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 54,212

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing (Durable and nondurable goods) 1131 ($363); Agriculture 1,872 ($303); Government employees 455 ([illegible]).

10 - CLIMATE: Min. & Max. Temp. N.A. Temperate, large variations.

11 - TAP WATER: City Zone: Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Port 9 Plaza	1	Bermans
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Marsh's.

Variety Stores-J. J. Newberry; Jupiter; Montgomery Ward.

Discount Stores-Jamesway; Baker's.

Chain Supermarkets-Shop Rite; Price Chopper.

Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 14,370; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Lawrence Thornton, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-9436.

National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County, E&P Map D-4. County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agricultural enterprises.

2 - TRANSPORTATION: Railroads-Lehigh Valley (freight).

Intercity Bus Lines-Interstate; Greyhound.

Airlines-USAir; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 28,732; Loc. Est. 29,365
CZ-ABC: (80) 44,754; (83) 45,600
RTZ-ABC: (80) 42,331; (83) 44,700
County 80 Cen. 87,085; Loc. Est. 89,889
City & RTZ-ABC: (80) 87,085; (83) 90,300

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105; Loc. Est. 9,709
CZ-ABC: (80) 14,105; (83) 14,900
RTZ-ABC: (80) 15,443; (83) 16,900
County 80 Cen. 29,548; Loc. Est. 31,931
City & RTZ-ABC: (80) 29,548; (83) 31,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 36,899

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 6,600; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).

Neighborhood Shopping Centers-Triphammer, N. E.; The Plaza to S.E. College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, N.E. on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, abouth 3 mi. N.E., beyond village of Cayuga Heights; Pyramid Mall N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
Fairgrounds(2)	NA	Great American, Carl's Drug, Tops
East Hill(12)	NA	Rite Aid Drug, P&C
Ithaca Plaza(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Fays
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's Montgomery Ward

Principal Shopping Days-Thu., Fri., Sat.

Stores Open Evenings-Downtown-Thu.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth; Hills; J.W. Rhodes; Howlands; Montgomery Ward.

Discount Stores-Century Wholesales; Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.

Chain Drug Stores-Co-op Village Green; The Hills; Rite Aid; Clinton.

Chain Supermarkets-A&P; Grand Union 2; P&C 2; Victory; Great American 2; IGA; Tops.

Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 20,580; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Scott T. Donaldson, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850, Tel. (607) 272-2321.

National Representative: Gannett Newspaper Advertising Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County, E&P Map B-4. Wholesale shipping & mfg. center. 70 mi. from Buffalo; 60 mi. from Erie; 115 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-24.

Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775; Loc. Est. 34,796
CZ-ABC: (80) 46,579; (83) 45,500
RTZ-ABC: (80) 96,345; (83) 97,100
County 80 Cen. 146,925; Loc. Est. 148,596
City & RTZ-ABC: (80) 142,924, (83) 142,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194; Loc. Est. 13,661
CZ-ABC: (80) 18,391; (83) 18,600
RTZ-ABC: (80) 33,316; (83) 35,000
County 80 Cen. 52,817; Loc. Est. 55,848
City & RTZ-ABC: (80) 51,707; (83) 53,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$508,311,000
Savings & Loan	3	$481,218,000

6 - PASSENGER AUTOS: County 65,764

7 - ELECTRIC METERS: City Residence 19,670

8 - GAS METERS: City Residence 27,455

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Mach. Shop Mfg. 2,850. Woodworking 3,500. Tooling 175.

Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Oct. 26. Last killing frost, May 3.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St; 2 in Brooklyn Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plaza	2	Eckerd, Quality Mkt.
Fairmont Plaza	3	Century
Big N Plaza(8)	2	Ames, Big N
Super Duper Plaza	5	Super Duper, Jamesway
Zayre Plaza(7)	4	Zayres, Revco Drug, Valu Home Center
Chautaugua Mall(59)	4	Sears, JCPenney, Woolworth
Fluvanna Plaza(6)	2	Super Duper Mkt.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bigelow; Sears.

Discount Stores-Jamesway; Century Wholesale; Zayre's; Big N; Hills; Brand Name Sales.

Variety Stores-Woolworth; Murphy.

Chain Drug Stores-Eckerd's; Rite-Aid, Gray 2.

Chain Supermarkets-Bells; Super Duper 2; Quality 28; Tops.

Other Chain Stores-Thom McAn; Triangle; National; Richman Bros.; Fashion Factory; Ames-Big N; Fanny Farmer; Betty Dixon.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,676; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Madelyn Olson, Nat'l. Supervisor, POST-JOURNAL, 11-21 W. Second St., Jamestown, NY 14701; Tel. (716) 487-1111.

National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5. County Seat. Mfg. Agriculture dairy and resort area. On W. bank of Hudson River, 83 mi. N of N.Y. City; 54 mi. S. of Albany. At Gate 19 on N.Y. Thruway; U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: Railroads-Conrail (freight).

Motor Freight Carriers-6.

Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; Loc. Est. 23,668
CZ-ABC: (80) 41,489; (83) 41,500
RTZ-ABC: (80) 89,959; (83) 93,000
County 80 Cen. 158,158; Loc. Est. 161,592
City & RTZ-ABC: (80) 131,448; (83) 134,500

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791; Loc. Est. 8,639
County 80 Cen. 55,862; Loc. Est. 59,677
CZ-ABC: (80) 15,897; (83) 16,500
RTZ-ABC: (80) 31,153; (83) 33,400
City & RTZ-ABC: (80) 47,050; (83) 49,900

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$479,221,363
Savings & Loan	2	$155,713,082
Commercial	3	$346,000,000

6 - PASSENGER AUTOS: County 84,780

7 - ELECTRIC METERS: Residence 55,102

8 - GAS METERS: Residence 9,470

9 - PRINCIPAL INDUSTRIES: Boats; Bricks; Dresses; Knit Goods; Apparel; Military Prod.; Shirts; Electronics; Cooling Equip.

Principal Pay Days-Mon., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.

Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Valley Mall(35)	2	Hess's, K mart

Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	Grant's, Rexall Drugs
New Paltz Plz(26)	0	Great American, Rite Aid
Caldor	1	Waldbaum
Kings Mall	1	Kings Mart
Kingston Plaza(29)	NA	Sears, Britt's
Kingston	NA	Big Scot Dept.

Principal Shopping Days-Wed., Fri., & Sat.
Stores Open Evenings-All Fri., many Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears, Britt's; Hess's
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Big Scot; Caldor; Kings Mart; K mart.
Chain Drug Stores-Walgreen; Mack Drug.
Chain Supermarkets-Grand Union; Waldbaum; Weis Markets; Shop-Rite.
Other Chain Stores-National, Nugent's, Standard; Fanny Farmer; Firestone; Rudolph's; Singer Co.; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon to fri) 20,695; (S) 26,996; Mar. 31, 1983 ABC
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mkt. Dir., FREEMAN, 79 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; Loc. Est. 5,772
MSA 80 Cen. 320,180; Loc. Est. 321,605
County 80 Cen. 66,714; Loc. Est. 67,314

4 - HOUSEHOLDS:
City 80 Cen. 3,048; Loc. Est. 2,[illegible]
County 80 Cen. 23,682; Loc. Est. 24,990
MSA 80 Cen. 111,682; Loc. Est. 117,308

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 29,172

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip., Salada Foods; Bicycles; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hardware.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: First killing frost, Oct. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wonder; Boston Store; McCrorys.
Variety Stores-Lovenheim's, Park Row Drugs; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Montgomery Ward; National Auto.

14 - NEWSPAPERS: TIMES (e) 6,493; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 866-1300.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA). E&P Map B-3. County Seat. 26 mi. N of Buffalo; 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93 & 263.

2 - TRANSPORTATION: Railroad-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; Loc. Est. 24,906
CZ-ABC: (80) 24,844; (83) 24,800
RTZ-ABC: (80) 51,718; (83) 53,600
County 80 Cen. 227,101; Loc. Est. 227,193
PMSA 80 Cen. 227,101; Loc. Est. 227,193
City & RTZ-ABC: (80) 76,562; (83) 78,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769; Loc. Est. 9,985
CZ-ABC: (80) 9,635; (83) 10,000
RTZ-ABC: (80) 16,568; (83) 17,700
County 80 Cen. 80,156; Loc. Est. 83,861
PMSA 80 Cen. 80,258; Loc. Est. 83,861
City & RTZ-ABC: (80) 26,203; (83) 27,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 110,558

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Food Processing 200.
Principal Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lockport Plz(17)	1	Century, Valu
Lockport Mall(33)	1	Mont. Ward, AM&A
Transit Rd. Plz(4)	1	K mart, Bell's
Transit Plaza(2)	1	Ames, Tops

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All

13 - RETAIL OUTLETS: Department Stores-AM&A's; Montgomery Ward; Sample.
Discount Stores-Century House; Bell's Family Center; Ames; Quartet Sales; Valu Discount; CVS; KML; K mart.
Chain Drug Stores-Jay's 5; Parsons; Singer's; Peterson; Rite-Aid; Lane's 3; CVS; Fay's.
Chain Supermarkets-Super Duper; Bell's IGA 2; Tops 2; Twin Fair; Good Boys.
Other Chain Stores-Endicott-Johnson; S. B. Thing; Singer Co.; Norban's; Mary Carter; Morse Shoe; Kinny Shoe; Walden Books; Foxmore; JoAnne Fabrics; Stuart's Books; Ulbricks.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,042; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459 S. Transit, Lockport, NY 14094; Tel. (716) 439-9246.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties. E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of New York City; Nassau and Suffolk which lie east of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of New York City. At this time, approximately 78 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: Railroads-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major National & International Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Counties 80 Cen. 2,605,813; Loc. Est. 2,600,428
Nassau 80 Cen. 1,321,582; Loc. Est. 1,303,889
Suffolk 80 Cen. 1,284,231; Loc. Est. 1,296,539
PMSA 80 Cen. 2,605,813; Loc. Est. 2,600,428
CZ-ABC: (80) 2,506,949; (83) 2,527,700
RTZ-ABC: (80) 98,864; (83) 103,400
City & RTZ-ABC: (80) 2,605,813; (83) 2,631,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties 80 Cen. 809,192; Loc. Est. 830,358
Nassau 80 Cen. 423,401; Loc. Est. 430,934
Suffolk 80 Cen. 385,719; Loc. Est. 399,424
PMSA 80 Cen. 809,120; Loc. Est. 830,358
CZ-ABC: (80) 770,721; (83) 805,600
RTZ-ABC: (80) 38,399; (83) 41,400
City & RTZ-ABC: (80) 809,120; (83) 847,000

5 - BANKS:	**Banking Offices**	
Commercial	Nassau 282	Suffolk 287
Savings	Nassau 86	Suffolk 53
Savings & Loan	Nassau 97	Suffolk 79
Totals	Nassau 459	Suffolk 419

Deposits in Mutual Savings Bank, Savings & Loan Assns. & Commercial Banks in Nassau & Suffolk Counties. Total $305 Billion. Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: (Counties)Nassau 850,708; Suffolk 777,019

7 - ELECTRIC METERS: 915,124 Nassau & Suffolk Counties: Residential 825,740; Commercial & Industrial 85,016; All other 4,368. Source: L.I. Lighting Co. 1983.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: **Nassau/Suffolk**-Total employed 1,272,100. In Mfg., 168,100; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equipment, Airplanes & Elect. Motors. Non-Mfg., 1,104,000.
NOTE: There are 37 Industrial Parks totaling about 2,391 acres in NASSAU COUNTY; 86 Industrial Parks totaling about 4,966 acres in SUFFOLK COUNTY.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28. Last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: Retail Establishments-NASSAU COUNTY-Total 18,091. Building & Hardware 449; General Merchandise 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furniture, Home Furnishings & Equip. Stores 816; Eating & Drinking Places 2,283; Drug & Propriety Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Services 974.
SUFFOLK COUNTY-Total 14,170; Building Materials & Hdwe. 465; Gen. Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Eating and Drinking Places 1,944; Drug & Propriety Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 206; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Services 873.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Centers every evening ex. Sunday.

Nearby Shopping Centers

Principal Stores 75,000 Sq. Ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; Gimbels; JCPenney; Stern's.
Roosevelt Field-Alexander's; Fortunoff's; Gimbel's; Macy's; Orbach's; Marshall's; JCPenney.
Mid Island Plaza-Stern's; Sears.
Nassau Mall-Rickels; Filene's; Pergament; T.S.S.
Sunrise Mall-Stern's; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Stern's; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-JCPenney; Times Square Stores.
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Gimbel's; Sears; Stern's.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Marshall's; Rickels.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Stern's 7; Gimbel's 4; Macy's 5; JCPenney 6; Sears 9; Saks 5th Ave.; Bonwit Teller; Orbach's.
Discount Stores-Pergament 23; Rickels 6; T.S.S. 8; Modell's 6; Marshall's 7; Channel Home Center 8.
Chain Drug Stores-Courtesy 2; Genovese 26; Nescott-Whelan 13; Rite Aid 10; Rexall 5; SupeRx 5; Walgreen 2; CVS 6.
Chain Supermarkets-A&P 25; Associated Food 8; C-Town 7; Dan's Supreme 5; Finast 7; Food Town 25; Gouz 2; Grand Union 18; IGA 17; Gristedes 21; Key Food 18; King Kullen 47; Met Foods 2; Modell's; Pathmark 25; ShopRite 5; Shopwell 2; Value Plus; Waldbaum's 42. Total 278.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Lobel Youth's Centers; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Filene's; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 525,217; (e-sat) 494,734; (S) 595,156; Mar. 31, 1983 ABC; published in Melville, Suffolk Co.
Local Contact for Advertising and Merchandising Data: David Flinn, Nat. Adv. Dir., NEWSDAY, Long Island, NY 11747; Tel. (212) 490-7111.
National Representative: Direct.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION:
City 80 Cen. 7,668; Loc. Est. 6,953
County 80 Cen. 44,929; Loc. Est. 43,470

4 - HOUSEHOLDS:
City 80 Cen. 6,870; Loc. Est. 2,130
County 80 Cen. 15,127; Loc. Est. 15,301

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 21,380

7 - ELECTRIC METERS: Residence 3,743

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shoes 390 ($185); Dresses 300 ([illegible]85); Industrial-recreational vehicle distributor 100 ($210).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30. Last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seaway Plz.(4)	1	Mont. Ward, Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	NA	Grand Union, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Empsall's; Radio Shack.
Variety Stores-J.J. Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA 2; Super Duper; Great American; P&C.
Other Chain Stores-Endicott-Johnson; Radio Shack; Kinney Drugs; Grossman's; Fay Drugs.

14 - NEWSPAPERS: TELEGRAM (e) 7,047; Mar. 31, 19[illegible] ABC.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County, (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro North.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 17,616; Loc. Est. 17,537
PMA-ABC: (80) 37,397; (83) 36,700
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,386; Loc. Est. 6,560
PMA-ABC: (80) 13,312; (83) 13,600
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 5,757

8 - GAS METERS: Residence 5,283

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equipment 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-38; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thurs. through Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Home Fair.
Chain Supermarkets-A&P; Grand Union; Gristede; Finast; Daitch Shopwell 3; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 7,402; (S) 5,713; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31,63; U.S. Hwy. 104, 41 mi. W of Rochester.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; Loc. Est. 6,474
MSA 80 Cen. 971,879; Loc. Est. 987,510
County 80 Cen. 38,496; Loc. Est. 39,502

4 - HOUSEHOLDS:
City 80 Cen. 2,404; Loc. Est. 2,334
County 80 Cen. 12,976; Loc. Est. 13,877
MSA 80 Cen. 342,101; Loc. Est. 363,926

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 17,694

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Ames.
Variety Store-G. C. Murphy.
Chain Drug Stores-Jay's; Rite-Aid.
Chain Supermarkets-Super Duper; Bell's; Star.
Other Chain Stores-Noah's Ark; Western Auto; Endicott-Johnson, Sherwin-Williams.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,614; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lewis H. Waters, Adv. Dir., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Short Line.

3 - POPULATION:
Corp. City 80 Cen. 21,454; Loc. Est. 20,257
CZ-ABC: (80) 46,233; (83) 49,100
RTZ-ABC: (80) 299,667; (83) 313,900
County/PMSA 80 Cen. 259,603; Loc. Est. 264,098
City & RTZ-ABC: (80) 345,900; (83) 363,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,834; Loc. Est. 7,896
CZ-ABC: (80) 15,631; (83) 17,100
RTZ-ABC: (80) 98,360; (83) 107,100
County/PMSA 80 Cen. 84,251; Loc. Est. 89,588
City & RTZ-ABC: (80) 113,991; (83) 124,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$180,766,000
Savings & Loan	3	$128,432,000
Commercial	10	$166,953,000

6 - PASSENGER AUTOS: County 131,300

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners-Machy. 450; Metal Fab. 300; Ptg. 620; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-3 blocks on North St., 4 on E. and W Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS, Sullivan's
Shop Rite(2)	3	Rickels, Shop Rite
Monticello Mall (10)	NA	Jamesway, Great American
Zayre Plaza(16)	16	Shop Rite, Zayre
Campbell Plaza(16)	1	Shop Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	NA	Sears, Caldor

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri.; Stores on 211 & 17m open every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Green's; Sears; Kassel Bros.; Lloyds; Tompkins Dry Goods; Sullivan's; JCPenney; Howlands; Flahs.
Variety Stores-Woolworth; Caldor.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor.
Chain Drug Stores-CVS; Rite Aid.
Chain Supermarkets-A&P; Great American 2; Dis Count Plus 2; Weis Markets; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; B. Dalton; Zale; Record World; Firestone; Color Tile; Helen Gallagher.

14 - NEWSPAPERS: TIMES HERALD RECORD (m) 70,329; SUNDAY RECORD (S) 78,248; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

MOUNT KISCO

1 - LOCATION: Westchester County, (In New York PMSA). E&P Map F-6. Dairy, poultry, mixed farming.

2 - TRANSPORTATION: **Railroads**-Conrail-Harlem Division.
Intercity Bus Lines-Westchester County Busline.
Airlines-Air Florida; Altair; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 8,025; Loc. Est. 8,144
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,096; Loc. Est. 3,288
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS N.A.

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-46; Summer 62-82; Fall 38-54; Winter 18-32. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Bazaar Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Triangle(10)	NA	Caldor's
Baldwin Place(15)	NA	Sears
Westchester(15)	NA	Lloyd Lumber

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Thursday.

13 - RETAIL OUTLETS: **Department Stores**-Silo; Sears.
Discount Stores-Caldor's.
Chain Drug Stores-CVS; Nescott; Rite Aid; Rexall.
Chain Supermarkets-Waldbaum's; A&P; Grand Union; Shoprite; Finast; Shopwell.

14 - NEWSPAPERS: PATENT TRADER (all day-mon to fri) 8,545; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ed Shapiro, Adv. Mgr., PATENT TRADER, PO Box 240, Mount Kisco, NY 10549; Tel. (914) 666-8951.
National Representative: Landon Associates.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State 22.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 66,713; Loc. Est. 66,032
PMA-ABC: (80) 106,615; (83) 104,900
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377; Loc. Est. 26,345
PMA-ABC: (80) 39,509; (83) 40,300
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 23,555

8 - GAS METERS: Residence 16,937

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equipment 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568)

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills; Pelham Manor.
Principal Shopping Days-Thurs. through Sun.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite-Aid.
Chain Supermarkets-A&P; Finast; Waldbaums; Pioneer; Shopwell; Grand Union.

14 - NEWSPAPERS: ARGUS (e) 8,956; (S) 9,826; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 70,794; Loc. Est. 70,600
PMA-ABC: (80) 96,357; (83) 95,100

BEDFORD
NEW CASTLE
MT KISCO

Mount Kisco

...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $36,881) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789; Loc. Est. 26,611
PMA-ABC: (80) 34,611; (83) 35,500
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 23,157

8 - GAS METERS: Residence 19,180

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equipment 4,100 ($683); Instruments 4,600 ($495); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40 First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory's
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thurs.; Food-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's
Variety Stores-Woolworth; McCrory's
Chain Drug Stores-Liggett; Rite-Aid.
Chain Supermarkets-A&P; Shopwell 5; Caruso's 2; Pioneer.
Other Chain Stores-Sears; National Shoes; A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 13,218; (S) 11,872; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in U.S.A. in mfg. imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters; about 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1982, nearly half again the value of the second place port. It covers 1,500 square miles in the two states, generally within a 25-mile radius of the Statue of Liberty.

2 - TRANSPORTATION: **Railroads**-Conrail, with connecting service throughout the United States, and six terminal railroads furnish service to industrial and marine facilities.
Motor Freight Carriers-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.
Port Steamship Service-Ships of 110 steamship lines and agencies carry cargoes and passengers from and to all the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 336,050 passengers in 1982, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL

Intercity Bus Lines
Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Melni Bus Service, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.
Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Caravan Coach Lines, Inc.
Central Transit Lines, Inc.
Empire Bus Line, Inc. (Leprechaun Line)
Evergreen Equipment Corp.
Frank Martz Coach Company
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
NJ Transit Bus Operations, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Pine Hill-Kingston Bus Corporation
Real Transit
Recreation Lines, Inc.
Safeway Trails, Inc.
Suburban Transit Corp.
Trailways Edwards, Inc.
Trailways of New England, Inc.
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION
Scheduled Airlines and Certified Cargo Carriers
Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens and Newark International and Teterboro Airports in northern New Jersey. Together they handle commericial flights. Kennedy handles most international flights long haul domestic movements. The Air Cargo Center, the largest in the world, handles about a million tons a year between major cities in the United States and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS

	Kennedy	LaGuardia	Newark
U.S. FLAG AIRLINES:			
Air Canada		•	
Air Florida	•	•	
Air New England		•	
Air North		•	
Air Virginia			•
American Airlines	•	•	•
Bahamasair			•
Capitol International Airways	•		
Continental			•
Delta Airlines	•	•	•
Eastern Airlines	•	•	•
Empire Airlines			•
Holiday Airlines			•
Midway		•	
New York Air		•	•
New York Helicopter	•	•	•
Northwest Airlines	•	•	•
Ozark Airlines		•	
Pan American World Airways	•	•	•
People Express			•
Piedmont Airlines		•	•
Pocono Airlines			•
Ransome Airlines			•
Republic Airways		•	
Suburban Airlines (Reading)			•
Trans World Airlines	•	•	•
United Air Lines	•	•	•
USAir	•	•	•
World Airways			•
AIR CARGO ONLY:			
Airborne Express	•		•
Arrow	•		
China Airlines	•		
Federal Express			•
Flying Tiger Line	•		
Summit	•		•
Trans Mediterranean Airways	•		
Viking International			•
Zantop International			•
COMMUTER AIRLINES:			
Air North(Main Terminal)		•	
Allegheny(Main Terminal)		•	
Bar Harbor(Shuttle Terminal)		•	
Catskill Airways Inc.(Marine)		•	
Command Airways(Eastern)		•	
Commuter Airlines(Marine)		•	•
East Hampton Aire(Marine)		•	
Forde Aire(Marine)		•	
Island Helicopter(Marine)		•	
Mall Airways(Marine)		•	•
Montauk Caribbean(Marine)		•	
Pennsylvania Commuter			•
Pilgrim Airways		•	
Precision(Eastern)		•	
Provincetown/Boston(Eastern)		•	
Starflite(Marine)		•	

FOREIGN FLAG AIRLINES (serving Kennedy only):
Aer Lingus
Aerolineas Argentinas
Aeromexico
Air Afrique
Air Canada
Air France
Air India
Air Jamaica
Alia Royal Jordanian
Alitalia
Arrow Air
Avianca (Colombia)
British Airways
British West Indian Airways
Czechoslovakian Airlines
Dominicana (Dominican Republic)
Ecuatoriana
El Al Israel Airlines
Finnair
Global
Guyana
Hispaniola
Iberian Airlines of Spain
Icelandair
Japan Air Lines
KLM Royal Dutch Airlines
Korean Airlines
Kuwait Airlines
Lan-Chile
LOT Polish Airlines
Lufthansa German Airlines
Metro International
Nigerian Airways
Olympic Airways
Pakistan International Airlines
Royal Air Maroc
SABENA-Belgian World Airlines
SAS-Scandinavian Airlines System
Saudia
South African Airways
Swissair
TAP (Air Portugal)
TAROM Romanian Airlines
VARIG Airlines (Brazil)
VIASA Airlines (Venezuela)
Yugoslav Airlines

SUPPLEMENTAL AIRLINES (U.S. & Foreign)
Aviaco
Balair
Condor Air Service
Guy-America
LTU (Lufttransport Unternehmen)
Overseas National Airlines
Spantax S.A.
Transamerica

Air Terminals 1982

Total at the Three Major Airports:	
Plane Movements	780,600
Passenger Traffic	56,700,000
Cargo-Tons	1,267,000
Revnue Mail-Tons	219,900
Kennedy International Airport:	
Plane Movements	290,400
Passenger Traffic (total)	26,452,000
Domestic	12,813,000
Overseas	13,639,000
Cargo-Tons	1,112,600
LaGuardia Airport:	
Plane Movements	291,800
Passenger Traffic	18,517,000
Cargo-Tons	35,400
Newark International Airport:	
Plane Movements	198,400
Passenger Traffic	11,731,000
Cargo-Tons	119,000

Cumulative PA Investment in Air Terminals (in thousands) $1,516,000

3 - POPULATION:	**80 Census**	**84 Est.**
Total Corporate City	7,071,030	7,075,463
Bronx	1,169,115	1,178,917
Kings (B'klyn.)	2,230,936	2,213,820
New York (Manh.)	1,427,533	1,408,710
Queens	1,891,325	1,917,623
Richmond	352,121	356,393

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 miles from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone; Yonkers, NY; Mt. Vernon, NY; Newark, NJ; Passaic, NJ; Patterson, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; Loc. Est. 7,075,463
TIMES: PMA-ABC:
(80) 18,290,946; (83) 18,197,500
NEWS and POST ABC:
CZ-ABC: (80) 7,517,973; (83) 7,297,600
RTZ-ABC: (80) 9,202,113; (83) 9,251,300
City & RTZ-ABC: (80) 16,720,086; (83) 16,548,900
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674

4 - HOUSEHOLDS:	**80 Census**	**84 Est.**
Total Corporate City	2,788,221	2,915,093
Bronx	429,191	452,909
Kings (B'klyn.)	828,257	859,564
New York (Manh.)	704,259	726,299
Queens	711,940	755,056
Richmond	114,574	121,265

TIMES: PMA-ABC:
(80) 6,574,166; (83) 6,776,500
NEWS and POST ABC:
CZ-ABC: (80) 2,954,577; (83) 2,977,500
RTZ-ABC: (80) 3,069,725; (83) 3,199,800
City & RTZ-ABC: (80) 6,024,302; (83) 6,177,300
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$3,521,175,000
Brooklyn	11	$21,509,928,000
Manhattan	8	$18,729,684,000
Queens	7	$4,740,597,000
Richmond	3	$986,967,000
Total Entire City	32	$49,488,351,000

NOTE: Banking Laws in N.Y. State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific [illegible], of this area are not possible.
Source: Savings Banks Assn. of N.Y. State Dec. 31, 1982.

6 - AUTO REGISTRATIONS: Bronx 223,026; Kings (Brooklyn) 417,047; New York (Manhattan) 203,629; Queens 651,326; Richmond (Staten Island) 176,038; Total Pd. Registrations New York City 1982, 1,671,066 (Includes Passenger Autos; Commercial Trucks; Trailer; Motorcycle & Moped; Bus; Taxi; Ambulance; Rental Cars & Farm Vehicles).
Source: State of N.Y. Dept. of Motor Vehicles, 1982.

7 - ELECTRIC METERS: (Residential): Bronx 296,185; Brooklyn: 669,204; Manhattan 481,787; Queens 583,951; Richmond 108,514; Total 2,139,641.
(Commercial & Industrial): Bronx 43,207; Brooklyn 100,570; Manhattan 99,209; Queens 63,751; Richmond 9,181; Total 315,918.
Source: Consolidated Edison Co., of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1982.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1982; Brooklyn 641,979; Queens 333,711; Richmond 95,660; Total: 1,071,350.
Consolidated Edison Co., Dec. 31, 1982 (Residential): Bronx 275,102; Manhattan 359,115; Queens 180,994; Total 815,211; (Commercial & Industrial): Bronx 259,230; Manhattan 321,000; Queens 168,734; Total 748,964. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Nonagricultural employment, New York City, 1982 Industry, Number of Wage Earners (in thousands)-Mfg. 485.5; Durable Goods 94.4; Lumber, Wood Prod. 3.6; Furniture Fixtures 9.2; Stone, Clay, Glass Prods. 3.8; Primary Metal Industries 5.1; Fabricated Metal Prods. 20.2; Nonelectrical Machinery 13.3; Electrical & Electronic Machinery 25.9; Transportation Equipment 5.2; Instruments, Related Prods. 8.0; Nondurable Goods 364.2; Food & Kindred Prods. 26.2; Tobacco Mfgs. 2.9; Textile Mill Prods. 18.2; Apparel & Other Textile Prods. 129.2; Paper & Allied Prods. 14.8; Printing & Publishing 94.1; Chemicals & Allied Prods. 23.1; Petroleum & Coal Products 1.2; Rubber & Misc. Plastics Prods. 6.6; Leather & Leather Prods. 13.1; Misc. Mfg. 34.7; Mining 1.4; Government 514.1; Services & Misc. 935.3; Construction 84.1; Gen'l Bldg. Contractors 15.5; Heavy Construction Contractors 9.5; Special Trade Contractors 59.1; Transportaion & Public Utilities 249.1; Railroad Transportation 5.2; Air Transportation 46.5; Other Transportation 87.7; Communication 85.0; Electric, Gas, & Sanitary Services 24.7; Wholesale & Retail Trade 603.7; Wholesale Trade 245.5; Retail Trade 358.2; Building Materials & Garden Supplies 6.4; General Merchandise Stores 60.3; Food Stores 58.2; Auto Dealers & Service Stations 14.6; Apparel & Accessory Stores 40.6; Furniture & Home Furnishings Stores 16.2; Eating & Drinking Places 110.2; Miscellaneous Retail Stores 51.7; Finance, Insurance & Real Estate 487.1; Banking 172.7; Security Commodity Brokers & Services 101.9; Insurance Carriers 73.5; Insurance Agents, Brokers Service 28.3; Real Estate, Insurance Comb., Etc. 86.2; Credit Agencies, Investment Companies 24.4; Services & Misc. 951.6; Government 541.7; Total 3,350.3.
Source: NY State Dept. of Labor. Prepared in the NY State Dept. of Commerce, Division of Economic Research & Statistics, April 28, 1983.

10 - CLIMATE: Normal Mean Temp.-Spring 52.1; Summer 74.4; Fall 58.2; Winter 33.6; Annual precipitation averages 44.12 inches.

11 - TAP WATER: Three major sources of water supply through the Catskill & Delaware (Neutral, soft; neutral, average pH 7.0); Croton (Moderately hard; alkaline, average pH 7.2). Average consumption per day in City during 1982: 1314.5 M.G.D.; outside communities 104.7 M.G.D.; Combined 1,419.2 M.G.D. New main city feeder under construction. Hudson River Pumping Plant on standby basis. Capable of supplying 100 M.G.D. Water is fluoridated.
(Source: Dept. of Environmental Protection June 1983.)

12 - RETAILING: Principal Shopping Districts

Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner durg stores to most modern large department stores and national chain outlets may be found in some of these centers. A partial list follows:
183rd Street-King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward
Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's Candy; Busch Jewelers.
Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros, Alexander's.
Department Stores: Alexander's; Wertheimer Stores Corp.
Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores: Alexander's; Franklin; Honig's Parkway.
Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E & B; E&W Foods; Fedco Foods; Food City; Foodman; Gristede Bros.; Merit Farms; Met Food Stores; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.

Brooklyn Borough (King's County)

Prinicpal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.

Department Stores: Abraham & Strauss; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Benhil; Wallach's; B&B Lorry's.
Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; L.H. Martin Value Ctr.; B.D's; Sid's Bargain Mart; Time Square Stores.
Variety Stores-Lamston; Grand General Stores; H&L Payless; Value City; Thrifty's; King Solomon Stores; S.S. Kresge; Newberry; Jahn's Bargain Stores.
Other Chain Stores: Castro; Sachs; Singer Co.; Busch Jewelry.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair; D'Agostino.

Manhattan Borough (New York County)

Many shopping areas all over this borough.

Most famous is along Fifth Ave., where from 34th to 59th Sts., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Franklin Simon, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store, Alexanders).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St., then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.) Above 59th St. it becomes a series of typical neighborhoods built around subway outlets. Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St.; 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St.; 207th St. from 10th Ave. to B-way.; 231 St. & B-way.

Department Stores: Mays; Macy's; Gimbel's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; W&J Sloane; Ohrbach's; Saks-Fifth Ave.; JCPenney; Sears-Roebuck.
Variety Stores: Jay's; Everyone's Stores; M. H. Lamston; McCrory's; G. C. Murphy; Woolworth; 88c Stores.
Discount Stores: Amsterdam Discount; Bargain World; Century 21; Mays.
Principal Supermarkets: A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; May's; Sears; Lerner's; Abraham & Strauss.

Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; S. S. Kresge; Lamston; Woolworth's.

Discount Stores: Alexander's; L.H. Martin Value Center; Sunset Stores; Times Square Stores.

Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristede; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; 'runz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Goods, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tompkinsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park; Princess Bay on Amboy Rd. New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. north of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tompkinsville include Nunn-Bush, Richmond Dry Goods, Suskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.

Department Stores: Richmond Dry Goods Plaza; Lerner's.
Variety Stores: C.H. Martin; S.S. Kresge; Woolworth; McCrory's.
Discount Stores: K mart; Major's; Masters.
Principal Supermarkets: A&P; Acme; Associated Super Mkts; Dougle "D" Foods; Finast; Waldbaum; Pathmark; Pantry Pride; South Beach Supermarket; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall (Preston Way & Route 117)	60
Boston Post Rd. Ctr. (Boston Post Rd.)(under construction)	NA
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way, 233rd St.)	10
Brooklyn:	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86th St.)	4
Flatlands (Ralph & Flatlands Aves.)	16
Flatlands (E. 102 & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Ave.)	9
Kings Bay (Nostrand Ave.)	17
King's Plz. & Marina (Flatbush & Ave. U)	146
Korvette (Bay & Shore P'kways.)	16
Seaview Vlg. (Rockaway Pkwy., Ave. M)	12
Manhattan:	
Delano Village (Lenox Ave. & 139th St.)	NA
Grand Square (B'way & 125th St.)	NA
Manhattan Plaza 42nd/43rd Sts., 9th/10th Ave.)	NA
Park West (Columbus Ave.)	NA
Shoreview Towers (First Ave. & 85th St.)	NA
Queens:	
Barclay Square (Kissena Blvd., 41st Ave.)	NA
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Tpke.)	NA
Grand Union (Merrick Rd., Laurelton Pkwy.)	NA
Jackson Heights (31st Ave.)	20
Korvette (Douglaston)	4
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hts.)	NA
Queens Center (Queens & Woodhaven Blvd., L.I. Exprwy.)	74
Queens Plaza North (Long Island City)	NA
Rego City (57 Ave., 96th & 97th Sts.)	10
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	NA
Whitestone (Cross Island Parkway)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
Green Tree Mall (Victory Blvd. Expwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	46
Korvette (Richmond Ave.)	18
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	NA
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	150
Staten Island Plaza (Forest Ave.)	37

13 - RETAIL OUTLETS: Largest Department Stores

Bronx: Alexander's; Hearn's; Macy's; Lerner's; Plymouth Shops; Sears Roebuck; Wertheimer.

Brooklyn: Alexander's; Abraham & Straus; Macy's; Mays; Lerner's; Plymouth Shops; Sears Roebuck; Times Square Stores.

Manhattan: Alexander's; B. Altman; Bloomingdale Bros.; Gimbel Bros.; Lord & Taylor; R. H. Macy; Saks-5th Ave.; Lerner's; Orbach's; Plymouth Shops; Bonwit Teller; Montgomery Ward; JCPenney; Melnikoffs.

Queens: Gertz; Montgomery Ward; R.H. Macy; Abraham & Straus; Sears Roebuck; Abramson's; Bloomingdales; Alexander's; Lerner's; Orbachs; Times Square Stores.

Staten Island: Harry's; JCPenney; Garber's; Sears; Richmond Dry Goods; Lerner's; R.H. Macy.

Leading Chain Drug Stores
Bronx: Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.
Brooklyn: Courtesy; Crown Pathmark; Harnco; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.
Manhattan: Block; Clearfield; Drug Mart; Duane Reade Corp.; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen; Eastern Co.; Whelan.
Queens: Courtesy; Duane Reed; Genovese; Pathmark; Rexall; Whelan.
Statan Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets
Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristede; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino 3; Grand Union 7; Associated 23; Shopwell 8; Sloan's 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.
Brooklyn: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3.
Manhattan: A&P 25; D'Agostino 15; Gristede 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloan's; Shop Quick 6; Great Way Super Mkts. 2.
Queens: A&P 21; Finast 10; Gristede; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.
Statan Island: A&P 5; Grant City Food Market; Midland Superite; Pathmark 4.
Largest Variety Stores
Bronx: Woolworth 17; Kresge 4; Green; Lamston 2; Newberry; McCrory 3.
Brooklyn: Woolworth 17; Kresge 4; Green; Lamston 2; Newberry; McCrory 3.
Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.
Queens: Woolworth 23; Kresge 2; Green; Lamston 4; Nichols; McLellan 2; McCrory 3.
Statan Island: Woolworth 2; Kresge 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data; Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

BULLETIN (m-mon to fri) Circ. 3,080; sworn Oct. 1, 1980 (latest statement available); Sylvia M. Adelman, Ed./Pub., 16 Court St., Brooklyn, NY 11241; Tel. (212) 624-0536.
National Representative: None.
CHALLENGE (m-mon to fri; wknd) 72,500; publisher's estimate Feb. 1981 (latest statement available). 1368 Fulton St., Brooklyn, NY 11216; Tel. (212) 636-9500.
National Representative: None.

Manhattan Borough

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 22,684; Mar. 31, 1983 ABC. P. Robert Potesky, Adv. Dir., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.
National Representative: Knight-Ridder Newspaper Sales.
NEWS (m-mon to fri) 1,513,941; (m-sat) 1,143,924; (S) 2,004,835; Mar. 31, 1983 ABC. A.J. Calianese, Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 949-1234.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Western States Assoc. (Pacific Coast); Vincent Walker (Detroit, Mich.); Towmar (Mexico & Central & S.A.); All American Media (Europe).
POST (all day-mon to fri) 961,044; (sat) 646,311; Mar. 31, 1983 ABC. Patrick Purcell, V.P.-Adv., 210 South St., New York, NY, 10002; Tel. (212) 349-5000.
National Representatives: Braham/Newspaper Sales; Metropolitan Publishers Reps.; Media People (Canada, Bahamas, Florida, Carribbean Area, NY, NY).
TIMES (m-mon to fri) 963,443; (m-sat) 720,136; (S) 1,563,531; Mar. 31, 1983 ABC. Lance R. Primis, Senior V.P./Adv. Dir., 229 W. 43 St., New York, NY 10036; Tel. (212) 556-1234.
National Representative: Direct-through branch offices. London Bureau Ltd., SOGIP (Paris, France).
WALL ST. JOURNAL (Eastern Edition m-mon to fri) 778,936. (Total all editions m-mon to fri) 2,036,789; Mar. 31, 1983 ABC. Lee Heffner, VP/Adv. Dir., 22 Cortlandt St., New York, NY, 10007; Tel. (212) 285-5000.
National Representative: Direct-through branch offices.

NEW YORK TRIBUNE (formerly News World) (mS) 69,450; sworn Sept. 30, 1982; Scott Soulman, Adv. Dir., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.
National Representative: Direct.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 73,053; (e-sat) 70,669; (S) 82,182; Mar. 31, 1983 ABC. Jack Furnari, Mktg. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (212) 981-1234.
National Representative: Newhouse Newspapers Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mile from N.Y. State Thruway; Interstate Rte. 84.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:
Corp. Cities 80 Cen. 36,375; Loc. Est. 34,529
  Newburgh 80 Cen. 23,438; Loc. Est. 21,664
  Beacon 80 Cen. 12,937; Loc. Est. 12,865
CZ-ABC: (80) 59,122; (83) 58,000
RTZ-ABC: (80) 219,658; (83) 235,000
Counties/PMSA & MSA 80 Cen. 504,658; Loc. Est. 518,611
  Dutchess County/MSA 80 Cen. 245,055; Loc. Est. 254,513
  Orange County/PMSA 80 Cen. 259,603; Loc. Est. 264,098
City & RTZ-ABC: (80) 278,780; (83) 293,000
Demograp [illegible] ation available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,956; Loc. Est. 13,153
  Newburg 80 Cen 8,565; Loc. Est. 8,660
  Beacon 80 Cen 4,391; Loc. Est. 4,493
CZ-ABC: (80) 20,306; (83) 20,600
RTZ-ABC: (80) 69,908; (83) 77,500
Counties/PMSA & MSA 80 Cen. 164,893; Loc. Est. 177,284
  Dutchess County/MSA 80 Cen. 80,642; Loc. Est. 87,696
  Orange County/PMSA 80 Cen. 84,251; Loc. Est. 89,588
City & RTZ-ABC: (80) 90,214; (83) 98,100

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 142,821; Dutchess 140,053

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; West Point Military Academy 8,300; Beacon: Research 1,160; Printing 565; Electronics (IBM) 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days-Newburgh: Wed., Thurs., Fri.; Beacon: Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8. Last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	NA	JCPenney, Woolworth
Newburgh Mall(70)	NA	Sears, Caldor, Howlands
Zayre Plaza(22)	NA	Zayre
Big V Plaza	NA	Shoprite
Dutchess Mall(75)	NA	Service Merchandise
South Hill Mall(72)	NA	K mart, Sears

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lloyd's; Caldor; Howlands.
Variety Stores-Woolworth; Sears; Caldor's; Value City; Howland's; Big V; Albany Market.
Discount Stores-Zayre; Value City.
Chain Drug Stores-Rexall; Rite Aid; Dixx 2; Fay's Drug; CVS.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weiss Markets.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber.

14 - NEWSPAPERS: NEWS (e) 19,096; (S) 18,948; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3[illegible].
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 67,656
CZ-ABC: (80) 95,087; (83) 91,700
RTZ-ABC: (80) 40,345; (83) 40,600
County/PMSA 80 Cen. 227,101; Loc. Est. 227,193
City & RTZ-ABC: (80) 135,432; (83) 132,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,272; Loc. Est. 27,595
CZ-ABC: (80) 34,910; (83) 34,800
RTZ-ABC: (80) 12,971; (83) 13,500
County/PMSA 80 Cen. 80,258; Loc. Est. 83,861
City & RTZ-ABC: (80) 47,881; (83) 48,300

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 110,558

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees) Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center		Beirs
Niagara Factory Outlet		
Haeberle(6)	NA	Portage Pharmacy
Military Square Plaza(11)	NA	Century Housewares
Mil-Pine Plaza(9)	NA	Jenss, Tops Mkt.
Pine Plaza(22)	NA	Super Duper
Summit Park Mall(66)	NA	Hens & Kelly, Jenss, Sears

Principal Shopping Days-Mon., Wed., Thu., Sat.
Stores Open Evenings-City-Mon., Thu., Fri.; Plazas-every eve.

13 - RETAIL OUTLETS: Department Stores-Beirs, Jenss 5, Sears, Hens & Kelly, AM&A.
Discount Stores-Century, Jupiter, King's, Twin Fair, K mart, Saxon's, Brand Names.
Chain Drug Stores-Miller, Single-Rexall, Stines Leader 5; Coulson 2; Saraceni 3; Rite-Aid 2; Brooks.
Chain Supermarkets-Super Duper; Bell's; Wilson Farms; Tops 5; Twin Fair; B Kwik.
Other Chain Stores-Shoes: Shoetown, Kinney's, Nobil, Gallenkamp, Regal, Flagg Bros, Thom McAn 2; Clothing: National Shirt, Richmond Bros., Motherhood Maternity, David's, Merry-Go-Round, Chess King, Snodgrass, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Mary Carter; Color Your World; Crandall; Misc: Singer Co., S&H Green Stamps, Spiegel (catalog), Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord Jewelers, Zales, Waterbed World, Keepsake, Proving Grounds, Susie's Casuals.

14 - NEWSPAPERS: GAZETTE (m) 29,555; (S) 33,811; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Jacobs, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representative: Gannett Newspaper Advertising Sales.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; Loc. Est. 54,265
  North Tonawanda 80 Cen. 35,760; Loc. Est. 36,051
  Tonawanda 80 Cen. 18,693; Loc. Est. 18,164
CZ-ABC: (80) 54,453; (83) 53,700
RTZ-ABC: (80) 114,531; (83) 110,200
Counties/PMSAs 80 Cen. 1,242,573; Loc. Est. 1,243,519
  Niagara County/PMSA 80 Cen. 227,101; Loc. Est. 227,193
  Erie County/PMSA 80 Cen. 1,015,472; Loc. Est. 1,016,326
City & RTZ-ABC: (80) 168,984; (83) 163,900

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549; Loc. Est. 19,782
  North Tonawanda 80 Cen. 12,868; Loc. Est. 13,169
  Tonawanda 80 Cen. 6,681; Loc. Est. 6,613
CZ-ABC: (80) 19,549; (83) 20,000
RTZ-ABC: (80) 40,731; (83) 40,700
Counties/SMSA 80 Cen. 445,373; Loc. Est. 466,242
  Niagara County/PMSA 80 Cen. 80,258; Loc. Est. 83,861
  Erie County/PMSA 80 Cen. 365,217; Loc. Est. 382,381
City & RTZ-ABC: (80) 60,280; (83) 60,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: (Counties): Erie 485,048; Niagara 110,558

7 - ELECTRIC METERS: Residence 20,706

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Products 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21. Last killing frost, Apr. 27.

11 - TAP WATER: Medium Hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St., 1 one each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park, Green Acres Plaza, Highland-Colvin Plaza, Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plaza (25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plaza(33)	4	AM&A, Hengerers

Northtown Plz.	5	AM&A, Bergers
Del-Ton Plaza(15)	2	Bells
Powerline Plaza	2	Rite Aid
Rainbow Centre(65)	1	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Thurs., Fri., Mon., Sat.
Stores Open Evenings-Mon., Sat. til 9 p.m.

13 - RETAIL OUTLETS:
Discount Stores-Century; Ames; Valu; Hill's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K.2; Brooks; C.V.S. 3; Fay's 2.
Chain Supermarkets-Bell Mkts 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,029; (m-sat) 14,970; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Francis X. Stack, Adv. Dir., NEWS, 435 River Rd., North Tonowanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4. County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23 & 319.

2 - TRANSPORTATION: **Railroads**-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; Loc. Est. 7,824
County 80 Cen. 49,344; Loc. Est. 50,493
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,521; Loc. Est. 3,062
County 80 Cen. 16,858; Loc. Est. 18,086

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 22,281

7 - ELECTRIC METERS: Residence 3,420

8 - GAS METERS: Residence 1,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fishman; Woolworth's; McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl Drug; Rite Aid.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Besdin's; Triangle Shoes; Endicott-Johnson; S&H Green Stamps; Natl'. Auto; Mila Fabrics; Montgomery Ward.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,183; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Gleim, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway, Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: **Railroads**-Metro North, New Jersey Transit.
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk, Rockland, Short Line, Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; Loc. Est. 6,153
PMA-ABC: (80) 259,530; (83) 269,100
County 80 Cen. 259,530; Loc. Est. 262,493
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657; Loc. Est. 2,678
PMA-ABC: (80) 77,905; (83) 83,300
County 80 Cen. 77,905; Loc. Est. 82,498
PMSA 80 Cen. [illegible]197,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	$941,760,000
Savings	10	$513,580,000
Savings & Loan	7	$510,367,000

6 - PASSENGER AUTOS: County 148,450

7 - ELECTRIC METERS: Res. County 78,566

8 - GAS METERS: Res. County 61,371

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,700 ($408); Contract Construction 2,600 ($371); Transportation & Public Utilities 3,500 ($470); Wholesale & Retail Trade 18,200 ($205); Finance, Insurance and Real Estate 2,800 ($290); Services 19,400 ($231).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Pcnoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw.
Principal Shopping Days-Thurs. thru Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bambergers; Caldors; Marshalls.
Variety Stores-Woolworth; J.J. Newberry.
Chain Supermarkets-Shop Rite; A&P; Grand Union; Waldbaums; Pathmark; Shopwell; Foodtown; Stop and Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 45,039; (S) 47,780; March 26, 1983 ABC.
Local Contact for Advertisng and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: **Railroads**-Conrail. Intl. Bridge Provides fast truck & car connections with Canada. Also, Ogdensburg Bridge and Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Greyhound; Thousand Island.
Airport-Air North.

3 - POPULATION:
Corp. City 80 Cen. 12,375; Loc. Est. 11,710
County 80 Cen. 114,254; Loc. Est. 115,557
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; Loc. Est. 3,574
County 80 Cen. 35,801; Loc. Est. 37,871

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	2	$198,000,000

6 - PASSENGER AUTOS: County 43,223

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Hosp. 1050 ($269); Pulp & Paper 310 ($270); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwr. 100 ($240); Office Sup. 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter 28-35. First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Normal; Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Ford St.; 2 on State St.
Neighborhood Shopping Centers-2 blocks on E. Ford St.; 2 blocks on Main St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Cntr.(13)	2	P&C, Sears
Park Plaza	1 1/2	

Principal Shopping Days-Tues. thru Sun.
Stores Open Evenings-Shopping centers every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Ames; K mart.
Chain Drug Stores-B.O. Kinney; Fays Drugs.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Chicago Market.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott Johnson; National Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,064; ADVANCE NEWS (S) 7,704; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: Sean T. McNamara, Adv. Dir., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 18,207; Loc. Est. 17,943
CZ-ABC: (80) 33,442; (83) 33,600
RTZ-ABC: (80) 137,247; (83) 139,300
County 80 Cen. 85,697; Loc. Est. 87,646
City & RTZ-ABC: (80) 170,689; (83) 172,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,793; Loc. Est. 6,552
CZ-ABC: (80) 11,521; (83) 12,000
RTZ-ABC: (80) 46,825; (83) 49,200
County 80 Cen. 29,280; Loc. Est. 31,330
City & RTZ-ABC: (80) 58,346; (83) 61,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,421,112

6 - PASSENGER AUTOS: County 34,561

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Turbines, compressors, 2,700; Electric components, 1050; Capcacitors, resistors, 700; Ceramic Tile, 400; Elec. Protect. Equip., 185; Household cutlery, 150; Precision machine work; Tool & Die; Industrial supplies; Industrial machinery; Electroplating.
Principal Pay Days-Wed., Thurs., Fri., Sat.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(4)	NA	Reids, Food Barn, Rite Aid, K mart.
Bradners(4)	NA	Bradners, JCPenney
Olean Mall(53)	NA	A.M. & A's, Hills
Westons(2)	NA	Westons, No Frills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown Wed.; Shopping centers every night.

13 - RETAIL OUTLETS: **Department Stores**-A.M.&A's; Bradner's; Hill's; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Weston's; Hills.
Chain Drug Stores-Rite-Aid; Clinton; Rexall.
Chain Supermarkets-A&P; F.J. Mahar 5; Tops; Food Barn 2; Rieds; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Century House; Valu-Homes.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,811; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; Loc. Est. 10,622
County 80 Cen. 65,150; Loc. Est. 66,696
MSA 80 Cen. 642,375; Loc. Est. 649,396
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041; Loc. Est. 3,845
County 80 Cen. 20,805; Loc. Est. 22,270
MSA 80 Cen. 223,642; Loc. Est. 236,273

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 27,550

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prod. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thu.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave., Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plaza(10)	NA	Ames, Fay Drug
North Side(13)	NA	Carl's, Sears
Oneida(16)	NA	P&C Mkt., Ward's, Sears

Principal Shopping Days-Thurs., Fri., Tue.
Stores Open Evenings-Thu.; Grocery, Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; National Auto Stores; Agway.
Chain Drug Stores-Medical Ctr. Phcy Carl's; Fay's Drugs; Rite-Aid.; Colonial Pharmacy.
Variety Stores-H.L. Green.
Chain Supermarkets-P&C; Save-More; Chicago Markets; Great American Stores; Foodland.
Other Chain Stores-Montgomery Ward; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 10,215; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: David W. Hollis, Gen. Mgr., DISPATCH, 130 Broad St., Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23.60 mi. S of Utica.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 14,583
CZ-ABC: (80) 16,648; (83) 16,400
RTZ-ABC: (80) 79,302; (83) 81,500
County 80 Cen. 59,075; Loc. Est. 60,317
City & RTZ-ABC: (80) 95,950; (83) 97,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,431; Loc. Est. 3,994
CZ-ABC: (80) 5,162; (83) 5,300
RTZ-ABC: (80) 27,830; (83) 29,600
County 80 Cen. 20,228; Loc. Est. 21,579
City & RTZ-ABC: (80) 32,992; (83) 34,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: County 25,862

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); RR. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Processing 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Products 85 ($230).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12. Last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-East Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza.; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fays Drug
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. thru Sat. at shopping centers; Thursday nights downtown. Some stores open Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Bresee's; Argersingers; JCPenney; K mart.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's Drug; Ames.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward (catalog); Woolworth; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,322 Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York, PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy 9; State 133 & 134.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 20,196; Loc. Est. 20,112
PMA-ABC: (80) 60,670; (83) 60,000
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777; Loc. Est. 7,515
PMA-ABC: (80) 19,536; (83) 20,000
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 6,316

8 - GAS METERS: Residence 4,322

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equipment 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (So. Highland Ave.).
Principal Shopping Days-Thurs. thru Sun.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Variety Stores**-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's 2; Medicine Shoppe 2.
Chain Supermarkets-A&P; Grand Union 2; Finast Shopwell 2; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,282; (S) 7,437; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 751-5300.
National Representative: Gannett Newspaper Advertising Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural and dairy area. Misc. mfg., wholesale and education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 57, 48 and 104.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-4
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; Loc. Est. 30,420
Fulton 80 Cen. 13,312; Loc. Est. 12,579
Oswego 80 Cen. 19,973; Loc. Est. 17,841
CZ-ABC: (80) 21,698; (83) 21,300
RTZ-ABC: (80) 79,000; (83) 82,600
County 80 Cen. 113,901; Loc. Est. 114,608
MSA 80 Cen. 642,375; Loc. Est. 649,396
City & RTZ-ABC: (80) 100,698; (83) 103,900

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,417; Loc. Est. 10,922
Fulton 80 Cen. 5,088; Loc. Est. 4,637
Oswego 80 Cen. 7,329; Loc. Est. 6,285
CZ-ABC: (80) 7,855; (83) 8,000
RTZ-ABC: (80) 25,325; (83) 27,600
County 80 Cen. 37,238; Loc. Est. 39,126
MSA 80 Cen. 223,642; Loc. Est. 236,273
City & RTZ-ABC: (80) 33,180; (83) 35,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 47,065

7 - ELECTRIC METERS:
Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS:
Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Miller Brewing Co., Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co.; Plexo. Wire. Div.; Copperweld Steel Corp.; General Foods; Owen-Illinois; Niagara Mohawk atomic plant.
Principal Industrial Pay Days-Oswego-Thu. & Fri. Fulton-Fri., Tues., Wed. & Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Oswego: 3 blocks on W. Bridge St., 9 on E. Bridge St.; 3 on West 1st St.; 3 on West 2nd St.; 2 on East 1st St.; 2 on East 2nd St.; 2 on East 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on West Broadway; 1 on E. Broadway, 1 on W. First St. South; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Great American
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz.(12)	NA	P&C, Fay Drugs, Sears

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. thru Sat.
Stores Open Sunday-Many in Plaza.

13 - RETAIL OUTLETS: **Department Stores**-Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-Weston's; Jamesway.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 7,929; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dennis F. Kozak, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys 6, 9, 202.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Walters Transit; American.
Airlines-USAir and Altair at Westchester County Airport, Rye, N.Y.

3 - POPULATION:
Corp. City 80 Cen. 18,236; Loc. Est. 18,253
PMA-ABC: (80) 132,026; (83) 137,000
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850; Loc. Est. 7,353
PMA-ABC: (80) 42,185; (83) 45,300
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$3,739,900,000
Savings & Loan	17	$1,056,382,000
Commercial	13	$2,931,813,000

Note: In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan and 128 Commercial branches) deposit figures for which are not available and not included in above.

6 - PASSENGER AUTOS: County 504,742

7 - ELECTRIC METERS: Residence 7,007

8 - GAS METERS: Residence 3,605

9 - PRINCIPAL INDUSTRIES: Industry and Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,600 ($263); Non-Electrical Machinery 12,500 ($497); Electrical Machinery 6,000 ($215); Transportation Equipment 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing and Publishing 7,500 ($256); Chemicals 6,000 ($344).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Sears, Woolworth's, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva Alexanders, Radio Shack
Hampton Oaks	NA	IGA
Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears Catalog, Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Alexanders, Pergament.
Variety Stores-McCrory's; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Whelan's, Rite Aid.
Chain Supermarkets-A&P 2, First Nat'l; Grand Union; Shopwell 4; Shop-Rite; Waldbaum 2.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Shoe-Town; Thom McAn; Loft's; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 10,934; (S) 12,262; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald T. Caracelo, Adv. Mgr., Asst. G.M., STAR, 824 Main St., Peekskill, NY 10566; Tel. (914) 737-1200.
National Representative: Gannett Newspaper Advertising Sales.

PLATTSBURGH

1 - LOCATION: Clinton County. E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 & I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 21,057; Loc. Est. 21,596
CZ-ABC: (80) 37,441; (83) 38,400
RTZ-ABC: (80) 48,979; (83) 50,800
County 80 Cen. 80,750; Loc. Est. 82,400
City & RTZ-ABC: (80) 86,420; (83) 89,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,925; Loc. Est. 6,819
CZ-ABC: (80) 11,253; (83) 12,400
RTZ-ABC: (80) 15,614; (83) 16,400
County 80 Cen. 24,896; Loc. Est. 26,564
City & RTZ-ABC: (80) 26,867; (83) 28,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$265,860,000
Savings & Loan	1	$100,000,000

6 - PASSENGER AUTOS: County 33,151

7 - ELECTRIC METERS: Residence 8,910

8 - GAS METERS: Residence None

9 - PRINCIPAL INDUSTRIES: Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed.; Thurs.; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, JCPenney, Montgomery Ward
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Sears, Zayre, Grand Union
Skyway Corners(15)	NA	King's, Grand Union, Woolworth's
Big N Plaza(8)	NA	Ames, P&C Food, Kinney Drugs

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Meyer's; Kinney; Fay's; Ames; K mart; King's.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts; Price Chopper.
Other Chain Stores-Merit; Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zales Jewelers; Shoe Corp. of America; Endicott-Johnson Shoes; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto.; Thom McAn Shoes.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 22,010; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, and 120A; 9 mi. E of White Plains. New England Thruway. Connecticut Tpk.; Cross-Westchester Expressway.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 23,565; Loc. Est. 23,294
PMA-ABC: (80) 71,835; (83) 71,100
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001; Loc. Est. 9,272
PMA-ABC: (80) 24,651; (83) 25,400
County 80 Cen. 307,450; Loc. Est. 324,932

PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 7,879

8 - GAS METERS: Residence 6,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equipment 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thu. through Sun.
Shopping Centers-Rye Ridge (64,000 sq. ft., parks 500 cars) Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Center.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Courtesy.
Chain Supermarkets-A&P; Finast 2; Shopwell 2; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 11,090; (S) 11,836; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; Loc. Est. 8,320
County/PMSA 80 Cen. 259,603; Loc. Est. 264,098

4 - HOUSEHOLDS:
City 80 Cen. 3,385; Loc. Est. 3,295
County/PMSA 80 Cen. 84,251; Loc. Est. 89,588

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 142,821

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers-West Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant Plz.(8)	0	Rite-Aid, K mart
Jamesway Ctr.(2)	2	Jamesway, Shop Rite

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 5,066; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Mgr., TRI STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5, County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3 - POPULATION:
Corp. City 80 Cen. 29,757; Loc. Est. 29,063
CZ-ABC: (80) 69,306; (83) 68,000
RTZ-ABC: (80) 219,428; (83) 230,500
County/MSA 80 Cen. 245,055; Loc. Est. 254,513
City & RTZ-ABC: (80) 288,734; (83) 298,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,262; Loc. Est. 12,533
CZ-ABC: (80) 24,663; (83) 25,100
RTZ-ABC: (80) 70,454; (83) 76,900
County/MSA 80 Cen. 80,642; Loc. Est. 87,696
City & RTZ-ABC: (80) 95,117; (83) 102,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 140,053

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plaza, South Rd.; Bradlee Plaza, South Rd.; Hudson Plaza, South Rd.; 44 Plaza, Route 44; Red Oaks Mill; Manchester Rd.; Hyde Park Mall; South Hills Mall; Imperial Plaza; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hyde Pk. Mall	4	Shop Rite, Kings
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop Rite, May's
Hopewell Plaza	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plaza(20)	2	Montgomery Ward, Hermans, Flah's
Bradlees Plz.(25)	2	Bradlees
Dutchess Center	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44Plaza(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plaza	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz.	13	Kings
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thurs.; Food & Shpg. Ctrs., Mon. thru Fri. and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Howlands; Danish Design.
Discount Stores-Bradlee; Caldor 2; K mart 2; Kings 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite-Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop-and-Shop; Shop Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Howlands; French Boot 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Barton's; Western Auto; Kings 2; Shoe Town; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 40,862; (S) 55,670; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett Newspaper Advertising Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3, County Seat. Third largest city in state; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15 and 104; State Hwys. 31, 33, 47 and New York State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways.
Airlines-American; Best; Eastern; Empire; Mall; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 241,741; Loc. Est. 228,726
CZ-ABC: (80) 630,769; (83) 626,600
RTZ-ABC: (80) 461,215; (83) 474,000
County 80 Cen. 702,238; Loc. Est. 713,799
MSA 80 Cen. 971,879; Loc. Est. 987,510
City & RTZ-ABC: (80) 1,091,984; (83) 1,100,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 102,642; Loc. Est. 97,385
CZ-ABC: (80) 229,655; (83) 235,900
RTZ-ABC: (80) 153,135; (83) 164,300
County 80 Cen. 264,352; Loc. Est. 268,197
MSA 80 Cen. 346,000; Loc. Est. 363,926
City & RTZ-ABC: (80) 382,790; (83) 400,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	N.A.
Savings & Loan	5	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 371,915

7 - ELECTRIC METERS: Residence 265,119

8 - GAS METERS: Residence 213,764

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing/Durable Goods 122,500 ($455); Manufacturing/Nondurable Goods 28,900 ($337); Construction 9,700; Transportation & Public Util. 12,600; Wholesale & Retail Trade 82,400; Finance, Insurance and Real Estate 16,100; Services and Misc. 84,500; Government 61,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plaza; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plaza; West Brighton Plaza. **Brockport**: Big N Plaza; Brockport Plaza. **Chili**: Chili Center Mart; Chili Paul Plaza; Chili Pixley Plaza; Churchville Commons. **Gates**: C & C Plaza; Buffalo Road Shopping Ctr.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gates Chili Shopping Ctr.; Gateway Plaza; Gates Colonial Plaza; Great Western Mall; Spencerport Road Plaza; Tops-Gold Circle Plaza; Westgate Plaza; Westmar Plaza. **Greece**: Barnard Shopping Center; Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plaza; Latta Road Plaza; Long Ridge Mall; Mt. Read Maiden Lane Plaza; Northgate Plaza; Ridgemont Plaza; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plaza; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Champion Plaza; Citibank Plaza; Henrietta K mart Plaza; Henrietta Plaza; Marketplace Mall; Southtown Plaza; Todd Mart Plaza; Winjel Plaza; Suburban Plaza. **Irondequoit**: East Ridge Plaza; Georgetown Plaza; Gold Circle Plaza; Hunter Plaza; Irondequoit Shopping Ctr.; Empire Plaza; Irondequoit Wegman Plaza; Muxworthy Plaza; Sunrise Plaza; Ridge Hudson Plaza; Stutson Bridge Plaza; Titus Shopping Plaza. **Penfield**: Eastway Plaza, Panorama Plaza; Penfield Plaza; Browncroft Corners. **Perinton**: Country Club Plaza; Hitching Post Plaza; Perinton Hills; Perinton Square; Perinton Mall. **Pittsford**: Ardan/Marshalls Plaza; Pittsford Colony; Pittsford Place; Pittsford Plaza; Clover Commons. **Rochester**: Bulls Head Plaza; Culver Ridge Plaza; Lyell Shopping Plaza; Main-Merchants Shopping Ctr.; Midtown Plaza; North Park Plaza; Park Ave. Plaza; Ridge Clinton Plaza; Ridge Seneca Plaza; Warning Road Shopping Ctr.; West Ave. Plaza. **Victor**: Eastview Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Browncroft Corners(15)	5	Super Duper
Chili Ctr. Mart(3)	7	K mart, Star
Country Club(21)	9	Chase-Pitkin, Wegman's
Culver Ridge(30)	6	B. Forman, JCPenney, Star
Dewey-Stone(4)	7	Super Duper
Eastview(100)	15	Sears, Sibley's, Woolworth
Eastway(21)	9	Sibley's, Wegman
Empire(3)	4	Star
Georgetown(7)	6	Fays
Greece Towne(64)	8	Sibley's
Irondequoit(34)	5	Sibley's, Star, McCurdy's
Latta Road Plaza(9)	8	Rite-Aid
Long Ridge(74)	8	B. Forman, JCPenney, Sears
Main-Merchants(6)	5	Star Mkt.
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy
Midtown(77)	0	B. Forman, McCurdy, Wegman
Mt. Hope & Crittenden(4)	NA	Wegman's
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(32)	9	JCPenney, McCurdy, Wegman
Panorama(42)	8	Star, Tops, Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Star
Pittsford Place(9)	NA	Lauer's, McFarlin's
Pittsford Plaza(44)	5	Woolworth's, Edwards, JCPenney, B. Forman
Ridge-Hudson(14)	5	Star
Ridge-Seneca(12)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(31)	8	Edwards, Wegman's, K mart
Southtown(48)	6	Star, Sibley's, Woolworth
Stoneridge(23)	6	Star, Present Co.
Stutson(16)	NA	Star
Suburban(19)	7	
Tops-Gold Circle Plaza	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	Super Duper, Lady Madona
Waring Road(14)	4	Fay's
Westgate(40)	6	Star
Westmar(24)	6	Star, Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: **Department Stores**-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Edwards 2; Sibley's 8.
Variety Stores-H.L. Green; McCrory's; Woolworth's 10.
Discount Stores-Ames 2; Ardan's 4; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7.
Chain Drug Stores-CVS 16; Dox 6; Fay's 22; Rite-Aid 25.
Chain Supermarkets-Apple's 2; Bells 4; Big M 14; Convenient 9; IGA 8; 7 Eleven 9; Star 36; Stop-N-Go 13; Super Duper 8; Tops 9; Wegman's 24; Wilson Farms 7.
Other Chain Stores-Altiers 13; Anderson-Little 3; Baker's 5; Biba Shoes 5; Casual Corner 4; Chase Pitkin 10; Color Your World 3; Endicott Johnson 6; Fanny Farmer 13; Johnny Antonelli (Firestone) 11; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney's 6; Lane Bryant 4; Lerner's 4; Marjax 4; Nobil's; Old West 11; Ormond's 4; Radio Shack 20; Rosa & Sullivan 6; **Sherwin-**

Williams 3; Shoe Racks 4; Thom McAn 5; Western Auto 2; Waldert Opticians 10; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m) 130,936; TIMES-UNION (e) 112,210; DEMOCRAT & CHRONICLE (sat) 197,667; (S) 244,147; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pat. B. Harris, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange St., Rochester, NY 14614; Tel. (716) 232-7100.
National Representatives: Gannett Newspaper Advertising Sales; American Publishers Representatives.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel.

2 - TRANSPORTATION: **Railroads**-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Canal Freight and Passenger Lines-2.
Airlines-Empire.
Bus Lines-Utica-Rome-Syracuse.

3 - POPULATION:
Corp. City 80 Cen. 43,826; Loc. Est. 42,902
CZ-ABC: (80) 46,893; (83) 45,200
RTZ-ABC: (80) 62,698; (83) 63,500
County 80 Cen. 253,466; Loc. Est. 254,291
MSA 80 Cen. 320,180; Loc. Est. 321,605
City & RTZ-ABC: (80) 109,591; (83) 108,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172; Loc. Est. 14,888
CZ-ABC: (80) 16,179; (83) 16,200
RTZ-ABC. (80) 19,871; (83) 21,100
County 80 Cen. 88,000; Loc. Est. 92,318
MSA 80 Cen. 111,682; Loc. Est. 117,308
City & RTZ-ABC: (80) 36,050; (83) 37,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 120,577

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,400 ($182); Wire 6,000 ($184); Road Mach. 380 ($178); Gov. 4,260 ($198).
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1. Last frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Liberty Mall, Rome City Center Mall, All Downtown, Freedom Mall, Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plaza, 4 units; Grandway Plaza, 4 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Center Mart(48)	NA	Alfreds, Zayre, JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs
Mohawk Acres(26)	2	Wards, McCrorys
Westgate Manor (12)	3	Chicago Market, Radio Shack
Price Chopper	3	Price Chopper
Freedom Plz.(15)	NA	P & C, Zayres, JCPenney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlee's
New Hartford(42)	12	Hess, Sears, JCPenney, Wallachs

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, Sears Roebuck, Goldberg's, Rome Bargain Center, JCPenney, Zayres, Simpkins.
Variety Stores-Jupiter, Kanoff's, McCrorys.
Discount Stores-Rome Bargain Center; Boardman's; Community Distributing Co.; Jupiter.
Chain Drug Stores-Carl's 3; Rite-Aid 2; Fay's.
Chain Supermarkets-Great American 2, P&C 2; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Markson Bros.; Brooks Fashion; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin Williams Paint Co.

14 - NEWSPAPERS: SENTINEL (e) 19,898; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: **Railroads (Freight Only)**-Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway; New York & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; Loc. Est. 6,595
CZ-ABC: (80) 20,849; (83) 20,700
County 80 Cen. 85,697; Loc. Est. 87,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; Loc. Est. 2,332
County 80 Cen. 29,280; Loc. Est. 31,330
CZ-ABC: (80) 7,362; (83) 7,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 34,600

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Woodworking 430 ($140); Railroad 135 ($160); Lumber Mill 121 (N.A.)
Principal Pay Day-Thursday.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55, Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23. Last frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St. plus downtown shopping mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Center; Broad & Center 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)	0	Loblaw, McCrory
Olean Center(53)	16	A.M.&A., Hills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bradner's.
Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Brown Boot; Sears (catalog); Montgomery Ward (catalog); True Value Hardware; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (e) 3,594; initial audit Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sue Fries, Adv., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties, E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Trailways.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 5,578; Loc. Est. 5,523
Counties 80 Cen. 81,105; Loc. Est. 82,454
Franklin 80 Cen. 44,929; Loc. Est. 46,352
Essex 80 Cen. 36,176; Loc. Est. 36,102

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379; Loc. Est. 2,093
Counties 80 Cen. 28,006; Loc. Est. 29,757
Franklin 80 Cen. 15,127; Loc. Est. 16,356
Essex 80 Cen. 12,879; Loc. Est. 13,401

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 17,882; Essex 16,449

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames(5)	0	Radio Shack, Grand Union
Tupper Lake(7)	NA	A&P

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Altman's; Montgomery Ward (catalog); Sears; National Army; Grossman's; Diamond International.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks Drug; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Wilson; Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 4,918; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA), E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; Loc. Est. 24,203
CZ-ABC: (80) 23,906; (83) 25,000
RTZ-ABC: (80) 111,471; (83) 120,600
County 80 Cen. 153,759; Loc. Est. 155,463
MSA 80 Cen. 835,880; Loc. Est. 840,133
City & RTZ-ABC: (80) 135,377; (83) 145,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526; Loc. Est. 8,633
CZ-ABC: (80) 8,526; (83) 9,300
RTZ-ABC: (80) 37,037; (83) 41,300
County 80 Cen. 51,935; Loc. Est. 54,908
MSA 80 Cen. 302,191; Loc. Est. 317,612
City & RTZ-ABC: (80) 45,563; (83) 50,600

5 - BANKS	**NUMBER**	**DEPOSITS**
S&L/Comm.	3	$64,553,490

6 - PASSENGER AUTOS: County 77,763

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 300; Electronics 350; Packaging 300; Seasonal Industries: Saratoga Raceway, Apr.-Dec. 250; Saratoga Racetrack, Aug. 500; Saratoga Performing Arts Center, July, Aug. 100; Skidmore College 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter-22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plaza, West Ave. & Route 29; Pyramid Mall Rt. 50.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plaza	18	Mont. Ward
Aviation Mall(53)	18	Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plaza (7)	NA	Jamesway Dept., P & C Mkt.
K mart Plaza	NA	K mart, Fay's Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.; Mon. thru Sat., July and August.

13 - RETAIL OUTLETS: **Department Stores**-E.D. Starbuck; Boston Store; Carl Co.; JCPenney; Sears; Denby's; Montgomery Ward.
Variety Store-Woolworth 2.
Discount Stores-Jamesway.
Chain Drug Stores-Rite-Aid 2; Mac Finn 2; Fays; Carls.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4; P&C Markets 2.
Other Chain Stores-Standard Furniture.

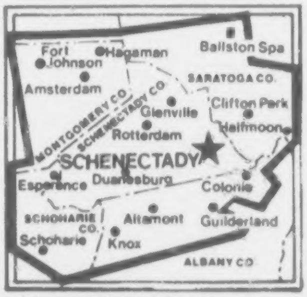
14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 11,105; (S) 18,422; Mar. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Corvi, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representatives: Gannett Newspaper Advertising Sales, Landon Associates.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east central part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway, Northway and I-88.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); D&H and B&M (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Transportation; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Thru Albany, N.Y. Airport, 10 mi. Distant-American; Page Airways; United; Command; USAir; Wright; Clinton Aero; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 67,972; Loc. Est. 66,055
CZ-ABC: (80) 137,049; (83) 134,500
RTZ-ABC: (80) 128,666; (83) 135,300
County 80 Cen. 149,946; Loc. Est. 149,295
MSA 80 Cen. 835,880; Loc. Est. 840,133
City & RTZ-ABC: (80) 265,715; (83) 269,500



Schenectady Gazette (m)
70,220 ABC 3 / 31 / 83

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747; Loc. Est. 29,092
CZ-ABC: (80) 51,867; (83) 52,800
RTZ-ABC: (80) 43,071; (83) 46,600
County 80 Cen. 56,168; Loc. Est. 58,528
MSA 80 Cen. 302,191; Loc. Est. 317,612
City & RTZ-ABC: (80) 94,938; (83) 99,400

Lots Of Media Deliver Numbers.
The Gazette Delivers $ $ $ $ $.

Every day, the Schenectady Gazette is read by 35,000 people who make more than $35,000 a year. And while it's only 23% of our readership, it's nearly one-third of the total population of the Albany, Schenectady, Troy metropolitan area who are in that earning bracket.

FACT: 59% of the Gazette audience earns over $20,000 annually.
That's buying power...the audience you're looking for!

SCHENECTADY GAZETTE

The Buying Power Of The Press

Represented by C.W.O. & O. Schenectady, New York 12301

SOURCE: Fact Finders 1982 SMSA Study

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 83,932

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electrical , Atomic, Jet Machy. and Matls. 30,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200; Concrete Prod. 100; Dairy Prod. 250; Gov't. 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15. Last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shopping areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane Street; Upper Nott Street and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall(13)	16	Grand Union, Carl Co.
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Price Chopper, Grand Union, K mart, Albany Public Mkt.
Village Square	NA	
Shoporama(9)	NA	Woolworth, Grand Union
Colonie(74)	NA	Macy's, Sears, Richman Bros., CVS
Latham(62)	NA	Boston Store, JCPenney, Grand Union, Woolworth
Northway Mall (10)	NA	Montgomery Ward, Anderson Little, Syracuse China
Mohawk Mall (81)	NA	Mont. Ward, Boston, Store, Woolworth
Rotterdam Plaza(12)	NA	Montgomery Ward, Kings, Radio Shack, Shop Rite
Crosstown Plaza	NA	Fays Drugs, Price Chopper, Fayva, Caldor, Shoe Town
Clifton Country	NA	JCPenney, CVS, Carl Co.

Principal Shopping Days-Sat., Thurs.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-Stewarts; Duane Sales; Discount House; K mart; Bradlees; Caldor; Loehman's.
Chain Drug Stores-Hall's 3; C.V.S.; Fays; Rite-Aid; Draper 2; Price Chopper 2; Town 2.
Chain Supermarkets-Price Chopper 37; Grand Union 8; P&C; Albany Public; Shop Rite; Discount Food 2.
Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Royce, Thom McAn; Furniture: Standard, Olenders, Alpert's Furn., Taft, Robinson; Clothing: Lerner's; Auto Supplies; Detroit Supply, Firestone, Goodrich, Goodyear; Misc.: Plane Boys 2, Spiegel Catalog, Fanny Farmer, Present Co., Boardman's, Service Merchandise, Woolworth, Radio Shack.

14 - NEWSPAPERS: GAZETTE (m) 70,220; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data, M. G. Moran, Gen. Adv. Mgr., GAZETTE, 332 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach.
Airlines-American; Eastern; USAir; TWA; Empire; People Express; Torontair; Airnorth; Wright; Mall.

3 - POPULATION:
Corp. City 80 Cen. 170,105; Loc. Est. 163,701
CZ-ABC: (80) 367,108; (83) 362,500
RTZ-ABC: (80) 421,809; (83) 433,600
County 80 Cen. 463,324; Loc. Est. 468,098
MSA 80 Cen. 642,375; Loc. Est. 649,396
City & RTZ-ABC: (80) 788,917; (83) 796,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961; Loc. Est. 69,077
CZ-ABC: (80) 134,376; (83) 137,700
RTZ-ABC: (80) 138,200; (83) 147,600
County 80 Cen. 165,509; Loc. Est. 174,877
MSA 80 Cen. 223,642; Loc. Est. 236,273
City & RTZ-ABC: (80) 272,576; (83) 285,300

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.
Savings & Loan	4	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 230,231

7 - ELECTRIC METERS: Residence 209,026 (Onondaga, Oswego & Parts of Cortland County).

8 - GAS METERS: Residence 132,480 (Onondaga, Oswego & parts of Cortland County).

9 - PRINCIPAL INDUSTRIES: industry, Number of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equipment 7,600; Traffic and Lighting Systems 2,200; Other Electric Machy., Eqp. & Supplies 3,800; Transportation Eqp. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Publishing 2,400; Shoes 250.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt; Mattydale; S. Geddes St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair (65)	4	Dey Bros., Sears, B. Forman, Addis
K mart Plaza(15)	5	K mart, Fay's
Airport Plaza(7)	6	Channel Home Ctr.
Westvale(21)	1	Century House, Channel Home Ctr.
Western Lights(26)	2	K mart, P&C, Chappell's
Shoppingtown (110)	5	Penneys, Dey Bros., Addis, B. Forman
Nottingham(12)	3	Carl's
Northern Lights(55)	5	Chappell's
Liverpool(12)	4	Carl's
Shop City(40)	2	Chappell's, Nat'l. Auto, P&C, Paeter's
Valley Plaza(12)	2	Rite Aid
Camilus Plaza(60)	6	JCPenney, Anderson Little, Witherills Goldberg's, Carl's
Bayberry(20)	5	P&C
Butternut Plz.(3)	1	Rite-Aid
Fayetteville Mall(70)	7	Carl's, Herman's, Sibley's, Sears
Greenhill Plaza (85)	NA	Fay's Drug, K mart, Green Hills Mkt.
Penn Can Mall(85)	7	Addis, Sears, Hill's
Seneca Mall(25)	8	Chappell's, K mart, Price Chopper, Fay's
Tri-County Mall (34)	12	Raymour's Dey Bros., Fay's
Hiawatha Plz.(25)	5	Tops
River Mall(15)	12	P&C, Rite Aid, Ames
North Plaza(7)	5	Switz's
Pyramid Mall(5)	6	Fay's
Market Place(30)	7	Service Merch., TJ Maxx

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores, Mon. & Fri.; Food, Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Dey Brothers; Witherill; Chappells; Sibley's; Sears; The Addis Co.; JCPenney; Flah's.
Variety Stores-Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores-Ra-Lin; K mart; Cook's; Naum Bros.; Boardman Ltd.; Service Merchandise; Sugarman's; Century House; T.J. Maxx; Hill's; Glass Factory; Linens & Things; Gentlemen's Warehouse.
Chain Drug Stores-Carl's 9; Fay's 10; Rite Aid Prescription Center 12; CVS 3.
Chain Supermarkets-P & C 13; Tops 9; Price Chopper 7; IGA 13; Wegman's 6; Big M Midstate 19; Green Hills 2; Chicago Mkts. 6; Super Duper 11; Silver Star Mkts. 12; Victory Markets 7; Great American 8.
Other Chain Stores-Firestone; Fanny Farmer; Dr. Scholl's; Rudolph's; Lerner; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; G. C. Murphy; Anderson-Little; Lane Bryant.

14 - NEWSPAPERS: POST-STANDARD (m) 78,324; HERALD JOURNAL (e) 104,523; HERALD AMERICAN (S) 229,364; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David R. Kaczorowski, Nat'l. Adv. Mgr., HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares, PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-2085.
National Representatives: Newhouse Newspapers; American Publisher Reps.; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 10,708
PMA-ABC: (80) 29,886; (83) 26,700
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961; Loc. Est. 4,105
PMA-ABC: (80) 10,841; (83) 11,200
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	DEPOSITS
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010 000
Commercial	16	$4,121,878,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 6,158

8 - GAS METERS: Residence 5,465

9 - PRINCIPAL INDUSTRIES: industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Trans. Equip. 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Pub. 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers 3 blocks on Broadway N. Tarrytown, 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thu. thru Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth, M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast, C Town.

14 - NEWSPAPERS: NEWS (e) 4,872; (S) 4,434; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

TONAWANDA
See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont; Arrow; Bonanza and Village Transportation.
Airlines-American; Eastern; USAir; Bar Harbor; Mall; Command; Wright; Air Vermont; United.

3 - POPULATION:
Corp. City 80 Cen. 56,638; Loc. Est. 55,151
CZ-ABC: (80) 107,178; (83) 104,900
RTZ-ABC: (80) 151,531; (83) 156,400
County 80 Cen. 151,966; Loc. Est. 153,809
MSA 80 Cen. 835,880; Loc. Est. 840,133
City & RTZ-ABC: (80) 258,709; (83) 261,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491; Loc. Est. 21,191
CZ-ABC: (80) 40,033; (83) 40,500
RTZ-ABC: (80) 51,740; (83) 55,500
County 80 Cen. 52,735; Loc. Est. 55,848
MSA 80 Cen. 302,191; Loc. Est. 317,612
City & RTZ-ABC: (80) 91,773; (83) 96,000

5 - BANKS	NUMBER	EST. DEP.
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 68,585

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Construction Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Utility/Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semiskilled Textile Operators 2,280; Semiskilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Managers 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First frost, Oct. 15. Last frost, early May.

11 - TAP WATER: Neutral, relatively soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts., also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 14th & 15th Sts. Cohoes: Seven blocks centering at Ontario & Remsen St. Watervliet: Broadway from 14th St. N. to 19th St. Waterford: Broad St. from 2nd to 5th St. Latham: Latham Corners Mall. Menand's: Broadway. Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shopping Center; Northway Mall; East Greenbush Fair; Clifton Country Mall; Uncle Sam Mall; Downtown Troy; Wolf Road Park; Westgate; Stuyvesant Plaza.
Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thurs.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Stanleys; Boston Store;

JCPenney; Macy; Sears; K mart; Carl Co.; Flahs; Caldor; Bradlees.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter; Stanley's; K mart.
Chain Drug Stores-CVS Pharmacy 4; Rite-Aid 2; Fay's 2; Shop-Rite; CVS 2.
Chain Supermarkets-Grand Union 8; A&P 3; Price Chopper 12; P&C; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6.
Other Chain Stores-Singer Co.; Endicott-Johnson; Wells & Coverly; Standard; Outlet Barn; Firestone; Goodyear; Perreault; Ursula of Switzerland; American Seal Paint; French Boot Shop; Thom McAn; Walden Book; Nut Factory; Sterling Optical; Laine Bags; Barbizon; Hit or Miss; Color Your World; Snyder Leather; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Alperts; Herman's; Toys 'R Us; The Gap; David's; Sherry's; Weathervane.

14 - NEWSPAPERS: TIMES RECORD (e) 45,386; SUNDAY RECORD (S) 44,500; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, 501 Broadway, Troy, NY 12180; Tel. (518) 272-2000.
National Representative: None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3, County Seat. Center of State; on Mohawk Valley; 202 mi. E of Buffalo; 237 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.
Airlines-Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632; Loc. Est. 72,629
CZ-ABC: (80) 118,482; (83) 114,200
RTZ-ABC: (80) 233,439; (83) 233,400
County 80 Cen. 253,466; Loc. Est. 254,291
MSA 80 Cen. 320,180; Loc. Est. 321,605
City & RTZ-ABC: (80) 351,921; (83) 347,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897; Loc. Est. 29,378
CZ-ABC: (80) 44,074; (83) 44,000
RTZ-ABC: (80) 77,666; (83) 80,900
County 80 Cen. 88,000; Loc. Est. 92,318
MSA 80 Cen. 111,682; Loc. Est. 117,308
City & RTZ-ABC: (80) 121,740; (83) 124,900

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 120,577

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First frost, Sept. 20. Last frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive. Charlestown Outlets. Pyramid Mall (enclosed) 85 stores.
Neighborhood Shopping Centers-2 blocks on N Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica(16)	2	Acme
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way
Chicago Mkt.(9)	2	Chicago Mkt., Rite-Aid
Nichols	6	Nichols Discount, Marcy, P&C
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall(90)	3	Howlands, Mont. Ward, Bradlee's
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; Hess; Zayres.
Variety Stores-Woolworth's 4.
Discount Stores-Nichols; K mart; Tars; Tehans; Mutual Distributors; Bradlees 2.
Chain Drug Stores-Rite-Aid 8; Carl's 2; Fay Drugs 2; CVS Pharmacies.
Chain Supermarkets-Great American Stores (Victory) 2; A&P; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros.; P&C; Price Chopper 2.
Other Chain Stores-Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerner's; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Mills Factory; Grossman's; 84-Lumber.

14 - NEWSPAPERS: PRESS (m) 28,764; OBSERVER DISPATCH (e) 36,171; OBSERVER DISPATCH (S) 59,401; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas B. Kies, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13503; Tel. (315) 797-9150.
National Representative: Gannett Newspaper Advertising Sales.

WATERTOWN

1 - LOCATION: Jefferson County, E&P Map D-2, County Seat. Dairying, mfg., tourist business. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: **Railroads**-Conrail.
Bus Lines-Central Greyhound.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 27,861; Loc. Est. 26,883
CZ-ABC: (80) 38,900; (83) 38,700
RTZ-ABC: (80) 199,270; (83) 201,700
County 80 Cen. 88,151; Loc. Est. 88,172
City & RTZ-ABC: (80) 238,170; (83) 240,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630; Loc. Est. 8,358
CZ-ABC: (80) 14,192; (83) 14,700
RTZ-ABC: (80) 64,042; (83) 67,300
County 80 Cen. 30,792; Loc. Est. 32,250
City & RTZ-ABC: (80) 78,234; (83) 82,000

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$319,223,000
Savings & Loan	1	$20,767,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 38,013

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,554

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip; Specialty Test Equip; Burglar Alarm Equip; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31. Last frost, April 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**: Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart
Jamesway	1	Great American
Northland Plz.(11)	2	A&P, Kinney Drug
Stateway Plz.(15)	1	Fay's Drug, P&C, Century Wholesale
Washington St. Plaza(4)	NA	Kinney Drug, Grand Union
Seaway Plaza (17)	NA	Super Duper, P&C, Kinney's
Watertown Plaza	NA	Nichol's, A&P

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Thu., & Fri.
Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; F.A. Empsall; Smith & Percy; Sears; Howland's; Nichols.
Discount Stores-Big N; Jamesway; Century Wholesale; Fay's; K mart.
Variety Stores-Woolworth; Bockman's.
Chain Drug Stores-Kinney; Fay's; Rite-Aid 2.
Chain Supermarkets-A&P 2; Super Duper 2; Red & White; P&C 2; Hilltop Plaza I.G.A.; Great American 2.
Other Chain Stores-Kinney; Barbara Moss; Pittsburgh Plate Glass; Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Wickes Home Supply; Tagway Shoes.

14 - NEWSPAPERS: TIMES (e) 41,378; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Mgr., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WAVERLY, NY
See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 5,769; Loc. Est. 5,573
CZ-ABC: (80) 5,769; (83) 5,700
RTZ-ABC: (80) 28,355; (83) 29,300
County 80 Cen. 51,742; Loc. Est. 52,040
City & RTZ-ABC: (80) 34,124; (83) 35,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; Loc. Est. 1,898
CZ-ABC: (80) 2,222; (83) 2,300
RTZ-ABC (80) 9,923; (83) 10,500
County 80 Cen. 16,505; Loc. Est. 17,301
City & RTZ-ABC: (80) 12,145; (83) 12,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000

6 - PASSENGER AUTOS: County 19,781

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. first killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.
Principal Shopping Days-Thurs., Fri.
Shopping Plaza-Ames Big N; K mart; Park Ave. Plaza.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Rockwells; Davies; J.J. Newberry.
Variety Stores-Sears; Montgomery Ward.
Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.
Chain Supermarkets-Super Duper; Giant.
Chain Drug Stores-Peterson's; Rite-Aid.
Other Chain Stores-Western Auto; Triangle; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,152; SUNDAY SPECTATOR (S) 3,770; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Linda M. Leone, Adv. Mgr., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson and Central West Pkwy.; Cross-Westchester Expwy.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 46,999; Loc. Est. 46,823
PMA-ABC: (80) 350,525; (83) 360,500
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902; Loc. Est. 19,447
PMA-ABC: (80) 114,423; (83) 121,800
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,157,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 488,140

7 - ELECTRIC METERS: Residence 16,761

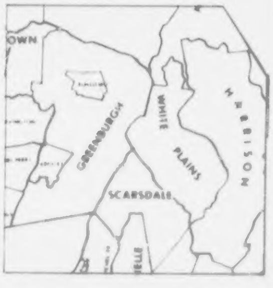
8 - GAS METERS: 11,330

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Transportation Equip. 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

White Plains



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Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Gimbel's, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thurs. thru Sun.
Stores Open Evenings-Dept.-Mon., Thu.; Food-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Gimbel's; Marshall's; Abraham & Straus; JCPenney; Neiman Marcus.
Variety Stores-Lamston; Woolworth.
Discount Stores-Alexander's; Masters; Caldor.
Chain Drug Stores-Rite Aid, Post Road Phcy.; CVS.
Chain Supermarkets-A&P; Shopwell 3; Finast; Gristede; Pathmark; Waldbaum's; Grand Union.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack;Kinney Shoes.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 42,697; (S) 47,823; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9 & State Hwys. 100 & 9A; N.Y. Thruway. Saw Mill River Pkwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 195,351; Loc. Est. 196,318
PMA-ABC: (80) 243,636; (83) 240,400
County 80 Cen. 866,599; Loc. Est. 875,612
PMSA 80 Cen. 8,274,352; Loc. Est. 8,292,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 73,892; Loc. Est. 77,533
PMA-ABC: (80) 91,133; (83) 93,300
County 80 Cen. 307,450; Loc. Est. 324,932
PMSA 80 Cen. 3,197,944; Loc. Est. 3,348,617

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: 488,140

7 - ELECTRIC METERS: Residence 64,087

8 - GAS METERS: Residence 47,208

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($335); Non-Electrical Machinery 16,200 ($739); Electrical Machinery 7,900 ($386); Trans. Equip. 4,100 ($683); Instruments 4,600 ($405); Food 10,400 ($559); Apparel 3,500 ($203); Printing & Publishing 8,300 ($378); Chemicals 5,100 ($568).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, April 10.

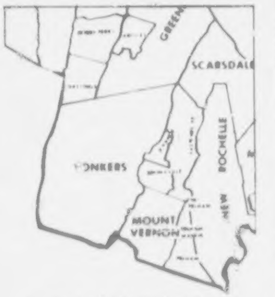
11 - TAP WATER: 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks at Getty Square incl. Main St., New Main St., So. Broadway, No. Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower So. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Gimbel's. Central Plaza-Alexander's, Caldor's.
Principal Shopping Days-Thurs. thru Sun.
Stores Open Evenings-Mon., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Wanamakers; Gimbels; Alexander's; Caldor's.
Variety Stores-Green's; Woolworth.
Discount Stores-Sunset Appliances.
Chain Drug Store-Rite-Aid.
Chain Supermarkets-Finast 5; Waldbaum; A&P 5; Shopwell; C Town 3; Grand Union; Pathmark; Pioneer.

14 - NEWSPAPERS: HERALD STATESMAN (e) 29,307; (S) 34,915; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

Yonkers



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NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.
Burlington-Alamance County.
Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander, Burke and Catawba Counties.
Jacksonville-Onslow County.
Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.
Wilmington-New Hanover County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	437	403	423
5-14 Years	1,017	929	976
15-24 Years	984	1,144	1,202
25-44 Years	1,234	1,645	1,728
45-64 Years	1,000	1,151	1,209
65 and Over	412	602	632
TOTAL	5,084	5,874	6,170

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	767	1,091	1,626
General Mdse	1,301	1,992	3,110
Food	2,306	3,831	5,744
Automobiles	2,366	3,769	5,754
Gasoline Stations	797	1,360	2,652
Apparel	576	805	1,272
Furniture	599	825	1,308
Eat-Drink Places	601	1,177	2,409
Drugs	360	558	1,001
TOTAL SALES	10,650	16,842	28,428

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston Salem-High Point MSA). County Seat. E&P Map D-2. 28 mi. S. of Greensboro on Hwys. 220, 64, 49.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; Loc. Est. 16,599
PMA-ABC: (80) 73,479; (83) 76,800
County 80 Cen. 91,861; Loc. Est. 95,789
MSA 80 Cen. 851,984; Loc. Est. 882,523

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,130; Loc. Est. 6,943
PMA-ABC: (80) 73,479; (83) 76,800
County 80 Cen. 32,964; Loc. Est. 35,916
MSA 80 Cen. 307,207; Loc. Est. 332,676

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$164,269,106
Commercial	8	$181,344,000

6 - PASSENGER AUTOS: County 48,374

7 - ELECTRIC METERS: 9,802

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Wood Products; Lumber; Wearing Apparel; Machinery; Batteries; Shoes; Paper Board; Electrical Products; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-45; Summer 40-100; Fall 20-90; Winter 3-70.

11 - TAP WATER: Soft, treated.

12 - RETAILING: Principal Shopping Centers-Downtown-3 blocks on Sunset Ave. and 3 blocks on So. Fayetteville St.
Neighborhood Shopping Centers-Northgate Plaza-North Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Village(10)	NA	Revco, Winn-Dixie
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Roses
Northgate Plaza(10)	NA	Roses, Eckerds, Food World
Plaza	NA	Lowes Foods, Bur-Mil Outlet

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Yates; B.C. Moore's; McCown-Smith.
Discount Stores: Family Dollar Store; King's; Super Dollar; K mart; Rose's.
Variety Stores-Eagle's.
Chain Drug Stores Revco; Eckerd's; Value-Pak; SupeRx; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Food World; Lowes Foods 10; Columbia Food Markets 2; Harris-Teeter; Food Lion.
Other Chain Stores-Sears; Montgomery Ward; (mail order and appliance); Carolina Tire Co. (Goodyear); Advance Stores; Pic'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 15,000; (S) 15,549; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, PO Box 340, Asheboro, NC 27203; Tel. (919) 625-2101.
National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkway (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville. On U.S. Hwys. 23, 25, 19, 70 & 74; interstate 26 & 40.

2 - TRANSPORTATION: Railroads-Southern
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 53,281; Loc. Est. 51,878
CZ-ABC: (80) 80,523; (83) 82,200
RTZ-ABC: (80) 406,661; (83) 421,700
County/MSA 80 Cen. 160,934; Loc. Est. 167,389
City & RTZ-ABC: (80) 487,184; (83) 503,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,711; Loc. Est. 21,504
CZ-ABC: (80) 31,594; (83) 33,500
RTZ-ABC: (80) 146,309; (83) 157,500
County/MSA 80 Cen. 60,274; Loc. Est. 65,574
City & RTZ-ABC: (80) 177,903; (83) 191,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$522,501,850
Savings & Loan	7	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: County 85,075

7 - ELECTRIC METERS: Residence 54,568

8 - GAS METERS: Residence 10,732

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 900; Apparel 2,600; Textile 3,200; Lbr/Wood-Furn./Fabr. Metals 2,400; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 3,800; Elec. Mach. 4,000. Av. Wkly. Wages $257.40.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 17. Last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Centers-Haywood St.; Patton Ave., Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	2	Eckerd's, Brendle's Ingles Supermarket
TriCity(10)	12	BiLo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd BiLo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's

Town & Country	3	Fine Fare Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold, Belk
South Forest(25)	3	Ingles, Eckerd's
Grace Plaza	3	Winn-Dixie, Eckerd's
Westgate(46)	2	Rose's, Meyers Arnold
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors
WNC	13	Gant Furniture, Ward Drug
Valley View(9)	12	Dollar General, Davis
Bi-Lo Plaza(2)	12	Bi-Lo Food, Revco
Ingles West Plaza	4	Revco, Rose's, Pic'N Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie, Eckerd

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thurs., Fri., Sat.

Stores Open Evenings-Some Fri., some Mon. Discount stores and Shopping Centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Meyers Arnold; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.

Discount Stores-Sky City 4; K mart 3.

Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar Store; Dollar General.

Chain Drug Stores-Eckerd's 6; Revco 9; Rite-Aid 5.

Chain Supermarkets-Winn-Dixie 5; Bi-Lo 5; Ingles 15; Ice Service Stores 14.

Other Chain Stores-Goodrich; Firestone 2; Western Auto; Sterchi Furniture; Lerner's 2; Philips Shoes; Singer Co.; Sherwin-Williams Paints 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 48,462; (e) 14,662; CITIZEN-TIMES (sat) 60,431; (S) 69,764; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5511. Toll free in NC 1-800-452-2841.

National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266; Loc. Est. 38,998
CZ-ABC: (80) 55,414; (83) 54,900
RTZ-ABC: (80) 54,092; (83) 54,700
County/MSA 80 Cen. 99,136; Loc. Est. 101,796
City & RTZ-ABC: (80) 109,506; (83) 109,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367; Loc. Est. 15,269
CZ-ABC: (80) 20,794; (83) 21,300
RTZ-ABC: (80) 18,627; (83) 19,700
County/MSA 80 Cen. 35,900; Loc. Est. 38,612
City & RTZ-ABC: (80) 39,421; (83) 41,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 57,678

7 - ELECTRIC METERS: Residence 21,503

8 - GAS METERS: Residence 12,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 14,768 ($202); Furniture 600 ($220); Electronics 1,108 ($478); Foods 600 ($260).
Principal Industrial Pay Days-Thu., Fri.

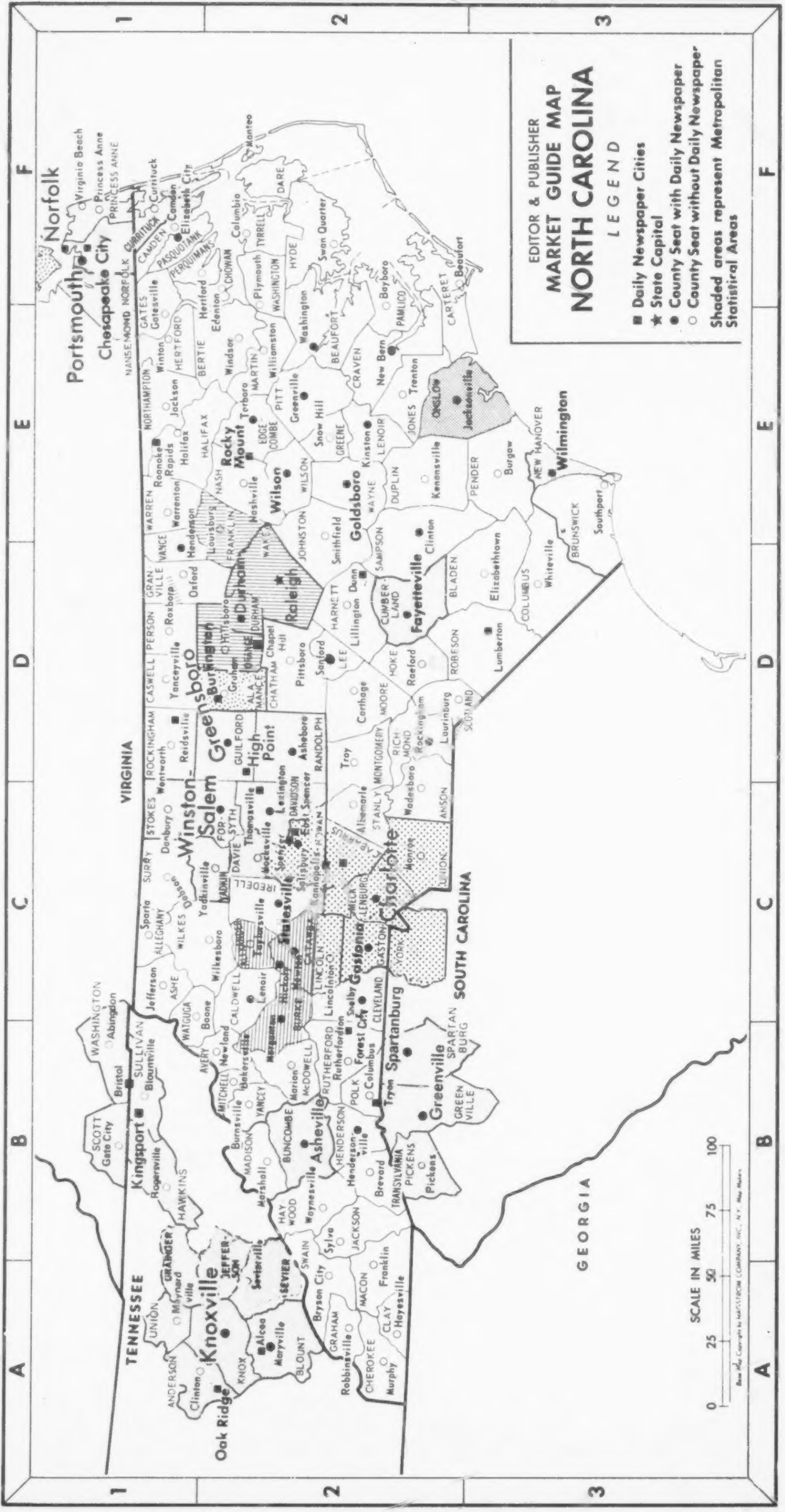
10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Park (25 stores); Burlington Manufacturers Outlet Center (72 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cum-Park Plz(31)	NA	Winn-Dixie, Rose's
Glen Raven (6)	NA	Winn-Dixie



Holly Hill East(8)	NA	Revco, Foodtown
Holly Hill Mall(58)	NA	Sears, Belk-Beck, Eckerds
Bur-Mil Plaza	NA	Bur-Mil Outlet
Northgate Plz.(4)	NA	Food World, Family Dollar
Spoon Plaza(5)	NA	Byrd's, Zayres
Edgewood Vlg.(9)	NA	Brendles, SupeRx, Harris-Teeter

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars 2; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar Store; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's; Woolworth; Bell's.
Chain Drug Stores-Eckerd's; SupeRx; Revco.
Chain Supermarkets-Byrds 4; Winn-Dixie 5; Food World 2; Foodtown 2; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner Shop; Butler's; Lowes; Bill Boyce Music; Wilis Book Store; Prago-Guys; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic'N Pay; Brendles.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 28,926; (m-sat) 28,503; (S) 29,737; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Warren Fraser, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; Interstate 85.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) United; Eastern; Piedmont; Delta; USAir; New York Air.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; Loc. Est. 33,691
Counties 80 Cen. 229,840; Loc. Est. 239,918
Orange County 80 Cen. 77,055; Loc. Est. 81,154
Durham County 80 Cen. 152,785; Loc. Est. 158,327
MSA 80 Cen. 560,728; Loc. Est. 593,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019; Loc. Est. 10,735
Counties 80 Cen. 83,658; Loc. Est. 90,076
Orange County 80 Cen. 27,044; Loc. Est. 29,840
Durham County 80 Cen. 55,614; Loc. Est. 60,236
MSA 80 Cen. 198,995; Loc. Est. 220,465

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.

6 - PASSENGER AUTOS: Chapel Hill 22,742; Counties: Orange 37,455; Durham 82,910.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat, Corn & Tobacco); Timber; Blue Cross-Blue Shield; Univ. of North Carolina.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29. Last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(25)	NA	Eckerd's, Foodtown, Sears
Glen Lennox (11)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Winn-Dixie, Kerr Drug
Kroger(12)	NA	Kroger
Village Plaza(10)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris Teeter
Rams Head(3)	NA	A&P

13 - RETAIL OUTLETS: Chain Department Stores-Sears; Kerr's; Ivey's; Eckerd's.
Chain Supermarkets-Foodtown; Winn-Dixie.
Chain Variety Stores-Belk's; Rose's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,715; (S) 7,360; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr. Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St., PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA) E&P Map C-2, County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74; State Hwys. 16, 27, 49; Interstate Hwys. 85, 77.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-Air Virginia; Atlantis; Delta; Eastern; Midsouth; Ozark; Piedmont; Sunbird; Tennessee; Transouth; United; USAir; Warring & Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 314,447; Loc. Est. 335,100
CZ-ABC: (80) 388,498; (83) 400,200
RTZ-ABC: (80) 1,049,992; (83) 1,084,500
County 80 Cen. 404,270; Loc. Est. 417,100
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 1,438,490; (83) 1,484,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 117,817; Loc. Est. 127,900
CZ-ABC: (80) 141,966; (83) 151,700
RTZ-ABC: (80) 360,761; (83) 386,500
County 80 Cen. 146,967; Loc. Est. 158,300
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 502,727; (83) 538,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	$1,716,000,000
Commercial	15	$21,043,000,000

6 - PASSENGER AUTOS: County 333,296

7 - ELECTRIC METERS: Residence 160,350

8 - GAS METERS: Residence 55,563

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-MSA-Construction 16,700 (N.A.); Trans. & Utilities 31,400 (N.A.); Trade 81,300 (N.A.); Fin., Ins. & Real Estate 21,800 (N.A.); Services 57,200 (N.A.); Food 7,500 ($275); Textiles 26,000 ($249); Printing 5,600 ($293); Machinery 16,500 ($324).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Temperature-Spring 60; Summer 77; Fall 61; Winter 42. Avg. Annual rainfall, 42.4 in. First killing frost Nov 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St.

Neighborhood Shopping Centers-(Number of Stores)-Albemarle Plaza 5; Amity Gardens 46, Carmel Commons 34; Central 4808 14; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; Darby Acres 6; The Depot 13; Eastway Shopping Ctr. 26; Forest Pawtuckett 5; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plaza 10; Freedom Village 33; Hampshire Hills 8; Idlewild 7; Independence Shopping Center 23; K mart Plaza 21; Lanier 13; Loehmann's Plaza 15; Market Place 10; Myers Park 12; North East Plaza 11; North Park Mall 28; Olde Towne Village Center 11; Park Square 9; Pineville Road 7; Providence Road 10; Providence Square 23; Providence Village 8; Queensgate 10; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Park 22; Starmount 18; Statesville Avenue 7; Triangle 9; Tyvola 23; University Park 15; Village Shopping Ctr. 11; Westerly Hills 20; Westfield 6; Westover 19; West Park Mall 35; Yorkmont 28.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Outlet Square(34)	1	Big Star, Eckerd
Cotswold (45)	4	Eckerd's, Ivey's, Marshalls, Peebles, Harris Teeter, A&P
Eastland Mall(110)	6	Belk, Eckerd, Ivey's, JCPenney, Sears
Eastridge Mall(110)	NA	Eckerd, Ivey's, JCPenney, Belk
Freedom Mall(56)	3	Peebles, Eckerd, Sears, Richway
Monroe Mall(43)	NA	Peebles, JCPenney, Belk
Overstreet Mall(45)	0	Belk, Ivey's
Park Road Ctr.(51)	4	A&P, Colonial, JCPenney
SouthPark Mall(89)	6	Belk, Eckerd, Iveys, Harris Teeter, Sears
Tryon Mall(42)	4	Eckerd
Valley Hills Mall (80)	NA	Belk, Sears

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Most large community shopping centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshalls.
Discount Stores-Famous Mart; K mart 6; Richway 4; Zayre 2; Service Merchandise 2.
Chain Supermarkets-A&P 7; Big Star 3; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Family Dollar 10; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 3; J. O. Jones 2; Julies 4; Lowes 4; Maxwells; Montaldos 2; Nationwide; One Price Tire 3; Pic N Pay 6; Queen City TV 6; Thom McCan 2; Auto Works 4.

14 - NEWSPAPERS: OBSERVER (m) 171,383; NEWS (e-mon to fri) 42,817; OBSERVER (S) 246,626; Mar. 31, 1983 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, Adv. Dir, KNIGHT PUBLISHING CO., 600 S. Tryon St., Charlotte, NC 28202; Tel. (704) 379-6900.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County, E&P Map E-2, County Seat. 60 miles from Wilmington, 60 miles from Raleigh, 30 miles E of Fayetteville. U.S. Highways 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; Loc. Est. 7,618
County 80 Cen. 49,687; Loc. Est. 50,894

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 2,893
County 80 Cen. 16,646; Loc. Est. 17,876

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$80,000,000
Savings	3	$65,000,000

6 - PASSENGER AUTOS: County 22,781

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Type of industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Meat Packing 800; Electrical Appliances 750; Wood Products 200; Furniture 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thurs., Fri.

10 - CLIMATE: Year Avg. 61.7. First killing Frost Nov. 1; Last killing frost March 15.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coharie Plaza(14)	1	Rose's, Belk's, Byrd's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd Drugs
K mart Plaza	1	K mart, Revco, Harris Teeter
Northside Plaza	NA	Sky City, Revco, Food Lion

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open til 9. All grocery stores open til 9. Piggly Wiggly stores open 24 hours. Northside Plaza open til 10.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Sky City.
Chain Drug Stores-Eckerd's; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'n' Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri; S) 7,504; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map C-2, County Seat. In Piedmont section. Textile, hosiery and cigarette mfg. center; agricultural area. Midway between Washington, D.C. and Atlanta.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-At Douglas Airport, Charlotte, N.C.

3 - POPULATION:
Corp. City 80 Cen. 16,942; Loc. Est. 16,393
CZ-ABC: (80) 31,610; (83) 31,600
RTZ-ABC: (80) 99,154; (83) 103,000
County 80 Cen. 85,895; Loc. Est. 90,499
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 130,764; (83) 134,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,371; Loc. Est. 6,541
CZ-ABC: (80) 11,832; (83) 12,300
RTZ-ABC: (80) 34,543; (83) 37,300
County 80 Cen. 30,610; Loc. Est. 33,734
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 46,375; (83) 49,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$171,631,243
Savings & Loan	3	$232,609,157

6 - PASSENGER AUTOS: City 24,276; County 46,454

7 - ELECTRIC METERS: Residence 11,421

8 - GAS METERS: Residence 7,346

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Olastic & Boxed 1 (41); Poultry 3 (175); Printing & Publ. 3 (175); Rubber Pdts. 1 (60); Textile Pdts. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carolina Mall(62)	NA	Winn-Dixie, Sears
Cabarrus Shopping City(10)	NA	Eckerd's
Cloverleaf Plz(14)	NA	Belk's
Branchview Plz(8)	NA	Family Dollar, Revco

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belks 2; JCPenney; Cook's; The Hub; Sears; Zimmerman's.
Variety Stores-McLellan's, Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service Drugs 2; Revco; White Star; Eckerd's; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker 2; Food Town; Gamble's; Village Food Mart; 3 Guys; Bi-Lo.
Other Chain Stores-Jarman; Bell Bros.; Kimbrell; Sterchi's; K-Town; Maxwell Bros.; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams; Ladies' Ready Wear; Western Auto; Pic 'N Pay; Singer; Family Dollar Store; Posey Peddler; Pauline's Dress; Merle Norman; Gloria Marshall; Yogurt Culture; Shoe Show; Wrangler Junction Wranch; Lowe's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,482; (S) 13,387; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Morrison, V.P., TRIBUNE, 125 Union S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. 1, 95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line; Durham & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; Loc. Est. 9,072
County 80 Cen. 59,570; Loc. Est. 63,322

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280; Loc. Est. 4,074
County 80 Cen. 20,148; Loc. Est. 22,065

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 26,382

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly Wage N.A.)-Textiles 2,500; Lumber 300; Candy 170; Fertilizers 50; Farm Machy. 60.
Principal Pay Days-Thu., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dunn Plaza(14)	NA	Winn-Dixie
Wayne Ave.(9)	NA	Sears, Eagle
Floral Gardens(5)	NA	A&P, Pic 'N Pay

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Leder Bros.; Louis Baer; Pope's; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; McCrory; Eagle's; Pope's Family Center; Sky City.
Chain Drug Stores-Thomas Walgreen; Butler & Carroll; Medicine Shoppe; Eckerd's; Kerr Drug.
Chain Supermarkets-A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; McLamb's IGA.
Other Chain Stores-Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodalls; McDonald Lumber.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,50[illegible] sworn. Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ron Hawley, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2. County Seat. Research Triangle Park. Tobacco, Textile, University and Medical Center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State 55, 98, 751, 54.

2 - TRANSPORTATION: **Railroads**-Seaboard; Norfolk Southern; Southern.
Motor Freight Carriers-28.
Intercity Bus Lines-Carolina Trailways; Continental Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-Best; Delta; Eastern; NY Air; Ozark; Pan American; Piedmont; United; USAir; Federal Express (freight). Commuter: Air-Lift Associates; Mid South; Sun Bird; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 100,831; Loc. Est. 101,160
CZ-ABC: (80) 112,774; (83) 114,300
RTZ-ABC: (80) 386,473; (83) 399,600
County 80 Cen. 152,785; Loc. Est. 156,894
MSA 80 Cen. 560,728; Loc. Est. 593,574
City & RTZ-ABC: (80) 499,247; (83) 513,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 39,768; Loc. Est. 38,907
CZ-ABC: (80) 41,801; (83) 43,900
RTZ-ABC: (80) 134,338; (83) 144,300
County 80 Cen. 55,614; Loc. Est. 56,728
MSA 80 Cen. 198,995; Loc. Est. 220,465
City & RTZ-ABC: (80) 176,139; (83) 188,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$518,911,000
Savings & Loan	7	$375,973,455

6 - PASSENGER AUTOS: County 83,246

7 - ELECTRIC METERS: Residence 74,627

8 - GAS METERS: Residence 21,445

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 3,532 ($247); Mfg. 20,642 ($438); Trans., Comm. & Util. 3,482 ($354); Trade 12,870 ($194); Service 24,931 ($276); Fins., Ins. & Real Estate 3,607 ($270).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55, First killing frost, Oct. 28. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wellons Village(50)	3	Pope's Variety, Big Star
Northgate(97)	3	Sears, Big Star, Thalhimer's
Lakewood(33)	4	Winn-Dixie, Kroger
Riverview(17)	6	Big Star
South Square(109)	8	JCPenney, Wards, Big Star, Belk's
Loehmann's at Croasdaile(20)	4	Loehmann's, Winn-Dixie
Eno Square	7	Food Town
Murdock	3	K mart, Winn-Dixie
N. Duke Mall(40)	5	Rose's, Winn-Dixie
Shannon Plaza(8)	8	Winn-Dixie
Triangle Square(8)	9	Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Thalhimers; Sears; Baldwin's; Belk-Leggett; Montgomery Ward, JCPenney.
Variety Stores-Woolworth; Roses 2; Pope's; Family Dollar 2.
Discount Stores-K mart.
Chain Drug Stores-Eckerd's 5; Kerr Drug 5; Revco 5; Treasury.
Chain Supermarkets-A&P 2; Winn-Dixie 7; Kroger 3; Byrd's Lo Mark 3; Food Town; Big Star 5; Piggly Wiggly 2.
Other Chain Stores-Auto: Advance 2, Bailey, Banks & Biddle, Carlyle & Co.,Western Auto; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott Johnson; Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Loehmann's; Men's Clothing: Fine's; Others: J.J. Morley, Motherhood Shops, Radio Shack, Record Bar, Singer Co., Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, Federal Bake Shop, Foxmoor, S. Galeski Optical, General Nutrition, K&K Toys, Ups 'N Downs, B. Dalton, Chess King, O'Neills Card Shop, XYZ Card Shop, Walden Books, Heritage Jewelers, Zales Jewelers, Osterman's Jewelers, County Seat, Circuit City, Tech Hi Fi, Computerland, Firestone, Goodyear.

14 - NEWSPAPERS: HERALD (m) 42,005; SUN (e) 20,762; HERALD-SUN (S) 60,897; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mack McCormick, Gen. Adv. Mgr., HERALD-SUN, 115 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EDEN

1 - LOCATION: Rockingham County, E&P Map D-1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,722; Loc. Est. 15,537
County 80 Cen. 83,426; Loc. Est. 82,254

4 - HOUSEHOLDS:
City 80 Cen. 6,116; Loc. Est. 6,260
County 80 Cen. 29,616; Loc. Est. 32,371

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 42,559

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carolina Circle (88)	38	Ivey's, Belk's, Montgomery Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Montgomery Ward; Sears; JCPenney; Ivey's.
Discount Stores-Gibson's; White Dot; Pope's; Rolane.
Variety Stores-Gibson's; Pope's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Food Town; Byrd's; Food World.

14 - NEWSPAPERS: NEWS (e) 7,442; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub., NEWS, 804 Washington St., Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,784; Loc. Est. 13,792
CZ-ABC: (80) 14,004; (83) 13,700
RTZ-ABC: (80) 64,881; (83) 64,800
County 80 Cen. 28,462; Loc. Est. 29,328
City & RTZ-ABC: (80) 78,885; (83) 82,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963; Loc. Est. 5,159
CZ-ABC: (80) 5,054; (83) 5,100
RTZ-ABC: (80) 22,529; (83) 24,800
County 80 Cen. 9,723; Loc. Est. 10,507
City & RTZ-ABC: (80) 27,583; (83) 29,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	4	$82,317,000
Savings & Loan	3	$34,600,000

6 - PASSENGER AUTOS: County 12,713

7 - ELECTRIC METERS: Residence 8,316

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Southgate Mall (32 stores-Winn-Dixie, Sears, Belk-Tyler).
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; Rucker & Sheely; E. S. Chesson; Cedar Harris; JCPenney; Sears; Montgomery Ward; Roses.
Variety Stores-Eagle Stores.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Jacock's; Walgreen; Peoples; Big Value; Revco; Eckerds.
Chain Supermarkets-Farm Fresh; A&P; S&R 5; Open Air; Winn-Dixie; Foodtown.
Other Chain Stores-Firestone, Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 10,878; (S) 11,305; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wilkins, Jr., Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army). On Cape Fear River. Most inland port in N.C., 90 mi. from Greensboro; 221 mi. from Richmond. On U.S. Hwys. 1-95; U.S. 13, 401 & 301; State 87, 24, 210 & 53 and 59.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers-20.
Intercity Bus Lines-City Transit Dept; Greyhound; Carolina Coach; Queen City Trailways.
Airlines-Piedmont; Sunbird Commuter.

3 - POPULATION:
Corp. City 80 Cen. 59,507; Loc. Est. 60,309
CZ-ABC: (80) 167,543; (83) 173,000
RTZ-ABC: (80) 389,613; (83) 406,700
County/MSA 80 Cen. 247,160; Loc. Est. 254,245
City & RTZ-ABC: (80) 557,156; (83) 579,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546; Loc. Est. 22,531
CZ-ABC: (80) 57,074; (83) 61,200
RTZ-ABC: (80) 119,414; (83) 129,400
County/MSA 80 Cen. 74,934; Loc. Est. 78,624
City & RTZ-ABC: (80) 176,488; (83) 190,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$185,000,000
Commercial	9	$258,000,000

6 - PASSENGER AUTOS: County 105,526

7 - ELECTRIC METERS: Residence 45,155

8 - GAS METERS: Residence 12,616

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. Durable goods 10,080; Nondurable goods 7,350; Non-Mfg. 48,400; Fort Bragg 63,520.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Haymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bordeaux(42)	2	Roses, Winn-Dixie
Cross Creek(90)	NA	Belks, Thalhimers, JCPenney, Sears, Miller & Rhodes
Eutaw Village(70)	NA	Peebles, Kerr Drugs, Roses
Fayetteville Mall(5)	2	Eckerd, Harris Teeter
Highland(29)	1	Wentz Mkt.
King(18)	4	Gaylords, Revco
Northleigh(1)	4	A&P
Tallywood(25)	2	Belk's
Westwood(26)	3	Rose's, Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Capitol 3; Belk 2; Sears; JCPenney; Peebles; Thalhimers, Miller & Rhodes.
Discount Stores-Family Dollar Store 3; Lowe's; Moore; Gaylords; K mart 2; Service Merchandise; Best Products; Handy City.
Variety Stores-McCrory's; Rose's 3; Macks 2; S mart.
Chain Drug Stores-Eckerd 3; Fayetteville Drug 2; Revco 9; Kerr 2; Medicine Shoppe 4.
Chain Supermarkets-A&P 2; Winn-Dixie 6; Economy; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter 2; Kroger 3; Food Town 6; Food World 2.
Other Chain Stores-Diana; Kimbrell's 2; Good-

rich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney's Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3; Entre Computer; Cato's.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 43,115; TIMES (m-mon to fri) 22,800; OBSERVER-TIMES (m sat) 66,502; (S) 66,820; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Fox, Nat. Adv. Mgr., OBSERVER TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County, E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Highway 221 and 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,688; Loc. Est. 7,679
County 80 Cen. 53,787; Loc. Est. 54,790

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 2,880
County 80 Cen. 19,221; Loc. Est. 19,406

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 26,292

7 - ELECTRIC METERS: Residence 4,151

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Office Furn. 520; Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furniture 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. Annual temp. 59.9. Annual Rainfall 49.91 inches. First killing frost, Oct. 31; Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk, Harris-Teeter
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart, Lowes Food

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Tri-City Mall and 2 Shopping Centers open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk; Graham Cash; Dalton-Ward.
Discount Stores-Sky City; K mart; Family Dollar.
Variety Stores-Roses.
Chain Drug Stores-Eckerds; Revco; Smith's; Hardins Drug.
Chain Supermarkets-Winn-Dixie; Lowes; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; 3 Guys.
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's.

14 - NEWSPAPERS: DAILY COURIER (e-mon to fri) 11,225; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, 1-85.

2 - TRANSPORTATION: Railroads-Southern; Carolina and Northwestern; Piedmont & Northern.
Motor Freight Carriers-10.
Intercity Bus Lines-Gastonia Transit; City Coach; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 47,333; Loc. Est. 47,670
CZ-ABC: (80) 112,479; (83) 114,200
RTZ-ABC: (80) 106,027; (83) 109,900
County 80 Cen. 162,568; Loc. Est. 168,820
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 218,506; (83) 224,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195; Loc. Est. 17,857
CZ-ABC: (80) 39,644; (83) 41,800
RTZ-ABC: (80) 38,800; (83) 38,800
County 80 Cen. 56,362; Loc. Est. 61,171
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 75,710; (83) 80,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$291,700,000
Commercial	27 br.	$7,150,000,150

6 - PASSENGER AUTOS: County 81,048; City 41,649

7 - ELECTRIC METERS: Residence 19,975

8 - GAS METERS: Residence 19,197

9 - PRINCIPAL INDUSTRIES: Type of Industry. Number of Wage Earners and (Av. Wkly. Wage)-Textile 14,500 ($169); Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209); Electronic 450; ($173); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450($185); Plastics 125 ($177); Auto & Truck Assembly ($230).
Principal Industrial Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-79; Summer 66-100; Fall 41-66; Winter 5-56. First killing frost, Nov. 8. Last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Service Merchandise, Richway, Eckerd's
Cherry	NA	Foodtown
Delta(4)	NA	A&P, Eckerd
Dixie Village(23)	NA	Eckerd
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	JCPenney, Belks, Ivey
Forestbrood	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews Belk; Sears; Ivey's; Rose's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Nichols; Richway; K mart; Service Merchandise.
Chain Drug Stores-Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Parkn Shop 3; A&P 2; 3-Guys; Kroger.
Other Chain Stores-Morris (jewelery); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kenney (shoes); Rustin's; Maxwell Bros. 2; Sterchi's; Kimbrell's 2; Western Auto; Zales (Jewelry); Radio Shack 2.

14 - NEWSPAPERS: GAZETTE (e) 35,778; (S) 39,155; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538, 2500 Wilkinson Blvd., Gastonia, NC 28052; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwy. 13, 70, 117 & State Hwy. 111, 581.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern (freight).
Intercity Bus Lines-Greyhound; Trailways; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; Loc. Est. 31,975
CZ-ABC: (80) 36,288; (83) 33,300
RTZ-ABC: (80) 92,914; (83) 99,200
County 80 Cen. 97,054; Loc. Est. 97,600
City & RTZ-ABC: (80) 129,202; (83) 132 500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880; Loc. Est. 11,249
CZ-ABC: (80) 12,232; (83) 12,700
RTZ-ABC: (80) 30,820; (83) 33,300
County 80 Cen. 32,300; Loc. Est. 34,578
City & RTZ-ABC: (80) 43,152; (83) 46,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$218,338,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 45,174

7 - ELECTRIC METERS: Residence County 21,930

8 - GAS METERS: 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile Mfg 908; Industrial Laundry 175; Metalworking 903; Food Products 512; Furniture 743; Electricity Generating 132; Roofing Materials 138; Textile Finishing 140; Paper Tubes 33; Agricultural Research 119; Health Care 231; Apparel 2,114; Lumber 546. Avg. weekly wage $229.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(50)	4	Sears, JCPenney, Belk's, Weils
Oak Square(18)	3	Safeway
Eastgate(25)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(10)	3	K mart, A&P
Barnyard(7)	3	Cloth Barn
Plaza(3)	2	Big Star
Wayne Plaza(5)	2	Clinard, Big Star
Nichols(2)	4	Nichol, Winn-Dixie
Neuse River(2)	6	Winn-Dixie, Kerrs

Principal Shopping Days-Sat., Fri., Thurs.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears.
Discount Stores-Roses; Nichols; K mart.
Chain Drug Stores-Eckerd's 2; Revco 2; Kerr 2.
Variety Stores-Woolworth; McLellan; McCrory.
Chain Supermarkets-A&P 2; Winn-Dixie 3; Piggly Wiggly; Big Star 2; Safeway.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Rogers Jewelers; Jewel Box 2; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Hickory Farms; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 21,766; (S) 24,318; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point MSA); E&P Map D-2, County Seat. In center of state, 50 mi. S of Virginia state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond; 329 mi. from Atlanta; 324 mi. from Baltimore. On U.S. Hwy. 29, 70, 421 & 220; Interstate 40 & 85; State Hwys. 22, 150, 68, 61, 62 & 6.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Queen City Trailways; Duke Transit; The Greensboro Grasshopper.
Airlines-Eastern; Piedmont; United; Delta; Best; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; Loc. Est. 158,000
CZ-ABC: (80) 193,725; (83) 195,600
RTZ-ABC: (80) 793,527; (83) 822,200
County 80 Cen. 317,154; Loc. Est. 322,500
MSA 80 Cen. 851,984; Loc. Est. 882,523
City & RTZ-ABC: (80) 987,252; (83) 1,017,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702; Loc. Est. 56,000
CZ-ABC: (80) 70,400; (83) 73,800
RTZ-ABC: (80) 282,293; (83) 303,500
County 80 Cen. 114,084; Loc. Est. 121,000
MSA 80 Cen. 307,207; Loc. Est. 332,676
City & RTZ-ABC: (80) 352,693; (83) 377,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	11	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: City 121,892; County 184,904

7 - ELECTRIC METERS: Residence 96,000

8 - GAS METERS: Residence 32,247

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Manufacturing 60,648; Lumber & Wood 1,859; Furn. & Fixtures 9,222; Stone, Clay & Glass 813; Primary & Fab. Metals 2,894; Non-Electrical Mach. 3,264; Other Durable Goods 4,400; Food & Kindred 2,040; Textiles 18,421; Apparel 5,178; Paper & Allied 1,195; Other Nondurable Goods 3,000; Non-Manufacturing 120,652; Construction 10,048; Trans., Comm. & Public Util. 7,940; Trade 43,893; Fin., Ins. & Real Estate 9,585; Service & Misc. 28,891; Gov't 19,785; Chemical 3,476; Printing & Publishing 3,278.

10 - CLIMATE: Avg. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First kiling frost, Oct. 30. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Square(3)	4	Big Star, Revco
Battleground Village(14)	4	Images, Kroger, Rite Aid
Best(7)	2	Best, Kroger, Peaches
Caldwell(13)	3	Bestway, Catherine's, Stout Shoppe
Carolina Circle Mall(80)	4	Belk, Ivey's, Montgomery Ward
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Handy City, Brendle's
Cumberland(8)	1	
Florida St.(14)	2	3 Guys
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(96)	3	Belk, Ivey's, JCPenney, Winn-Dixie
Friendly Center/ Forum VI(110)	3 3	Belk, Thalhimers, Sears, Montaldo's La Vogue
Golden Gate(33)	2	Bestway, Food Lion, Revco
Greensboro Outlet Mall(35)	4 4	Dixie Bell, N.Y. Bag & Baggage
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion
K mart Randleman(2)	3	K mart, Food Lion
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Kroger, Showroom, Elaine Powers
Lawndale(26)	2	Food World, Rite Aid
Lawndale North(9)	3	Food Lion, Revco
Liberty Road(13)	3	Bi-Rite
Northeast(13)	2	Eckerd, Food World, Woolworth
Oakcrest(9)	5	Food Rite, Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plaza(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Food World, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Food World
Southgate(8)	3	Food Rite, Edmonds
Southside(4)	4	Rite Aid
Spring Valley(23)	2	Eckerd, Food World, Sears Surplus
Summit(24)	2	Bi-Rite, Radio Shack, Maxwell Furn.
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's

West Market St.(12)	4	Marshall's, Revco, Kroger
Zayre(5)	2	Zayre, Revco, T.J. Maxx

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings & Sundays-Drug & Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belks 3; Ivey's 2; Miller & Rhodes; Montgomery Ward; JCPenney; Sears; Thalhimers 2.
Variety Stores-Woolworth 3; McCrory.
Discount Stores-Best; Brendle's 2; Ellmans; Family Dollar 4; K mart 3; T.J. Maxx; Zayre 2; P.H. Rose 2.
Chain Drug Stores-Eckerd 7; Edmonds 4; Rite Aid 8; Revco 6; Medicine Shoppe; K mart Pharmacy 3.
Chain Supermarkets-Bestway 8; Big Star 4; Bi-Rite 3; Food Lion 6; Food World 5; Kroger 4; Winn-Dixie 5; Food Rite 6; Family Mart; Fresh Market; 3 Guys.
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hickory Farms; Hofheimer Shoes; The Hub; The Jewel Box; The Junction; K&K Toys; Kay's Jewelers; Kinney Shoes; La Vogue; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Lowe's; McCrory; Marshall's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhodes; Moore's Building; Ormond Shop; Radio Shack; Rhode's Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch; Wright Clothing.

14 - NEWSPAPERS: NEWS (m) 82,799; RECORD (e) 26,005; (S) 114,834; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Meryl Mullane, Nat'l Adv. Mgr., NEWS and RECORD, 200 E. Market St., PO Box 20848, Greensboro, NC 27420; Tel. (919) 373-7111.
National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only)
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740; Loc. Est. 40,786
CZ-ABC: (80) 35,740; (83) 37,600
RTZ-ABC: (80) 83,411; (83) 86,700
County 80 Cen. 83,651; Loc. Est. 93,112
City & RTZ-ABC: (80) 119,151; (83) 124,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472; Loc. Est. 12,554
CZ-ABC: (80) 11,472; (83) 12,500
RTZ-ABC: (80) 28,880; (83) 31,200
County 80 Cen. 27,757; Loc. Est. 32,583
City & RTZ-ABC: (80) 40,352; (83) 43,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 42,307

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lumber 175; Chemical 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10. Last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft, fluoridated.

12 - RETAILING: Principal Shopping Center-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Greenville(8)	NA	A&P, Big Value Drug
Pitt Plaza(26)	NA	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(20)	NA	A&P, K mart
Carolina East(74)	NA	Sears, Belk-Tyler, Winn-Dixie, Kerrs

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Pitt Plaza nightly; Food Fri.; Greenville Square, Carolina East nightly.

13 - RETAIL OUTLETS: Department Stores-Blount-Harvey Co.; White; Belk-Tyler; JCPenney; Rose's; Sears.
Discount Stores-Nichols; K mart.
Chain Drug Stores-Bissette; Hollowell 3; Eckerd's 2; Rite Aid 2; Revco; Kerr Drug.
Chain Supermarkets-Harris 4; A&P; Overton; Winn-Dixie 2; Piggly Wiggly; Kroger; Food Town.
Other Chain Stores-Brody's; Jewel Box; Zale's; Butler's.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 16,330; (S) 17,904; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural and mfg. center. On U.S. Hwys. 1 & 85 in northeastern part of state. 43 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound.
Airport-Oxford-Henderson Airport (private).

3 - POPULATION:
Corp. City 80 Cen. 13,522; Loc. Est. 13,900
CZ-ABC: (80) 17,738; (83) 17,600
RTZ-ABC: (80) 46,840; (83) 48,000
County 80 Cen. 36,748; Loc. Est. 37,863
City & RTZ-ABC: (80) 64,578; (83) 65,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824; Loc. Est. 4,850
CZ-ABC: (80) 6,339; (83) 6,600
RTZ-ABC: (80) 15,077; (83) 16,000
County 80 Cen. 12,239; Loc. Est. 13,250
City & RTZ-ABC: (80) 21,416; (83) 22,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$142,248,000
Savings & Loan	2	$41,393,000

6 - PASSENGER AUTOS: County 18,000

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($185); Tobacco 760 ($175), Stone, Clay, Glass 775 ($390); Public Services 513 ($255); Trans. Equip. 140 ($220).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70. Summer 70-95; Fall 65-75; Winter 10-50. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Corbitt Hill(7)	NA	Montgomery Ward
Henderson Mall(25)	NA	JCPenney, Roses, Eckerd, Leggett's
Kings Plz.(2)	NA	A&P, Roses
Northside Plz.(5)	NA	Food Lion, Revco
Vance Square(6)	NA	Winn-Dixie, Revco

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets and some retail.

13 - RETAIL OUTLETS: Department Stores-Charles Stores; JCPenney; Leggett's; E.G. Davis; Baldwin's.
Variety Stores-Roses; K mart.
Discount Stores-Dollar Store; Family Dollar Store.
Chain Drug Stores-Eckerd's; Henderson 2; Revco 3.
Chain Supermarkets-Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P; Buy Rite 2; Fast Fare 218; Byrd's; Food Lion.
Other Chain Stores-Larkins (clothing); Star Furniture; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn; The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,217; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, S.C.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, S.C.), Terminus Hendersonville-Toxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 6,837
CZ-ABC: (80) 6,862; (83) 6,600
RTZ-ABC: (80) 51,718; (83) 56,800
County 80 Cen. 58,580; Loc. Est. 62,823
City & RTZ-ABC: (80) 58,580; (83) 63,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; Loc. Est. 2,861
CZ-ABC: (80) 2,897; (83) 2,900
RTZ-ABC: (80) 19,492; (83) 22,200
County 80 Cen. 22,389; Loc. Est. 25,121
City & RTZ-ABC: (80) 22,389; (83) 25,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 32,268

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: (County) Total Empl. 17,380; Elect. 1400; Paper 900; Textile 1,867; Const. 897; Food 878; Apparel 1,789; Chemicals 800.

10 - CLIMATE: Min. Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road. Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers-Southgate, 1/2 mi. south of city; King's Plaza, 1/2 mile E. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Schulman's.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bilo 2.
Other Chain Stores-Western Auto; SherwinWilliams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (e) 13,960; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Newhouse, Adv. Dir., TIMES-NEWS PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County, (MSA). E&P Map C-2, Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: Railroads-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 20,757; Loc. Est. 20,430
CZ-ABC: (80) 49,626; (83) 51,300
RTZ-ABC: (80) 195,625; (83) 204,400
County 80 Cen. 105,208; Loc. Est. 108,463
MSA 80 Cen. 202,711; Loc. Est. 211,355
City & RTZ-ABC: (80) 245,251; (83) 255,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; Loc. Est. 8,152
CZ-ABC: (80) 18,305; (83) 19,600
RTZ-ABC: (80) 67,684; (83) 73,400
County 80 Cen. 37,308; Loc. Est. 40,260
MSA 80 Cen. 71,174; Loc. Est. 77,634
City & RTZ-ABC: (80) 85,989; (83) 93,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 58,639

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage-Construction $137; Mfg. N.A.; Transp. & Utilities $153; Whol. & Ret. Trade N.A. Total employment 53,615.
Principal Industrial Pay Days-Thu., Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17. Last killing frost, April 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW.; 2 on Main Ave., NE.
Neighborhood Shopping Centers-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127, South Hickory; Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza; 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall; Starmount Plaza, Hwy. 64-70 SE.
Shopping Centers-Viewmont; 10 blks. Distant (Hickman Hdwe., Fresh Air No. 2.); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park; 12 bldgs.; Lowe's Food; Duo Drug.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Catawba Mall(30)	NA	JCPenney, Eckerds, Radio Shack, Belk
Kroger Center(6)	NA	Kroger
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Roses
North Pointe(13)	NA	Eckerds, Holly Farms, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zales, Hickory Farms, Belk
Hickory Plaza	NA	K mart, Cheap Joe's, 3 Guys

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Broome; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Nichol's; Colony Casuals. West-Deal.
Variety Stores-Woolworth; Rose's; Crest; Family Dollar.
Chain Drug Stores-Smith's; Eckerd; Viewmont 3; Revco; People's; Rite Aid.
Chain Supermarkets-Lowe's 2; Fresh Air 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Food Town; Bi-Lo; Fine Fare; 3 Guys.
Discount Stores-Sky City; Brendle's; K mart.
Other Chain Stores-Merit's Shoes; Butler's; (shoes); Clark Tire; Pic 'n Pay Shoes.

14 - NEWSPAPERS: RECORD (e) 27,689; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA), E&P Map D-2. Center of furniture & hosiery mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; Interstate 85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore; 350 mi. from Atlanta; 736 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Southern: High Point, Thomasville & Denton; C&N.W.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Altair; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 64,107; Loc. Est. 63,444
CZ-ABC: (80) 74,742; (83) 76,500
RTZ-ABC: (80) 103,326; (83) 106,800
County 80 Cen. 317,154; Loc. Est. 324,844
MSA 80 Cen. 851,984; Loc. Est. 882,523
City & RTZ-ABC: (80) 178,068; (83) 183,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374; Loc. Est. 24,267
CZ-ABC: (80) 27,146; (83) 28,900
RTZ-ABC: (80) 35,683; (83) 38,200
County 80 Cen. 114,084; Loc. Est. 122,221

MSA 80 Cen. 307,207; Loc. Est. 332,676
City & RTZ-ABC: (80) 62,829; (83) 67,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS: County 182,481; City 45,143

7 - ELECTRIC METERS: Residence 22,271

8 - GAS METERS: Residence 11,306

9 - PRINCIPAL INDUSTRIES: Furn. Ind.; Textiles; Food; Chemicals; Machinery; Ore Mfg.; Construction; Fin., Ins. & Real Estate; Services; Fabricated Metals; Lumber & Wood; Printing & Pub.; Trans. Equip.; Trans. Comm. & Pub. Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Cloverleaf Mkt., Allied Radio, Eckerd
East Green Plaza(6)	NA	Food World, Mann Drug, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Mann Drug
Southgate(10)	2	Roses, Food World
Northwood	3	K mart, Foodtown
Westchester Mall(32)	[illegible]	Thalhimers, Foodtown, JCPenney, Belk-Beck
Eastgate(10)	3	Food World, SupeRx, Family Dollar Store
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre's, Eckerd, Food World
High Pt. Mall(27)	NA	Roses, Food World

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Beck; Sears; Rose's 2; Thalhimers.
Variety Stores-One-Dollar; Family Dollar Store 3; Sky City; Zayres; K Mart 2.
Chain Supermarkets-Food World 5; Big Star 2; Flash Markets 4; 7-Eleven; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Town 3; Tote N'Save.
Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerds 3; Hoffman; Leonards; Rite-Aid 7; McLarty; SupeRx Washington St 2.; Revco 2.
Other Chain Stores-Shoes: Pic N Pay, PicWay, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply.

14 - NEWSPAPERS: ENTERPRISE (e) 30,915; (S) 31,292; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lane Oldham, Gen. Adv. Mgr., ENTERPRISE, P.O. Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwy. 17 and State Hwys. 24 and 258. 51 mi. N of Wilmington, 37 mi. S of New Bern.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways, Inc.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; Loc. Est. 18,154
CZ-ABC: (80) 53,221; (83) 53,600
RTZ-ABC: (80) 59,563; (83) 61,000
County/MSA 80 Cen. 112,784; Loc. Est. 113,504
City & RTZ-ABC: (80) 112,784; (83) 114,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108; Loc. Est. 6,057
CZ-ABC: (80) 10,434; (83) 10,700
RTZ-ABC: (80) 19,873; (83) 21,300
County/MSA 80 Cen. 30,307; Loc. Est. 31,816
City & RTZ-ABC: (80) 30,307; (83) 32,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$146,000,000
Commercial	4	$1,462,000,000

6 - PASSENGER AUTOS: City 24,775; County 41,826

7 - ELECTRIC METERS: Residence 31,412

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($175); Civil Service 3,500 ($220); Military 47,000 ($495 million ann. Payroll); Lumber Plywood Mill ($160); Garment Industry 1,500 ($160); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18. Last killing frost, Mar. 15.

11 - TAP WATER: Soft, maximum; fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brynn Marr (10)	NA	Eckerds, Winn-Dixie
College Plaza	NA	Foodtown, Revco
Jacksonville Mall	NA	Sears, Belk
Kings Plaza(1)	NA	Kings.
New River(38)	NA	Big Star, A&P, Roses
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star, Thrift Drug
Western Blvd.	NA	Winn-Dixie, Eckerds, Roses
West Park(8)	NA	Winn-Dixie, Macks

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Margolis; Belk's; Leader Bros.; Sears; Western Auto; Boomtown; K mart; Furniture Fair; Kings; Brodys; Peebles.
Variety Stores-Rose's 2; Gibson; K mart; Cook's; Kings; Macks.
Discount Drug Stores-Gibson's; Revco.
Chain Drug Stores-Kerr; Johnson's Drug; Rexall 2; Eckerd's; Treasury Drug; Northwood Walgreen Drugs.
Chain Supermarkets-A&P; Big Star 2; Piggly Wiggly 3; Winn-Dixie 2; Pollard's; IGA 3; Foodtown 2.
Other Chain Stores-Butler's; Cato's; Thom McAn; Brooks.

14 - NEWSPAPERS: NEWS (e) 21,054; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Taylor, Adv. Dir., P.O. Box B, Jacksonville, NC 28540; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties. (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; Interstate I-85.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; Loc. Est. 27,546
CZ-ABC: (80) 36,656; (83) 37,600
RTZ-ABC: (80) 82,861; (83) 85,100
Counties 80 Cen. 185,081; Loc. Est. 194,326
Cabarrus 80 Cen. 85,895; Loc. Est. 90,499
Rowan 80 Cen. 99,186; Loc. Est. 103,827
City & RTZ-ABC: (80) 119,517; (83) 122,700
MSA 80 Cen. 929,019; Loc. Est. 1,018,847
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569; Loc. Est. 10,664
CZ-ABC: (80) 13,751; (83) 14,600
RTZ-ABC: (80) 29,469; (83) 31,500
Counties 80 Cen. 66,559; Loc. Est. 73,121
Cabarrus 80 Cen. 30,610; Loc. Est. 33,734
Rowan 80 Cen. 35,949; Loc. Est. 39,387
MSA 80 Cen. 342,344; Loc. Est. 375,627
City & RTZ-ABC: (80) 43,220; (83) 46,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 46,454; Rowan 51,891

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Tues. and Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1. Last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St., West Ave.; Oak St., West First, West A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Plaza; Landis; Enochville; K mart; Zayre's; N. 29 Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belks, Eckerd, Radio Shack
Cabarrus Shopping City(10)	NA	Clarks, Eckerd
Cloverleaf Plz.(14)	NA	Belks, Brendles
Midway	NA	Rodgers Grocery

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; Malone's; Sears; Budget Fair; McCrory's.
Variety Stores-Rose's; Family Dollar 2.
Discount Stores-Cook's; K mart; Zayre.
Chain Drug Stores-Drug Center 2; Eckerd's 2; SupeRx; Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 3; Big M; Harris Teeter; Payless Galaxy.
Other Chain Stores-Shoes: Butler's, Phil's, Pic 'N' Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town; Building Supplies: Lowe's; Others: Virginia's, Del's, Bon Marche, Cannon Home Fashions.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 13,253; (S) 14,522; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2. County Seat. Residential center. 78 mi. SE of Raleigh; on Neuse River, on U.S. Hwys. 258 and 70; State Hwys. 55, 58, 91 and 11.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line; Southern (freight).
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Queen City Coach; Carolina Coach; Seashore Transp.

3 - POPULATION:
Corp. City 80 Cen. 25,234; Loc. Est. 26,379
CZ-ABC: (80) 25,234; (83) 24,500
RTZ-ABC: (80) 86,864; (83) 89,900
County 80 Cen. 59,819; Loc. Est. 61,663
City & RTZ-ABC: (80) 112,098; (83) 114,400

4 - HOUSEHOLDS:
City 80 Cen. 9,081; Loc. Est. 9,736
CZ-ABC: (80) 9,081; (83) 9,200
RTZ-ABC: (80) 29,198; (83) 31,200
County 80 Cen. 20,674; Loc. Est. 22,322
City & RTZ-ABC: (80) 38,279; (83) 40,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$175,740,000
Savings & Loan	3	$166,079,975

6 - PASSENGER AUTOS: County 28,142

7 - ELECTRIC METERS: Residence 9,952

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chemical Pdts.; Construction; Dacron; Textiles; Foods; Boxes; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Pdts.; Concrete Pdts.; Metal Fabrications; Grocery; Furniture.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft. Artesian wells, chemically pure, untreated, unfiltered. Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kinston Plaza (30)	NA	A&P, Eckerd
Kinston Sq.(14)	NA	K mart, Pac-a-Sak
Parkview(14)	NA	Sutton's Foods
Vernon Park Mall(45)	NA	JCPenney, Roses, Belk-Tyler
Winn-Dixie	NA	Winn-Dixie, Family Dollar

Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Stadiem; Coed Shop; Dupree's; Man's Store; Brody Bros.; K mart; White's.
Variety Stores-Rose's; Greene's; McCrory.
Discount Stores-United Surplus.
Chain Drug Stores-Scotties; Eckerd's 2; Hood-Rexall 3; Standard 2; Revco 2.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners; Sutton's.
Other Chain Stores-Charles II; Kinney Shoe; Glamor Shop; Marilyn Shoes; Cato's; Eleanor Shop; Eckerd's; Firestone; Advance Store; Belk-Tyler; JCPenney; Suburban; Erskine's; Dollar Store; Family Dollar Store; Butler's Shoe; Jewel Box; Peggy Ann; Bell's Shoes; Royal Jewelry; Lowe's.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,561; (S) 13,734; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: **Railroads**-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 13,748; Loc. Est. 12,910
CZ-ABC: (80) 16,636; (83) 16,100
RTZ-ABC: (80) 40,376; (83) 43,400
County 80 Cen. 67,746; Loc. Est. 69,219
City & RTZ-ABC: (80) 57,012; (83) 59,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,169; Loc. Est. 4,957
CZ-ABC: (80) 6,178; (83) 6,100
RTZ-ABC: (80) 13,463; (83) 15,200
County 80 Cen. 23,331; Loc. Est. 24,982
City & RTZ-ABC: (80) 19,641; (83) 21,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - PASSENGER AUTOS: County 31,984

7 - ELECTRIC METERS: Residence 14,970

8 - GAS METERS: Residence 1,086

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Furniture 9,000; Textile 1,500; Hosiery 785; Total 22,100 Workers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(52)	NA	Belks, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Wed. afternoon except Dec.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.
Chain Drug Stores-People's Drug; Rite Aid 2; Eckerd; Revco.
Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
Other Chain Stores-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic 'n Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 11,324; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James L. Clark, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N. of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern; WinstonSalem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways;

3 - POPULATION:
Corp. City 80 Cen. 15,711; Loc. Est. 14,911
CZ-ABC: (80) 15,711; (83) 14,900
RTZ-ABC: (80) 60,401; (83) 64,300
County 80 Cen. 113,162; Loc. Est. 117,555
MSA 80 Cen. 851,984; Loc. Est. 882,523
City & RTZ-ABC: (80) 76,112; (83) 79,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,019; Loc. Est. 5,817
CZ-ABC: (80) 6,019; (83) 5,900
RTZ-ABC: (80) 20,774; (83) 23,000
County 80 Cen. 40,010; Loc. Est. 43,451
MSA 80 Cen. 307,207; Loc. Est. 332,676
City & RTZ-ABC: (80) 26,793; (83) 28,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$38,497,541
Commercial	4	$1,973,000,000

6 - PASSENGER AUTOS: County 56,975

7 - ELECTRIC METERS: Residence 8,412

8 - GAS METERS: Residence 4,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Stone, Clay, Glass 800; Textile 3,120; Food 385; Machinery 350; Veneer 540; Apparel 1,000; Furniture 4,500; Electronics 550; Printing 120; Metals 190; Other 235; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3. Last killing frost, Apr.1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St.; 2 on 1 st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq.(12)	NA	Winn-Dixie, Rose's

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's
Discount Stores-Towel Town of America; Bargain Center; Family Dollar Store; Sky City; K mart.
Chain Drug Stores-Walgreen; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite-Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 3; South Lexington; Land-o-Food; Foodtown; Thrifty Mart; 2 Guys.
Other Chain Stores-Western Auto; Merit Shoes; Sears (catalog); Advance Stores; Lowe's; Singer; Pic'N Pay Shop; Shumaker's; Dunlop; Carolina Tire (Goodyear); Kimbrell's Firestone; Brittain's Shoes; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 13,918; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kit Carson, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County. E&P Map D-3. County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; Interstate 95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: **Railroads**-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-Piedmont-Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340; Loc. Est. 18,067
CZ-ABC: (80) 18,241; (83) 18,400
RTZ-ABC: (80) 96,906; (83) 101,700
County 80 Cen. 101,577; Loc. Est. 103,351
City & RTZ-ABC: (80) 115,147; (83) 120,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,494; Loc. Est. 6,667
CZ-ABC: (80) 6,455; (83) 6,800
RTZ-ABC: (80) 29,536; (83) 32,100
County 80 Cen. 31,370; Loc. Est. 33,346
City & RTZ-ABC: (80) 35,991; (83) 38,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 42,161

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St. (21 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biggs Park(23)	NA	Eckerd, JCPenney
K mart Plaza	NA	K mart, Revco
Twin Oaks Mall(25)	NA	Maxwell Furniture

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-All Shopping Center Stores; Discount Stores and Food Stores open til 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hensdale; Raylass; Leder Bros.; A. Weinstein; JCPenney;
Chain Drug Stores-Eckerds; Hedgpeth 2; Revco; Mann; Medicine Shop.
Discount Stores-Bargain Barn; K mart; Rose's; Nichol's.
Variety Stores-Wood's; Family Dollar.
Chain Supermarkets-A&P 2; Big Star; Red & White 2; Winn-Dixie 2; Food World; Food Town; Bo's 3.
Other Chain Stores-Goodyear; Goodrich; Firestone; Heilig Meyers; Sherwin-Williams; Western Auto; Singer; Homeway Furniture; Maxwell Home Furnishings; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,075; (S) 16,567; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Nat. Adv. Mgr., ROBESONIAN, PO Box 1100, Lumberton, NC 28358; Tel. (919) 739-4322.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. 25 mi. SE of Charlotte on U.S. Hwy. 74,601; State 207, 75, 200, 84.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial freight and charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; Loc. Est. 12,871
CZ-ABC: (80) 12,639; (83) 12,900
RTZ-ABC: (80) 57,741; (83) 62,100
County 80 Cen. 70,380; Loc. Est. 74,652
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 70,380; (83) 75,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,471; Loc. Est. 4,731
CZ-ABC: (80) 4,471; (83) 4,700
RTZ-ABC: (80) 18,450; (83) 20,600
County 80 Cen. 22,921; Loc. Est. 25,402
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 22,921; (83) 25,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 34,988

7 - ELECTRIC METERS: City Res. 5,974

8 - GAS METERS: City Res. 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textiles 3,500 ($186); Construction 2,459 ($265); Lumber and Wood Prod. 768 ($221); Fabricated Metals 971 ($291); Agriculture (N.A.); Machinery 1,114 ($310).
Principal Industry Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; Last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown-15 blocks on Main, Jefferson and Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Village(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C & S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plaza(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. til 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic 'N Pay Shoes; K mart.
Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gambles; Kroger Sav-On; 3-Guys.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Center; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,311; (S) 12,860; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stallwitz, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson, PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County, (In Hickory MSA), E&P Map B-2.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; Loc. Est. 13,687
CZ-ABC: (80) 13,763; (83) 13,000
RTZ-ABC: (80) 58,741; (83) 62,800
County 80 Cen. 72,504; Loc. Est. 76,328
City & RTZ-ABC: (80) 72,504; (83) 75,800
MSA 80 Cen. 202,711; Loc. Est. 211,355

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945; Loc. Est. 5,013
CZ-ABC: (80) 4,945; (83) 4,800
RTZ-ABC: (80) 20,393; (83) 22,700
County 80 Cen. 25,338; Loc. Est. 27,944
City & RTZ-ABC: (80) 25,338; (83) 27,500
MSA 80 Cen. 71,174; Loc. Est. 77,634

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 33,964

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Children's Wear; Lingerie; Electronics; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery; Custom Marble. 20,485; Emp. Av. Wkly. Wage, $180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue(7)	NA	Harris-Teeter, Family Dollar, Western Auto
Quaker Meadows	NA	Foodtown, Revco, K mart
Burkly Sq.	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd's
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(42)	25	Sears, Belks
Lenoir Mall(52)	15	Woolworth, Kinney Shoes, Rite-Aid

13 - RETAIL OUTLETS: Department Stores-Rose's; Belk's; Sears.
Discount Stores-Family Dollar, K mart.
Chain Drug Stores-Eckerd; Cornwell 9; Rite-Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town 2; Raders.
Other Chain Stores-Army Store; Lazarus; Burands; John Graham; Lowe's Hardware; Sky City.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,146; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 77, 601, 52 and 89.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 6,638
County 80 Cen. 59,449; Loc. Est. 61,907

4 - HOUSEHOLDS:
City 80 Cen. 2,836; Loc. Est. 2,784
County 80 Cen. 23,216; Loc. Est. 23,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$250,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 30,004

7 - ELECTRIC METERS: Residence 22,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Spencers, Inc. 1,600 ($182); Quality Mills 1,250 ($175); Renfro Industries 1,100 ($172); Proctor-Silex 850 ($220); National-Mt. Airy Furniture 425 ($205); Perry Mfg. Co. 450 ($185).
Principal Industrial Pay Days-Every two weeks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft

12 - RETAILING: **Principal Shopping Center**-Mayberry Mall (27 stores) Hwy 52 North.
Neighborhood Shopping Centers-Plaza Shopping Center (6 stores); Thruway Shopping Center (15 stores); Surry Central Shopping Ctr. (8 stores).
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and Penneys.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Roses; K mart.
Discount Stores-Heck's, Sky City.
Variety Stores-Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores-Eckerd's; Revco, Rite-Aid.
Chain Supermarkets-Winn-Dixie; Foodtown; Thrift-Mart.

Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,575; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: General Adv. Service.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina. County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17 & 70; 176 mi. S of Norfolk, Va., 113 mi. E of Raleigh, 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; Loc. Est. 14,261
PMA-ABC: (80) 91,146; (83) 93,200
County 80 Cen. 71,043; Loc. Est. 72,891
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863; Loc. Est. 6,027
PMA-ABC: (80) 30,380; (83) 32,300
County 80 Cen. 23,499; Loc. Est. 25,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$6,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 33,325; City 19,921.

7 - ELECTRIC METERS: Residence 8,870.

8 - GAS METERS: Residence 2,100.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (all timber prods.) (N.A.); Apparel 750 (N.A.); Stone Pdts. 55 (N.A.); Tool Workers 245 ($140); U.S.M. Corps, NAF 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 73-83; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd., 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd's, Mont. Ward, Piggly Wiggly
Berne(10)	NA	People's, Roses, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thurs., Fri.
Stores Open Evenings-Fri. (No Sunday Blue Laws).

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar Store; Nichols; Lowe's.
Variety Stores-McLellans; Roses.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerds.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN-JOURNAL (e) 15,365; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Hall, Adv. Mgr., SUN-JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Manufacturing and agriculture area in West Central Piedmont part of state; 35 miles NW of Charlotte on Hwys. 16,321 and 10. 8 miles SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; Loc. Est. 7,395
County 80 Cen. 105,208; Loc. Est. 108,463
MSA 80 Cen. 202,711; Loc. Est. 211,355

4 - HOUSEHOLDS:
City 80 Cen. 2,859; Loc. Est. 2,820
County 80 Cen. 37,308; Loc. Est. 40,260
MSA 80 Cen. 71,174; Loc. Est. 77,634

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$200,637,432
Commercial	3	$339,832,679

6 - PASSENGER AUTOS: County 58,639

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 2,904 ($148); Manufacturing 34,632 (N.A.); Transp. Comm. & Utilities 2,524 ($171); Trade 9,451 (N.A.); Others 4,910 (N.A.) Area mfrs: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furniture. Agriculture includes: Dairy Products; Wheat; Cotton; Corn.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Hwy. 321; smaller shopping center 1 1/2 miles at intersection of Hwys. 321 and 64-70 (combined 23 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Catawba Mall(30)	14	JCPenney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd	16	Harris Teeter
Valley Hills(90)	5	Belk, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Belk; Brumley; Family Dollar; Sears; JCPenney; Sky City.
Discount Stores-Dandy, Crown Drug.
Variety Stores-TG&Y; S&H Grand; United; Rose's.
Chain Drug Stores-Crown; Newton Rexall.
Chain Supermarkets-Winn-Dixie; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D.
Other Chain Stores-Pic 'n' Pay; Clark Tire-Auto; Western Auto; Twin City Tire; Thomas Co. Jewelers.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 3,835; sworn Sept.30, 1982.
Local Contact for Advertising and Merchandising Data: Gayle Gaither, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA). E&P Map D-2. State Capital and County Seat. Retail and wholesale center of Eastern and Central N.C. On U.S. Hwys. 1, 401, 70A, 70, 64 and State Hwys. 39, 42, 54, 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville, 120 mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Carolina Coach; Seashore; Southern.
Airlines-Altair; Delta; Eastern; Piedmont; United; USAir; Wheeler; NY Air; Mid-South; AirLift; Sunbird; Pan Am; Ozark; Best.

3 - POPULATION:
Corp. City 80 Cen. 150,255; Loc. Est. 164,000
CZ-ABC: (80) 152,185; (83) 159,500
RTZ-ABC: (80) 600,331; (83) 630,300
County 80 Cen. 301,327; Loc. Est. 340,000
MSA 80 Cen. 560,728; Loc. Est. 593,574
City & RTZ-ABC: (80) 752,516; (83) 790,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 54,643; Loc. Est. 61,000
CZ-ABC: (80) 55,402; (83) 60,200
RTZ-ABC: (80) 206,582; (83) 225,500
County 80 Cen. 106,525; Loc. Est. 125,000
MSA 80 Cen. 198,995; Loc. Est. 220,465
City & RTZ-ABC: (80) 261,984; (83) 285,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	$1,060,712,000

6 - PASSENGER AUTOS: County 190,546

7 - ELECTRIC METERS: Residence 61,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Wake County Industry, (Number of Firms), Number of Wage Earners (Av. Wkly. Wage)-Construction (839), 11,216 ($292); Food (22), 2,353 ($274); Textiles (10), 856 ($282); Apparel (15), 1,317 ($190); Printing & Publ. (88), 1,743 ($284); Chemicals (10), 1,557 ($321); Fab. Metal Prods. (23), 2,173 ($355); Machinery exc. Elect. (40), 1,967 ($325); Elect. Equip. & Supplies (29), 6,165 ($332); Instruments & Related Prods. (14), 2,036 ($389); Trans., Comm., Utilities (175), 9,507 ($425); Wholesale & Retail Trades (2,205), 2,269 ($246); Finance, Insur., Real Estate (650), 10,094 ($293); Services (2,504), 30,390 ($225); Federal Gov't. (55), 3,006 ($447); State Gov't. (103), 23,534 ($314); Local Gov't. (18), 12,531 ($249).
Principal Pay Days-1, 15; 5, 20 & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Downtown Shopping Area-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avent Ferry(24)	2	Food Lion, Rite-Aid
Brentwood Sq.(15)	6	Big Star, Rite-Aid
Cameron Vig.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimer's
Creedmoor Crossings(10)	9	Food Lion, Eckerd
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(37)	8	T.J. Maxx, Big Star
Fayetteville Street Mall	0	Hudson-Belk
Forest Hills(14)	5	Treasury Drug, Food Lion
Gateway Plaza(29)	3	Piggly Wiggly, Family Dollar
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Toys 'O Toys, Eckerd Drug
Kidds Hill Plz.(4)	7	Brendle's, Food Lion
Kildaire Plz.(10)	6	Harris Teeter, Revco
Kings Plaza(15)	5	Winn-Dixie, Revco
Lake Boone Trail(16)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs
North Hills Mall & Plaza(61)	5	Ivey's, JCPenney
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Quail Corners(17)	6	Big Star, Eckerd
Research Triangle Factory Outlet(26)	15	United Outlet, Rack Room, J. Brannam
Ridgewood(22)	4	Winn-Dixie, Kerr
Six Forks Sq.(6)	8	Winn-Dixie, Revco
Six Forks Station(12)	10	Food Lion, Eckerd
Southgate(5)	3	Fast Fare
South Hills(70)	6	Roses, Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stoneybrook(8)	5	Food World
Tower(28)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(6)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food Mon.-Sat., Dept. Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Hudson-Belk 3; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimers 2.
Variety Stores-Woolworth 2; G.C. Murphy; Rose's 3.
Discount Stores-K mart 7; Super Dollar; Best Products; Brendles 2; Family Dollar 2.
Chain Drug Stores-Eckerd 8; Treasury Drug 4; Kerr 14; Rite Aid 2; Revco 9.
Chain Supermarkets-Winn-Dixie 13; A&P 7; Piggly Wiggly 2; Big Star 11; Food World 2; Food Lion 7; IGA.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; S&H Green Stamps; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Sam Goody; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 129,822; TIMES (e) 34,471; NEWS & OBSERVER (S) 168,482; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mkt. Res. Dir., NEWS & OBSERVER and TIMES, P.O. Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; Loc. Est. 12,492
County 80 Cen. 83,426; Loc. Est. 87,254

4 - HOUSEHOLDS:
City 80 Cen. 4,743; Loc. Est. 4,620
County 80 Cen. 29,616; Loc. Est. 32,371

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 42,477

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Canning ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart
TG&Y Plaza(2)	NA	Colonial Mkt., TG&Y

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Sears; Rose's; TG&Y; Family Dollar; Super Dollar.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd's; Revco; Rite Aid;-Medicine Shop.
Chain Supermarkets-Winn-Dixie; Big Star; Bestway; Food Town; Daniel 2; Food World.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,823; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW, P.O. Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, N.C., (43 mi.) and Raleigh, N.C. (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; Loc. Est. 15,369
CZ-ABC: (80) 14,702; (83) 14,900
RTZ-ABC: (80) 38,386; (83) 37,600
County 80 Cen. 55,286; Loc. Est. 56,611
City & RTZ-ABC: (80) 53,088; (83) 52,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491; Loc. Est. 5,684

CZ-ABC: (80) 5,491; (83) 5,800
RTZ-ABC: (80) 12,126; (83) 12,300
County 80 Cen. 18,286; Loc. Est. 19,551
City & RTZ-ABC: (80) 17,617; (83) 18,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$64,000,000
Savings & Loan	4	$40,000,000

6 - PASSENGER AUTOS: County 24,200

7 - ELECTRIC METERS: Residence 7,018

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry Number of Employees-Textiles 3,100; Paper 680; Lumber & Wood Prod 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 260; Service 160; Retail & Wholesale Trade 1,100; Trans. Comm. and Util. 110; Gov. 280; Tourist Services 240; Milk Prod. 35; Concrete Prod. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Hills(20)	NA	Stacy's
Franklin St.(7)	NA	Little Star
Oakland(28)	NA	Clark's, Sears, Winn-Dixie
Park Plaza(8)	NA	Bestway
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles
Becker Village Mall(31)	NA	Leggett, JCPenney, K mart, Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; Clark's; TG&Y.
Discount Stores-Dollar; Drug Barn; Clark's; Rite-Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K Mart.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway; Bestway.
Other Chain Stores-Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Advance; Wickes Lbr.; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,980; (S) 11,121; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Seaboard Airline.
Intercity Bus-Queen City Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; Loc. Est. 8,921
CZ-ABC: (80) 15,583; (83) 16,000
RTZ-ABC: (80) 29,898; (83) 30,800
County 80 Cen. 45,481; Loc. Est. 46,041
City & RTZ-ABC: (80) 45,481; (83) 46,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039; Loc. Est. 3,350
CZ-ABC: (80) 5,639; (83) 6,000
RTZ-ABC: (80) 10,170; (83) 10,900
County 80 Cen. 15,809; Loc. Est. 16,730
City & RTZ-ABC: (80) 15,809; (83) 16,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 19,364

7 - ELECTRIC METERS: Residence 10,776

8 - GAS METERS: Residence 1,075

9 - PRINCIPAL INDUSTRIES: Textiles, Timber; Automotive Transmissions; Farming; Paper; Furniture; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; Last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: **Shopping center 2 mi. from central business district, open nightly; 30 stores.**

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Richmond Plz.(36)	NA	Belk, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerds
Westside Sq.(6)	NA	Bi-Lo, Woods

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; R.W. Goodman; Guddy's; Lupeg's; Long's; Kay's; Ego. Ltd.
Discount Stores-Wickes; Lowe's; Family Dollar; K mart.
Variety Stores-Rose; Wood's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-A&P; Big Star; Big M.; Piggly Wiggly; Bi-Lo; Winn-Dixie; Lowe's.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Three Sisters; Jewel Box; Firestone; Sherwin-Williams, Pic 'n Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 7,752; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond and 51 mi. E of Raleigh. On U.S. I-95 and U.S. 64.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Carolina Trailways; Seashore Transp.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 41,283; Loc. Est. 44,482
CZ-ABC: (80) 41,283; (83) 43,200
RTZ-ABC: (80) 126,466; (83) 97,700
Counties 80 Cen. 123,141; Loc. Est. 128,680
Edgecombe 80 Cen. 55,988; Loc. Est. 57,589
Nash 80 Cen. 67,153; Loc. Est. 71,091
City & RTZ-ABC: (80) 167,749; (83) 140,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138; Loc. Est. 16,617
CZ-ABC: (80) 15,138; (83) 16,400
RTZ-ABC: (80) 40,484; (83) 32,500
Counties 80 Cen. 41,867; Loc. Est. 45,793
Edgecombe 80 Cen. 18,397; Loc. Est. 19,782
Nash 80 Cen. 23,470; Loc. Est. 26,011
City & RTZ-ABC: (80) 55,622; (83) 48,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$7,200,000,000
Savings & Loan	5	$2,650,000,000

6 - PASSENGER AUTOS: Nash 33,750; Edgecombe 26,125

7 - ELECTRIC METERS: Residence 21,785

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food & Drug Prod. 2,300; Tobacco Processing (seasonal) 800; Textile Mill Prod. & Apparel 2,900, Lumber & Wood. Furn. 1,200; Printing & Pub. 160; Chemicals & Prod. 975; Stone, Clay, Glass & Concrete 197; Fabricated Metal Prod. 1,200; Transportation 400; Construction 2,600; Electrical Equip. & Supplies 175; Av. Weekly Wages $285.
Principal Pay Days-1, 15 & 30; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-39; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 **blocks Main St.; 3 blocks Washington St.; Tarrytown Mall (73 units) Hwy. 64 at 301; Oakwood (18 units); Westridge Village (33 units).**
Neighborhood Shopping Centers-Peddler's Village **Hwy. 301 S. (12 units); Falls Rd. at Ridge St. (7 units); Englewood (8 units); Fairview (6 units); Walnut; Winn-Dixie; Wellongate; Raleigh Road; Englewood Square on Sunset Ave. (10 units); K mart Plaza (15 units); West End Plaza (8 units).**
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; JCPenney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McLellan; Pope's Dollar Stores; Rose 2; Macks.
Discount Stores-K mart; Bailey's Discount

Why You Should Consider The Raleigh, N.C. Market

A quick glance at the Raleigh market's retail sales growth, population increases, high median household income level, low employment rate, high educational level, prestigious industries and double-digit retail sales gains for nine straight months, shows why "the city in a park" is rated one of the country's most desirable areas for expansion.

RETAIL SALES GROWTH

Wake County's monthly retail sales gains over the same month of the prior year:

Jun. 1983	**+18.9%**	Jan. 1983	**+20.2%**
May 1983	**+15.3%**	Dec. 1982	**+15.1%**
Apr. 1983	**+13.6%**	Nov. 1982	**+11.5%**
Mar. 1983	**+16.0%**	Oct. 1982	**+10.3%**
Feb. 1983	**+11.7%**		

POPULATION GROWTH

	1970-1980	Current Population
Raleigh	**+22%**	163,525
Wake Co.	**+32%**	321,656

INCOME

Wake Co. median household income **$26,654**
(Highest of N.C.'s 100 counties)

UNEMPLOYMENT

Raleigh's metro area unemployment July 1983: **4.6%**
(Placed 1st, 2nd, 3rd or 6th in U.S. each month during 1st 6 mos. 1983.)

AGE

Wake Co. median age: **29.4** years
(51% of county population is **18-44** years old)

RACE

Racial makeup: **77%** white, **22%** black, **1%** other

EDUCATION

Wake Co. ranks 2nd among N.C.'s 100 counties in percentage of 25 year olds and older who have been graduated from high school (**72.5%**). The Raleigh SMSA has more Ph.D.'s per 1000 than any other area of the U.S. More than 30,000 students attend Raleigh's six colleges and universities, including N.C. State University. The University of N.C. and Duke University are less than 30 miles away.

MAJOR AREA EMPLOYERS

IBM (8500), ITT, G.E., Union Carbide, Westinghouse, Northern Telecom, Data General, Bristol Myers, Burroughs Wellcome and many more high-tech, micro electronics and medical research firms make up the private enterprise companies, while more than 18,000 government workers add stability to the workforce.

Between Raleigh and Durham is the famous Research Triangle Park—5200 acres, 35 firms with more than 18,000 employees who live mostly in Wake County.

OTHER REASONS

If the above doesn't convince you, add an excellent topography for building, one of the most desirable climates year round, clean air, abundant supply of good water and a newly completed beltline around the city which will spur more residential and retail expansion.

And after you get here, we'll be glad to show you how we reach **70%** daily and **75%** Sunday of the adults in Wake County.

SOURCES: U.S. Census, National Planning Data Corp., Sales & Marketing Management's Survey of Buying Power 1983, N.C. Employment Security Commission, N.C. Dept. of Revenue--Sales & Tax Use Division.

For additional Raleigh Market information call
1-919-829-4622

Represented Nationally by Branham Newspaper Sales, Inc.

The News and Observer
The Raleigh Times

Jewelry; Family Dollar Stores.
Chain Drug Stores-Almands 3; Kerr 3; Eckerd's 2; Raper's 2.
Chain Supermarkets-Big Star 2; A&P; Gurganus 2; Piggly Wiggly 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World; Expressway 8.
Other Chain Stores-Cato's; Low's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Family Dollar Store; Lowe's; Moores; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 13,441; (S) 14,336; Mar. 31 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM, Box 1080, Rocky Mount, NC 27801; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map C-2, County Seat. Center of rich industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 350 mi. from Washington; 290 mi. from Atlanta. On U.S. Hwys. 70, 29, 52, 601; State Hwy 150; Interstate 85.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; Loc. Est. 27,705
  Salisbury 80 Cen. 22,677; Loc. Est. 22,700
  Spencer 80 Cen. 2,938; Loc. Est. 2,900
  East Spencer 80 Cen. 2,150; Loc. Est. 2,105
CZ-ABC: (80) 31,274; (83) 31,700
RTZ-ABC: (80) 92,539; (83) 99,200
County 80 Cen. 99,186; Loc. Est. 103,827
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 289,340; (83) 298,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290; Loc. Est. 10,723
  Salisbury 80 Cen. 8,398; Loc. Est. 8,775
  Spencer 80 Cen. 1,178; Loc. Est. 1,177
  East Spencer 80 Cen. 714; Loc. Est. 771
CZ-ABC: (80) 11,622; (83) 12,200
RTZ-ABC: (80) 92,539; (83) 99,200
County 80 Cen. 35,949; Loc. Est. 37,300
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 104,161; (83) 111,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$289,966,000
Savings & Loan	5	$186,719,811

6 - PASSENGER AUTOS: County 51,891

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Food 782; Stone, Clay & Glass 504; Mach. & Metal 987; Textile 6,500; Railroad 300; Communications (Radio-Tel.) 145; Utilies 360; Furn. & Fixtures 630; Lumber & Wood 128; Chemicals 144; Mobile Homes 600; Paper Prods. 235; Rubber Prods. 152; VA Hosp. 1,000 (Av. Wkly. Wage-$257.20).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-90; Fall 48-73; Winter 32-53.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 2 on Innes; 1 on Council.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 South Main, Salisbury; Ketner Cntr., W. Innes & Mahaley, 3 blocks in Spencer; Park Shopping Center, Spencer, 6 Stores; 2 blocks in East Spencer; S. Main at Mooresville Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	1	Food Town
Mid Carolina(5)	2	Winn-Dixie, Eckerd
Rowan Mall(10)	2	Rose's, Eckerd
Towne Mall(28)	1	Sky City
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. aft. all year.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd's 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture; K-Town; Rustin's; Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward (catalog), Radio Shack, Firestone, Sherwin-Williams, New York Carpet; Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,115; (S) 24,985; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Stiller, Nat'l Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and Industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 501, 421; N.C. 87.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; Loc. Est. 15,233
CZ-ABC: (80) 14,773; (83) 14,400
RTZ-ABC: (80) 92,848; (83) 98,300
County 80 Cen. 36,718; Loc. Est. 37,863
City & RTZ-ABC: (80) 107,621; (83) 112,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545; Loc. Est. 5,680
CZ-ABC: (80) 5,545; (83) 5,600
RTZ-ABC: (80) 32,745; (83) 36,000
County 80 Cen. 12,914; Loc. Est. 13,876
City & RTZ-ABC: (80) 38,290; (83) 41,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$214,796,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 19,953

7 - ELECTRIC METERS: Residence 6,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Sanford trade area) Total Wage Earners (Av. Wkly. Wage) 14,765 ($205); Construction 1,375 ($275); Mfg. 6,790 ($214); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180)
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Average Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.; Kendale 36 Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford Sq.	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food-Thurs. & Fri.; Dept. & Furniture Stores-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Williams-Belk; Avent & Thomas; JCPenney; Moore's; Sears; Montgomery Ward; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart.
Variety Stores-Macks 3; Pope's.
Chain Drug Stores-Rite-Aid 2; Revco 2; Medicine Shoppe; Eckerd's.
Chain Supermarkets-A&P 2; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Big Star; Byrd's LoMark; Food Lion 2.
Other Chain Stores-Saslow's Jewelry; Banks Clothing; Sears; H&H Auto Parts; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks 3; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Heilig-Meyers; Revco; Radio Shack; Pantry 16; Rich Girls; Catos; Cheap Joes; Tucker Jones Furniture.

14 - NEWSPAPERS: HERALD (e) 12,045; Mar. 31 1983 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch Adv. Mgr.; HERALD, 208 St. & Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18 and 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; Loc. Est. 14,833
CZ-ABC: (80) 31,324; (83) 31,500
RTZ-ABC: (80) 77,066; (83) 80,100
County 80 Cen. 83,435; Loc. Est. 86,824
City & RTZ-ABC: (80) 108,390; (83) 111,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731; Loc. Est. 5,687
CZ-ABC: (80) 11,096; (83) 11,600
RTZ-ABC: (80) 26,256; (83) 28,300
County 80 Cen. 28,4581; Loc. Est. 31,031
City & RTZ-ABC: (80) 37,352; (83) 39,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 39,412

7 - ELECTRIC METERS: Residence 7,081

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Mfg. 16,370 ($202); Construction 1 293 ($189); Trades 5,085 ($164).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-City Sq.; 3 blocks radius around square.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bilo Plaza; Cleveland Mall.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.
Variety Stores-Rose's; Blanton's; Towel Town; Scottie's.
Discount Stores-Kings; Sky City; Family Dollar 2; K mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd's 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo; Kroger.
Other Chain Stores-Sears; Lowe's Wickes; Kings; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,520; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, P.O. Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER
See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; Loc. Est. 18,192
PMA-ABC: (80) 98,045; (83) 101,600
County 80 Cen. 82,538; Loc. Est. 86,687

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056; Loc. Est. 6,877
PMA-ABC: (80) 34,777; (83) 37,000
County 80 Cen. 29,128; Loc. Est. 32,007

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$210,976,000
Savings & Loan	5	$237,400,000

6 - PASSENGER AUTOS: County 43,942

7 - ELECTRIC METERS: City Residence 9,920

8 - GAS METERS: Residence 6,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 5,180 ($187); Apparel 3,280 ($158); Furniture 2,220 ($180); Fab. Metals 910 ($256); Non-electric Machy. 800 ($236); Paper 540 ($216); Trades 6,150 ($142); Construction 1,770 ($196); Food & Agri-business 850 ($190); Heavy Metal 550 ($268).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30. Last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 central streets.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 at Boulevard and Western Ave.; 1 on N. Center St.; 2 on Davie Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale Sq.(14)	NA	Food Town
Forest Hts.(12)	NA	Harris-Teeter
Newtowne Plz.(12)	NA	Roses, Harris-Teeter
Northwinds(6)	NA	Bi-Lo, Revco
Signal Hill Mall(35)	NA	Belk, Woolworth, JCPenney, Winn-Dixie
Westgate(7)	NA	Lowe's Mkt.
Southland(5)	NA	Family Dollar, Food Town
Westpark(8)	NA	Mack's, Winn-Dixie

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Some Wed. afternoons.
Stores Open Evenings-Thu., Fri.
Stores Open Sundays-Grocery, drug, & variety.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Spainhour's; JCPenney; Smithey's; Roses; Mack's.
Discount Stores-Family Dollar; Roses, K mart.
Variety Stores-Eagle's; Woolworth.
Chain Drug Stores-Statesville; Eckerd's; Revco 8; Rite Aid.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Town 2; Ingle's; Bi-Lo.
Other Chain Stores: Leonard's Jewel Box; Wooten's (Jewelry); Goodrich, Goodyear; Western Auto; Advance Auto; Judi; Smart Shop; Morse Shoes; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner Shops; Mr. Sport; Pearl Vision Centers; White Star; Sky City.

14 - NEWSPAPERS: RECORD & LANDMARK (e) 17,669; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kiser, Adv. Dir., RECORD & LANDMARK, 220 East Broad Street, Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line; Seaboard Coast Line.
Motor Freight Carriers-12.
Intercity Bus Lines-Carolina Trailways.
Airlines-Sunbird (at Rocky Mt., 15 mi.)

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,390
County 80 Cen. 55,988; Loc. Est. 57,589

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,150
County 80 Cen. 18,397; Loc. Est. 19,782

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$947,643,000

6 - PASSENGER AUTOS: County 25,233

7 - ELECTRIC METERS: Residence 4,340

8 - GAS METERS: Bottled 710; Natural 775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastic Pdts. 1,150; Power Tools 550; Textile Pdts. 2,000; Farm Machy. 1,000; Formica Pdts. 100; Misc. 100; Communications 500. Av. Wkly. Wage $170.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Oct. 31. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(15)	NA	Super Dollar, Harris Mkt.
Parkhill Mall(15)	NA	Belk-Tyler, A&P
Tarboro (9)	NA	Winn-Dixie, Ben Franklin

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Clark's; Alder's; Shugar's.
Variety Stores-Rose's; Dollar Stores; K mart; TG&Y; G.C. Murphy.
Discount Stores-Dollar Store; Family Dollar Store; Value Pak.
Chain Drug Stores-Clay's Walgreen; People's; Kerr; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Harris; Piggly-Wiggly; Big Star.
Other Chain Stores-Firestone; Goodyear; Cato's; Wise Fashions; Heilig Meyers.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,192; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; Loc. Est. 13,505
CZ-ABC: (80) 23,401; (83) 24,400
RTZ-ABC: (80) 89,761; (83) 93,400
County 80 Cen. 113,162; Loc. Est. 117,555
MSA 80 Cen. 851,984; Loc. Est. 882,523
City & RTZ-ABC: (80) 113,162; (83) 117,800
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164; Loc. Est. 4,899
CZ-ABC: (80) 8,479; (83) 9,200
RTZ-ABC: (80) 31,531; (83) 34,000
County 80 Cen. 40,010; Loc. Est. 43,451
MSA 80 Cen. 307,207; Loc. Est. 332,676
City & RTZ-ABC: (80) 40,010; (83) 43,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 17,854; County 56,975

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp. (Av. Wkly Wage N.A.).

10 - CLIMATE: Av. annual temp.-58; Average annual rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie
Thomasville Plz.(5)	NA	A&P, Revco, Family Dollar

Stores Open Sundays-Drug & discount stores.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Revco 2; Eckerd's; Rite-Aid 2; Sky City.
Discount Stores-Family Dollar; K mart.
Chain Supermarkets-A&P; Winn-Dixie.

14 - NEWSPAPERS: TIMES (m) 8,526; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Tattle, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 1,796, Loc. Est. 1,741
County 80 Cen. 12,984; Loc. Est. 13,462

4 - HOUSEHOLDS:
City 80 Cen. 807; Loc. Est. 796
County 80 Cen. 5,023; Loc. Est. 5,436

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 7,342

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Tryon Plaza (BiLo Mkt., Sears, Family Dollar Store).

13 - RETAIL OUTLETS: **Variety Stores**-Peebles; Family Dollar Store; Popes United Variety; The Shop of Earale Thomas; The Tack Shop; Blue Ridge Weavers.
Chain Supermarkets-A&P; Community Cash; Bi-Lo; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,185; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Norfolk Southern.
Motor Freight Carriers-11.
Intercity Bus Lines-Seashore Transp.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; Loc. Est. 8,167
CZ-ABC: (80) 8,932; (83) 8,600
RTZ-ABC: (80) 71,397; (83) 73,400
County 80 Cen. 40,266; Loc. Est. 41,572
City & RTZ-ABC: (80) 80,329; (83) 82,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191; Loc. Est. 2,843
CZ-ABC: (80) 3,396; (83) 3,400
RTZ-ABC: (80) 24,628; (83) 26,400
County 80 Cen. 14,212; Loc. Est. 15,317
City & RTZ-ABC: (80) 28,042; (83) 29,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$30,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 19,187

7 - ELECTRIC METERS: Residence 3,694

8 - GAS METERS: Residence 1,981

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prod. 162; Trans. Equip 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Machinery 100; Boat Building 250; Filters 200.
Principal Industrial Pay Days-Sat., Fri.

10 - CLIMATE: Average Temp.-Spring 62; Summer 77; Fall 64; Winter 47.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Charles White; Roses; Lewis'; Save Mart.
Variety Stores-McClellans; K mart; Family Dollar.
Chain Supermarkets-Foodland; Big Star; Smith Brothers; Winn-Dixie; Scott's; Food Lion.
Chain Drug Stores-People's; Tayloe's; Hospital Phcy; Revoc; Rite Aid; May's.
Other Chain Stores-Kinney (shoes); Charles Stores; Helig-Meyers Furn; Maxwell Furniture; Roscoe Griffin.

14 - NEWSPAPERS: NEWS (e) 10,010; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Den Dickerson, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 44,000; Loc. Est. 41,671
CZ-ABC: (80) 94,947; (83) 99,700
RTZ-ABC: (80) 169,744; (83) 177,400
County/MSA 80 Cen. 103,471; Loc. Est. 107,189
City & RTZ-ABC: (80) 264,691; (83) 277,100
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418; Loc. Est. 16,620
CZ-ABC: (80) 34,697; (83) 37,800
RTZ-ABC: (80) 57,748; (83) 62,700
County/MSA 80 Cen. 37,691; Loc. Est. 40,877
City & RTZ-ABC: (80) 92,445; (83) 100,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$286,812,000
Savings & Loan	6	$366,700,000

6 - PASSENGER AUTOS: County 55,540

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Lumber & Wood 490; Metals 1,390; Machinery 1,090; Food 610; Textiles 700; Apparel 1,250; Chemicals 5,590; Construction 4,020; Trans., Comm., & Pub. Util. 4,870; Trade 12,380; Fin., Ins., & Real Estate 1,820; Service 7,080; Gov't 11,740; Agriculture 480.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port city; S. Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug
Cape Fear(8)	3	Family Dollar, Parkers
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange(33)	0	
Hanover Ctr.(23)	3	Parker's, Roses, Eckerd
Independence Mall(70)	NA	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Revco
Long Leaf Mall (40)	4	Radio Shack, Rose's, Winn-Dixie, Eckerd
Market Plaza(18)	3	Parkers, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Mack's, Parker's, Family Dollar

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Berry; JCPenney.
Discount Stores-Family Dollar Store 4; Buy-Rite; TG&Y; Rose's 2; K mart.
Variety Stores-Mack's 2.
Chain Drug Stores-Eckerd 4; Rexall 4; Revco 7; People's 2.
Chain Supermarkets-Winn-Dixie 3; Parker's 8; Wilson's 4; Harris-Teeter 2; Food Lion 3; Kroger Sav-On.
Other Chain Stores-Western Auto; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom Mcan; Best Products Inc. Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson.

14 - NEWSPAPERS: STAR (m) 43,007; STAR NEWS (S) 52,466; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Shook, STAR, STAR-NEWS, P.O. Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2, County Seat. Agricultural and Manufacturing Center. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, Va. On U.S. Hwys. 301, I-95; 264 and 117; State Hwys. 42 and 58.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore Transportation.
Airlines-Mid South.

3 - POPULATION:
Corp. City 80 Cen. 34,424; Loc. Est. 35,427
CZ-ABC: (80) 34,424; (83) 34,800
RTZ-ABC: (80) 64,459; (83) 66,100
County 80 Cen. 63,132; Loc. Est. 64,971
City & RTZ-ABC: (80) 98,883; (83) 100,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 12,919
CZ-ABC: (80) 12,343; (83) 13,000
RTZ-ABC: (80) 21,327; (83) 22,800
County 80 Cen. 21,549; Loc. Est. 23,423
City & RTZ-ABC: (80) 33,670; (83) 35,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$175,000,000
Commercial	8	$250,000,000

6 - PASSENGER AUTOS: County 30,944

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed and Grain Processing; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: Belk-Tyler's; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood	NA	Food Town, Eckerd's
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City	NA	Nichols Discount, Food World
Kenly	26	J. Dobbin Balley, Cook's, IGA
Boulevard Plz.(13)	NA	Eckerd, Colonial
Gold Park(11)	NA	Family Dollar Store, Food World, Revco
King's Plaza(10)	NA	A&P, Maxwell's
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Roses, Belk-Tyler
Village	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Carpetland
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leder's, Inc.; Belk-Tylers; Sears.
Discount Stores-Cook's; S. E. Nichols.
Variety Stores-Rose's; Value Pak.
Chain Drug Stores-Eckerd's 2; Kerr Drugs; Revco 2.
Chain Supermarkets-A&P; Big Star 2; Food Lion; Winn-Dixie 2; Piggly Wiggly; Food World 2.
Other Chain Stores-Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furniture; Tucker's Furniture; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zales; Sherwin-Williams; Fast Fare Convenient Foods;

Zip Mart; Burton's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,380; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, Interstate 40 and State Hwys. 150, 8, 66, 109 and 67.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers-63.
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta.

3 - POPULATION:
Corp. City 80 Cen. 131,885; Loc. Est. 137,800
CZ-ABC: (80) 167,781; (83) 168,300
RTZ-ABC: (80) 498,435; (83) 524,200
County 80 Cen. 243,683; Loc. Est. 247,700
MSA 80 Cen. 851,984; Loc. Est. 882,523
City & RTZ-ABC: (80) 666,216; (83) 692,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338; Loc. Est. 53,600
CZ-ABC: (80) 63,357; (83) 66,000
RTZ-ABC: (80) 176,230; (83) 192,400
County 80 Cen. 90,146; Loc. Est. 94,200
MSA 80 Cen. 307,207; Loc. Est. 332,676
City & RTZ-ABC: (80) 239,587; (83) 258,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,462,291,099

6 - PASSENGER AUTOS: County 143,000

7 - ELECTRIC METERS: Residence 122,236

8 - GAS METERS: 18,803

9 - PRINCIPAL INDUSTRIES: Metropolitan Area Reporting Units, ESC-industry, Number of Wage Earners-Tobacco, Petroleum, Rubber & Leather 19,400; Textile 32,800
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Avg. Temperature-Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hanes Mall(125)	NA	Sears, Belk, JCPenney
Cloverdale Plz.(17)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(26)	NA	Rose's, Winn-Dixie
Parkway Plz.(40)	NA	Eckerd, Food Fair
Pine Ridge Plz.(12)	NA	Rose's, Thrifti-Mart
Reynolda Manor (12)	NA	Brendle's, Davis
Sherwood Plz.(22)	NA	Food Fair, Revco
Thruway(55)	NA	Rose's, Food Fair, Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; K mart; Davis; JCPenney; Sears; Thalhimers; Peebles.
Discount Stores-King's, Zayre; Brendle's; Ardan; K mart; Cooks; Rose's; Keymid; T.J. Maxx.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Bobbitt's 3; Eckerd 8; Revco 10; Crown 10; SupeRx 2.
Chain Supermarkets-Food Fair 12; Food World 6; Kroger 3; Winn-Dixie 5; Food Lion 10; Thrifti Mart 5; Mount Tabor 3.
Other Chain Stores-Mother and Daughter 5; Advance 2; Goodrich; Western Auto 4; Firestone 2; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m) 73,436; SENTINEL (e) 33,739; JOURNAL (S) 99,995; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Nat'l. Adv. Mgr., JOURNAL and SENTINEL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismarck-Burleigh and Morton Counties.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Grand Forks-Grand Forks County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	51	55	58
5-14 Years	135	100	106
15-24 Years	114	133	140
25-44 Years	130	168	177
45-64 Years	122	116	122
65 and Over	66	81	85
TOTAL	618	653	688

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	122	244	394
General Mdse	142	217	367
Food	230	370	705
Automobiles	289	559	924
Gasoline Stations	123	202	426
Apparel	67	130	222
Furniture	57	97	167
Eat-Drink Places	100	190	421
Drugs	44	69	134
TOTAL SALES	1,274	2,250	4,094

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical Generation. Manufacturing, distribution, wholesale and educational center. 200 mi. W of Fargo, ND; 108 Mi. W of Jamestown, ND; 410 Mi. W from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; International Transportation.
Airlines-Northwest Orient; Frontier; Republic; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 44,485; Loc. Est. 45,905
CZ-ABC: (80) 59,998; (83) 64,600
RTZ-ABC: (80) 109,171; (83) 112,100
County 80 Cen. 54,811; Loc. Est. 57,296
MSA 80 Cen. 79,988; Loc. Est. 83,846
City & RTZ-ABC: (80) 169,169; (83) 176,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424; Loc. Est. 17,517
CZ-ABC: (80) 21,738; (83) 24,300
RTZ-ABC: (80) 36,462; (83) 39,000
County 80 Cen. 19,420; Loc. Est. 21,224
MSA 80 Cen. 27,949; Loc. Est. 30,613
City & RTZ-ABC: (80) 58,245; (83) 63,300

5 - BANKS	**NUMBER**	**EST. DEP.**
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 35,162

7 - ELECTRIC METERS: Residence 18,329

8 - GAS METERS: Residence 14,697

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Printing 165; Trucking 300; Farm Machy. Mfg. 520; Machine Shops 90; Electric Power 420; Govt. 4,500; Wood Working 150; Brick & Tile 200; Railroad 60.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22. Last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Centers-2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northbrook(19)	2	Rod's Family Foods (Red Owl)
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz(100)	0	Montgomery Ward, JCPenney, Target
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. thru Sat.; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eckstein's; Montgomery Ward; Sears; JCPenney; Herberger's; Labelles.
Discount Stores-K mart; Rod's Family Foods (Red Owl); White Drug; Osco Drug; Target; White Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lenhart Rexall; Finney's Walgreen; White; Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Buy Rite; Jack 'n Jill; Holiday Store.
Other Chain Stores-Bismarck; Coast-to-Coast Hdwr.; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hank.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 28,543; (S) 28,600; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Mgr., TRIBUNE, 707 E. Front, Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County. E&P Map C-2; County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: **Railroads**-G. N.; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 7,442; Loc. Est. 7,468
County 80 Cen. 13,048; Loc. Est. 12,915
CZ-ABC: (80) 7,442; (83) 7,600
RTZ-ABC: (80) 20,615; (83) 20,300
City & RTZ-ABC: (80) 28,057; (83) 27,900

4 - HOUSEHOLDS:
City 80 Cen. 2,764; Loc. Est. 2,748
County 80 Cen. 4,618; Loc. Est. 4,721
CZ-ABC: (80) 2,764; (83) 2,900
RTZ-ABC: (80) 7,406; (83) 7,300
City & RTZ-ABC: (80) 10,170; (83) 10,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,338

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Milling; Creameries; Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; S&L; Brauns.
Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; Rexall; White's.
Chain Supermarkets-Red Owl; Super Valu; Leever's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,109; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bell, Pub., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Minnesota Newspaper Association.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, wholesale and educational center. On I-94; U.S. 10; State 22. 300 mi. W of Fargo.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Intercity Bus Lines-Greyhound.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 15,924; Loc. Est. 17,916
County 80 Cen. 23,697; Loc. Est. 26,217

4 - HOUSEHOLDS:
City 80 Cen. 5,473; Loc. Est. 6,403
County 80 Cen. 7,832; Loc. Est. 9,065

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 16,003

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Construction 530 ($225); Mfg. 520 ($215); Trans., Comm. & Public Util. 460 ($230); Wholesale Trade 360 ($175); Retail Trade 1,730 ($175); Finance, Ins. & Real Estate 300 ($275); Services 1,560 ($180); Gov. 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers-King's Royale Plaza; 4 blocks east; TSC, Anfinsons 1 1/2 mi. East; TSC Store 1 mi. East; Fred's Fairway Ctr. 10 Blks. West; Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Sky(13)	1	Tempo, White Drug
Prairie Hills Mall(45)	NA	Herberger, K mart, JCPenney

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Mon.
Stores Open Sundays-Small Grocery 2; Drug store.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds.
Variety Stores-Woolworth.
Discount Stores-TSC; Anfinson's; K mart.
Chain Drug Stores-White Drug; Walgreen.
Chain Supermarkets-Red Owl; King's; Fred's Fairway; Warehouse Grocery.
Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat; S) 9,692; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ed Hauck, Pub., PRESS, 127 W. First St., Dickinson, ND 58601; Tel. (701) 225-8111.
National Representatives: Landon Associates.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing; distributing and retail; wholesale, processing & medical center on Eastern boundary of N.D. Sugar beet plant, manufacturing, wholesale & college center on Western boundary of Minn. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and Interstate Routes 94 and 29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; Loc. Est. 91,745
Fargo 80 Cen. 61,308; Loc. Est. 62,133
Moorhead 80 Cen. 29,998; Loc. Est. 29,612
CZ-ABC: (80) 104,065; (83) 108,300
RTZ-ABC: (80) 126,499; (83) 127,200
Counties/MSA 80 Cen. 137,574; Loc. Est. 140,072
Cass Co. ND 88,247; Loc. Est. 90,563
Clay Co. MN 49,327; Loc. Est. 49,509
City & RTZ-ABC: (80) 230,564; (83) 235,500

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 33,371; Loc. Est. 34,684
Fargo 80 Cen. 23,567; Loc. Est. 24,785
Moorhead 80 Cen. 9,804; Loc. Est. 9,899
CZ-ABC: (80) 37,729; (83) 40,700
RTZ-ABC: (80) 44,137; (83) 46,100
Counties/MSA 80 Cen. 48,812; Loc. Est. 52,025
Cass Co. ND 32,613; Loc. Est. 35,073
Clay Co. MN 16,199; Loc. Est. 16,952
City & RTZ-ABC: (80) 81,866; (83) 86,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Cass County 55,321; Clay County 21,354

7 - ELECTRIC METERS: Residence 42,206

8 - GAS METERS: Residence 15,864

9 - PRINCIPAL INDUSTRIES: Creameries; Newspapers; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25. Last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, softened; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N.; 2 on 2nd Ave. N. Moorhead: 4 on Center Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plaza 10; South Plaza 18; Southside 1-13; Southside 2 -14; Park Place Plaza 15, Southgate Area 64; 13 Ave. S. 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale	2	Northwest Fabrics, Country Store
Buttrey-Osco	3	Buttrey Foods, Osco
Holiday Mall	2	Piggly Wiggly, Foss, Coast-to-Coast
Moorhead Center Mall	0	Eckstein's
Northport	4	Ben Franklin, Hornbacher's Food
Valley North	4	White Drug
Village West	5	Hornbacher Foods, Northwest Fabrics, Ben Franklin
West Acres	5	DeLendrecie, Sears, Dayton's, JCPenney

Principal Shopping Days-Mon.thru Sat. Moorhead; Sunday also.
Stores Open Evenings-Dept.-Mon.; Food.-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Squtt's; Sears; JCPenney; Vanity 3 & 5; Eckstein's; Alco.
Discount Stores-K mart 3; Alco; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; White; Johnson 2; Foss 2; Walgreen.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher's 3; Country Store 2; Buttrey 2; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 55,402; (S) 61,189; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David A. Braton, Adv. Dir., THE FORUM, Box 2020, Fargo, ND 58107; Tel. (701) 235-7311.
National Representative: Story & Kelly-Smith.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2. County Seat. Wholesale dist., shipping center for 2-county potato, sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwys. 2 and I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; Loc. Est. 54,000
Grand Forks, ND 80 Cen. 43,765; Loc. Est. 45,700
E. Grand Forks, MN 80 Cen. 8,537; Loc. Est. 8,300
CZ-ABC: (80) 52,032; (83) 54,000
RTZ-ABC: (80) 157,665; (83) 157,100
Counties 80 Cen. 100,944; Loc. Est. 100,850
Grand Forks, ND 80 Cen. 66,100; Loc. Est. 68,350
Polk, MN 80 Cen. 34,844; Loc. Est. 32,500
City & RTZ-ABC: (80) 209,967; (83) 211,110
MSA 80 Cen. 66,100; Loc. Est. 66,260
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602; Loc. Est. 19,375
Grand Forks, ND 80 Cen. 15,577; Loc. Est. 16,582
E. Grand Forks, MN 80 Cen. 3,025; Loc. Est. 2,793
CZ-ABC: (80) 18,602; (83) 20,000
RTZ-ABC: (80) 53,930; (83) 55,700
Counties 80 Cen. 34,262; Loc. Est. 35,087
Grand Forks, ND 80 Cen. 22,108; Loc. Est. 23,525
Polk, MN 80 Cen. 12,154; Loc. Est. 11,562
City & RTZ-ABC: (80) 72,532; (83) 75,700
MSA 80 Cen. 22,108; Loc. Est. 23,193

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$1,900,000,000
Commercial	7	$315,000,000

6 - PASSENGER AUTOS: Counties Grand Forks (ND) 34,510; Polk (MN) 16,037

7 - ELECTRIC METERS: Residence 21,000

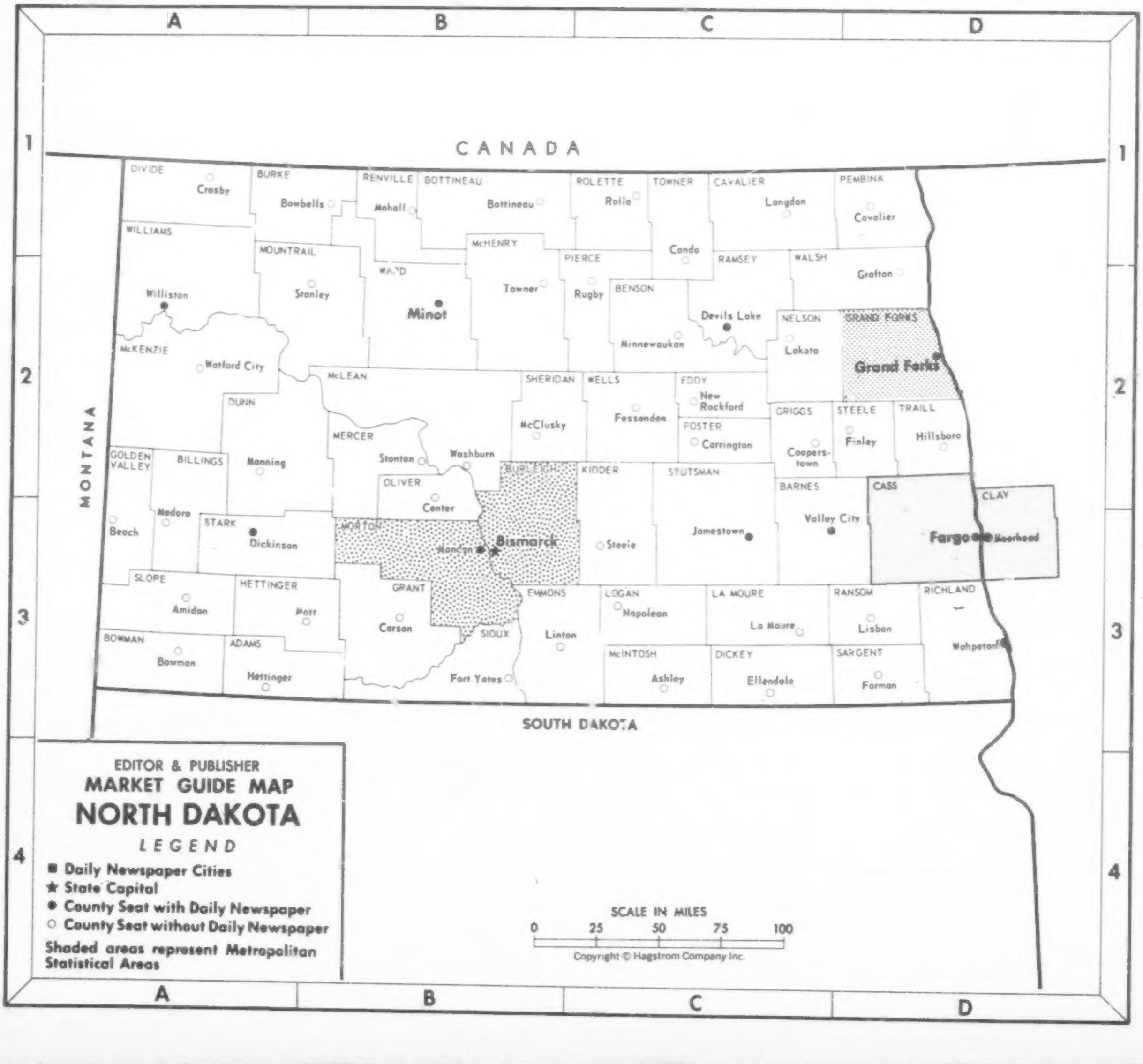
8 - GAS METERS: Residence 9,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar Refining 480 ($242); Flour Milling 123 ($325); Potato Prod Mfg. 600 ($240), Air Base 5,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25. Last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Drive, South Forks, 32 blocks on So. Wsshington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.


A
B
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1
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CANADA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
Cando
RAMSEY
WALSH
Grafton
BENSON
Minnewaukan
Devils Lake
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
SHERIDAN
WELLS
EDDY
New Rockford
DUNN
McClusky
Fessenden
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
MERCER
Stanton
Washburn
GOLDEN VALLEY
BILLINGS
Manning
OLIVER
Center
BURLEIGH
KIDDER
STUTSMAN
BARNES
CASS
CLAY
Medora
Beach
STARK
Dickinson
MORTON
Mandan
Bismarck
Steele
Jamestown
Valley City
Fargo
Moorhead
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
SIOUX
Fort Yates
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
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Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baseview(11)	NA	Millers Super Mkt.
Columbia Mall(80)	NA	Daytons, JCPenney
So. Forks Plz(50)	NA	Sears, K mart
Town & Country (12)	NA	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	NA	White Mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; Norby's; Mary Elizabeth; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Piggly Wiggly 5; Country Store; Miller's Fairway 3; Warehouse Mkt. (Nash Finch); Warehouse Foods (Super Valu); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurices Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Everson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Montgomery Ward; Berman Leather; The Closet; The Better Half.

14 - NEWSPAPERS: HERALD (m) 34,671; (S) 37,575; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marsha Gunderson, Sales Dev. Mgr., HERALD, 120 North 4th St., Grand Forks, ND 58201; Tel. (701) 775-4211.
National Representative: Knight-Ridder Newspaper Sales.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 52, 281 and Interstate 94.

2 - TRANSPORTATION: Railroads-Burlington.
Intercity Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 16,280; Loc. Est. 16,542
County 80 Cen. 24,154; Loc. Est. 24,259

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,980; Loc. Est 6,209
County 80 Cen. 8,648; Loc. Est. 9,145

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$75,856,779
Commercial	3	$168,733,106

6 - PASSENGER AUTOS: County 13,720

7 - ELECTRIC METERS: Residence 5,436

8 - GAS METERS: Residence 415

9 - PRINCIPAL INDUSTRIES: Const.; Dairying; Farm Prods.; Western Gear; Haybusters.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Avg. 41.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(25)	NA	Loevers, White's Home Ctr., Maurice
Park Plaza(11)	NA	White Drug

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fair Store; Bostwick's; Straus; Feinstein's; Maurice.
Discount Stores-Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-White Drug 2.
Chain Supermarkets-Country Store; Holiday Warehouse Foods; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,191; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St., NW, Jamestown, ND 58401; Tel. (701) 252-3120.
National Representatives: Landon Associates

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Transportation; JB Shortway; B&B Bus Line; D & J Bus Line; Turtle Mountain Line.
Airlines-Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843; Loc. Est. 33,100
CZ-ABC: (80) 32,843; (83) 33,100
RTZ-ABC: (80) 157,169; (83) 157,900
County 80 Cen. 58,392; Loc. Est. 60,970
City & RTZ-ABC: (80) 190,012; (83) 191,000

4 - HOUSEHOLDS:
City 80 Cen. 12,270; Loc. Est. 12,670
CZ-ABC: (80) 12,270; (83) 12,800
RTZ-ABC: (80) 52,955; (83) 55,300
County 80 Cen. 19,892; Loc. Est. 21,100
City & RTZ-ABC: (80) 65,225; (83) 68,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$343,800,000
Savings & Loan	4	$2,118,469,554

6 - PASSENGER AUTOS: County 37,115

7 - ELECTRIC METERS: Residence 13,430

8 - GAS METERS: Residence 11,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 530; Medical Centers 1,787; Creameries 100; Meat Packing 49; Air Force Base 5,784; (annual payroll $96.55 million); Oil & Grease Compounding; Grain Elevators; Farm Machinery; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40. First killing frost, Sept. Last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(9)	2	Piggly Wiggly, Tempo, White Drug
Oak Park(10)	2	White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	3	Penney, Target Herberger's

Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Downtown Thurs.; Shpg. Ctrs. & Groc. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney; Baders; Herberger's.
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; B&B Walgreen; Osco; Arrowhead (McKeson); Minot Rexall; Saunders.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast to Coast Hdw.; Scheels Hdw.; Pay-Less Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; N.W. Fabrics; Maurice's; Robertson Gambles; True Value Hdwe; Great Plains Supply; Better Half; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; Sno Fro Fabrics; Susies Casuals; Zales Jewelry; Desmonds; Swiss Colony; Mandel's; Rand's Shoes; Music City; Gordon's Jewelry; Mr. Mark; Riddle's Jewelry; Vanity; RCC Western Store.

14 - NEWSPAPERS: NEWS (e) 29,630; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Seright, Gen. Adv. Mgr., NEWS, 301-4th St. SE, Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Branham/Newspaper Sales.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural center. On Sheyenne River. 60 mi. W of Fargo; 35 mi. E of Jamestown; Interstate 94; U.S. Hwy. 10 & 52; State Hwys. 1 and 9.

2 - TRANSPORTATION: Railroads-Burlington Northern and Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo), Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 7,774; Loc. Est. 7,857
County 80 Cen. 13,960; Loc. Est. 13,900

4 - HOUSEHOLDS:
City 80 Cen. 2,987; Loc. Est. 2,959
County 80 Cen. 5,094; Loc. Est. 5,331

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,763

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture 40 (&190); Therapy Tables 12 ($285).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; JCPenney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Pamida.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; J&L Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hardware; Coast-to-Coast Hdwr.; Goodyear; Montgomery Ward.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,919; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 80572; Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County. County Seat, Southeast corner of the state Agricultural, Retail, Wholesale, Manufacturing Area; Junior College 125 acres, $40 million value, 3,600; enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; Railroad; Retail; Hospital; Processing; Both at the head of the Red River. Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to Interstate 94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 west to Interstate I-29; Airport is the BreckenridgeWahpeton Interstate Airport with Charter, Ambulance Service, Instruction Service, hard surface for small multiengine aircraft; 225 miles northwest of Minneapolis-St. Paul, 5 parks, 18 hole golf course.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Charter Service at BreckenridgeWahpeton Interstate Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; Loc. Est. 13,615
Wahpeton, ND 80 Cen. 9,064; Loc. Est. 9,609
Breckenridge, MN 80 Cen. 3,909; Loc. Est. 4,006
Counties 80 Cen. 27,589; Loc. Est. 27,713
Richland, ND 80 Cen. 19,207; Loc. Est. 19,247
Wilkin, MN 80 Cen. 8,382; Loc. Est. 8,466

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,264; Loc. Est. 4,422
Wahpeton, ND 80 Cen. 2,816; Loc. Est. 2,949
Breckenridge, MN 80 Cen. 1,448; Loc. Est. 1,473
Counties 80 Cen. 9,322; Loc. Est. 9,742
Richland, ND 80 Cen. 6,413; Loc. Est. 6,679
Wilkin, MN 80 Cen. 2,909; Loc. Est. 3,063

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$117,287,253
Commercial	3	$115,697,014

6 - PASSENGER AUTOS: Counties: Richland, ND 10,212; Wilkin, MN 3,852

7 - ELECTRIC METERS: Wahpeton and Breckenridge 4,980

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture (wheat; corn; barley; sugar beets; soybeans; flax oats, and sunflowers); Fabricating; Printing; Agricultural Machy. Mfg.; College, Bureau of Indian Affairs School; Flax, Sunflower, Sugarbeet Processing; Wholesale Auto Parts; Medical Center.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 25. Last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Wahpeton: 6 blocks. Breckenridge: 3 blocks.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Thu.; Pamida Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2, Snyder.
Chain Supermarkets-Fairway; Super Valu; Piggly Wiggly.
Other Chain Stores-Goodyear; Coast to Coast; Gamble's; Sears (Catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,005; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave., Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative: American Newspaper Representatives.

WILLISTON

1 - LOCATION: Williams County, E&P Map A-2. In Northwest corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Frontier.
Interstate Bus Lines-Missouri Valley Trails; Interstate Transportation Co.; Herald Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 13,336; Loc. Est. 15,098
County 80 Cen. 22,237; Loc. Est. 24,978

4 - HOUSEHOLDS:
City 80 Cen. 4,879; Loc. Est. 5,428
County 80 Cen. 7,939; Loc. Est. 9,349

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$62,741,707
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 16,484

7 - ELECTRIC METERS: Residence 4,128

8 - GAS METERS: Residence 3,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad Shops 8 ($180); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; Meat Packing 59; Other Mfg. 171.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter -0.9-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks.
Neighborhood Shopping Centers-N. Main St.
Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); JCPenney; G. M. Hedenck; Sears (catalog).
Discount Stores-Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores-Woolworth's; Ben Franklin.
Chain Drug Stores-B&B (Walgreen's); Service Drug.

Chain Supermarkets-Red Owl; Family Thrift Center; Ernst Super Value.
Other Chain Stores-Gambie's; Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14 - NEWSPaPERS: HERALD (e-mon to fri; S) 9,210; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: James B. Holman, Adv. Mgr., HERALD, 14 W. 4th St., Williston, ND 58801; Tel. (701) 572-2165.
National Representatives: Landon Associates.

OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, W. Va.-Ohio-Wood County, W. Va.; Washington County, Ohio.
Steubenville-Weirton, Ohio-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.
Youngstown-Warren-Mahoning and Trumbell Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Akron-Portage and Summit Counties.
Cincinnati, Ohio-Ky.-Ind.-Includes Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; and Dearborn County, Ind.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA and Hamilton-Middletown, Ohio PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	922	787	799
5-14 Years	2,189	1,708	1,735
15-24 Years	1,848	2,013	2,045
25-44 Years	2,517	2,923	2,969
45-64 Years	2,188	2,197	2,232
65 and Over	993	1,169	1,188
TOTAL	10,657	10,797	10,968

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	1,006	1,694	2,228
General Mdse	2,190	5,451	7,513
Food	5,073	7,838	12,181
Automobiles	4,575	7,713	10,396
Gasoline Stations	1,762	3,117	5,366
Apparel	995	1,363	1,902
Furniture	1,078	1,547	2,164
Eat-Drink Places	1,906	3,106	5,612
Drugs	693	1,043	1,651
TOTAL SALES	22,889	35,563	53,245

AKRON

1 - LOCATION: Summit County (In Akron PMSA). E&P Map C-2, County Seat. Rubber capital of world. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk; on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 18, 8 and 91.

2 - TRANSPORTATION: **Railroads**-Conrail; Akron & Barberton Belt Line; Chessie System; Akron; Canton & Youngstown (freight); Norfolk & Western.
Motor Freight Carriers-157.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 237,177; Loc. Est. 227,581
CZ-ABC: (80) 517,593; (83) 507,300
RTZ-ABC: (80) 329,213; (83) 338,800
County 80 Cen. 524,472; Loc. Est. 522,331
PMSA 80 Cen. 660,328; Loc. Est. 660,065
City & RTZ-ABC: (80) 846,806; (83) 846,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576; Loc. Est. 92,203
CZ-ABC: (80) 188,675; (83) 191,800
RTZ-ABC: (80) 106,234; (83) 113,700
County 80 Cen. 189,850; Loc. Est. 197,743
PMSA 80 Cen. 234,064; Loc. Est. 244,566
City & RTZ-ABC: (80) 294,909; (83) 305,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$49,038,423,921
Savings & Loan	10	$6,385,200,000

6 - PASSENGER AUTOS: County 337,521

7 - ELECTRIC METERS: Residence 272,123

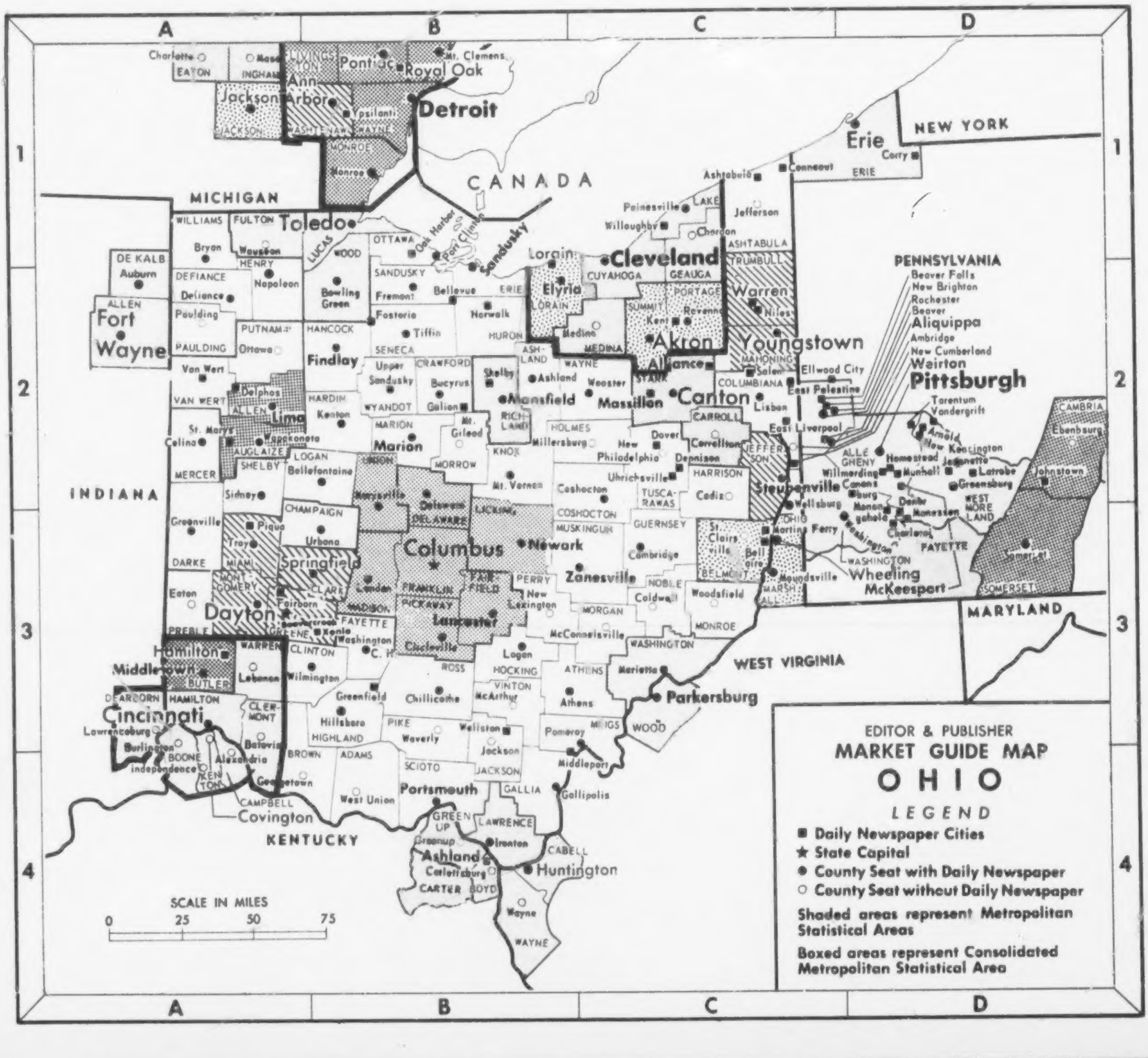
8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Utilities 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22. Last killing frost, April 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W. Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W. Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple


A
B
C
D
1
2
3
4
MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
Detroit
Pontiac
Royal Oak
Mt. Clemens
Ann Arbor
Ypsilanti
Jackson
Monroe
Toledo
Sandusky
Lorain
Elyria
Cleveland
Erie
Painesville
Willoughby
Ashtabula
Conneaut
Warren
Niles
Akron
Kent
Ravenna
Alliance
Youngstown
Canton
Massillon
Mansfield
Findlay
Lima
Fort Wayne
Marion
Columbus
Newark
Zanesville
Springfield
Dayton
Hamilton
Middletown
Cincinnati
Covington
Lancaster
Chillicothe
Athens
Marietta
Parkersburg
Portsmouth
Ironton
Ashland
Huntington
Steubenville
Wheeling
McKeesport
Pittsburgh
Aliquippa
Johnstown
Somerset
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

& W. Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S. Main St.; 3 on Mapledale & S. Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S. Arlington St.; 11 on E. Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(13)	6	Gray Drug, Mont. Ward
Arlington Plz.(30)	5	Kresge, Darrow Foods, JCPenney
Belden Village(62)	15	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(14)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(26)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(36)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(22)	15	Fisher's Big Wheel, K mart, Buehler's Super Market
Hawkins Plaza(20)	3	Acme
Hudson Plaza(13)	15	Acme
Lakemore Plaza(23)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons(19)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center, Sparkle Mkt., Bing's
Northfield Plz.(22)	14	Gray Drug, Kresge's, JCPenney
Norton Village(22)	15	Acme, Revco
Quaker Sq.(54)	NA	Centran Bank, Tavern In the Square
Rolling Acres Mall (134)	5	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(16)	4	Home Center, Home Fair, Gray Drug
State Road(30)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(24)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(19)	17	Sparkle, Fisher's Big Wheel
Summit Mall(86)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(22)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thurs., Fri., Sat. Food-Thurs., Fri, and Sat.
Stores Open Evenings-Dept.-Mon.-Sat. Food-Thurs., Fri., Sat.; Some open every evening until 9. Shopping Centers open till 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; O'Neil's; JCPenney; Sears; Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 8; K mart 7; Zayre 3; Gold Circle 5; Fisher Big Wheel 3.
Chain Drug Stores-Aid Drug 8; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 11; Union Prescription 4; Youngfellow 17; K mart 3; Aid 8; Family 6.
Chain Supermarkets-IGA 7; Acme/Click 18; Sparkle 20; Kroger 7; Fazio's 6; Stop 'N Shop; Valu King 2; Darrow's 4; Bisson's 3; May Bros. 2.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's.

14 - NEWSPAPERS: BEACON JOURNAL (e) 163,713; (S) 231,463; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward Lynch, Gen. Adv. Mgr., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8570.
National Representatives: Knight-Ridder; Metropolitan Publishers Representatives.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; Loc. Est. 23,411
CZ-ABC: (80) 33,896; (83) 32,900
RTZ-ABC: (80) 52,051; (83) 52,600
County 80 Cen. 378,823; Loc. Est. 380,205
MSA 80 Cen. 404,421; Loc. Est. 405,868
City & RTZ-ABC: (80) 85,947; (83) 85,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099; Loc. Est. 9,239
CZ-ABC: (80) 12,548; (83) 12,600
RTZ-ABC: (80) 16,950; (83) 17,700
County 80 Cen. 134,094; Loc. Est. 140,663
MSA 80 Cen. 142,674; Loc. Est. 149,641
City & RTZ-ABC: (80) 29,498; (83) 30,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 236,833

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Alumium Prods.; Machinery; Electrical Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Gray Drug, Murphy's
Carnation City(9)	NA	Montgomery Ward
College Plz.(22)	NA	Sears, Woolworth

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Schwartz's; Roberts; Family Center.
Discount Stores-Jupiter; Murphy; King's; Heck's.
Variety Store-Woolworth.
Chain Drug Stores-Gray; Schuman; Cunningham.
Chain Supermarkets-Kroger, Sparkle 2; Quaker City; Buckeye; Super Duper.

14 - NEWSPAPERS: REVIEW (e) 13,863; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., Alliance, OH 44601; Tel. (216) 821-1200.
National Representative: Landon Associates.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 71, 250, 42 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,326; Loc. Est. 20,366
CZ-ABC: (80) 24,606; (83) 24,700
RTZ-ABC: (80) 25,378; (83) 26,000
County 80 Cen. 46,178; Loc. Est. 46,957
City & RTZ-ABC: (80) 49,984; (83) 50,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346; Loc. Est. 7,629
CZ-ABC: (80) 8,735; (83) 9,100
RTZ-ABC: (80) 8,521; (83) 9,000
County 80 Cen. 15,913; Loc. Est. 16,977
City & RTZ-ABC: (80) 17,256; (83) 18,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$151,897,488
Savings & Loan	3	$110,497,862

6 - PASSENGER AUTOS: County 27,143

7 - ELECTRIC METERS: Residence 12,179

8 - GAS METERS: Residence 6,174

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber 1,499; Printing 650; Pipe Fittings 990; Water Systems 875; Other 1,608.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Kroger
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brooking's Shops.
Discount Stores-Harlows; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.
Chain Supermarkets-Kroger; Kash 'n Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
Other Chain Stores-Ashland Tire; Sears; Mode O'Day.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,657; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 323-1581.
National Representative: Landon Associates.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.
Freight Steamship Lines-28. 3 Docks; Great Lakes/ International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; Loc. Est. 24,000
CZ-ABC: (80) 33,332; (83) 33,600
RTZ-ABC: (80) 70,883; (83) 71,900
County 80 Cen. 104,215; Loc. Est. 105,500
City & RTZ-ABC: (80) 104,215; (83) 105,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679; Loc. Est. 8,600
CZ-ABC (80) 12,265; (83) 12,800
RTZ-ABC: (80) 23,560; (83) 24,800
County 80 Cen. 35,825; Loc. Est. 37,600
City & RTZ-ABC: (80) 35,825; (83) 37,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$290,204,000
Savings & Loan	2	$260,940,799

6 - PASSENGER AUTOS: County 61,464

7 - ELECTRIC METERS: Residence 9,627

8 - GAS METERS: Residence 12,880

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Rubber & Plastics 2,604 ($328); Fabricated Metal 1,806 ($320); Trans. & Pub. Utilities 1,779 ($386); Primary Metals 1,561 ($390); Electronics 1,488 ($350); Chemical 1,260 ($454).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 11. Last killing frost, May 10.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Centers-Main Ave.; W. 46th; Park Ave.; Center St.-140 stores.
Neighborhood Shopping Centers-(Number of Stores) Lake Ave. and 5th St. in Harbor 72; Columbus Ave. on block 8; Station Ave. W. 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W. 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W. Prospect and W. Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz.(24)	2	Kroger, JCPenney, Hill's Dept.
Ashtabula Plaza(16)	NA	Valu King, Jupiter's
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown.-Mon., Fri.; Shopping Centers-Mon. thru Sunday.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
Variety Stores-Woolworth; Harbor Emporium.
Discount Stores-Anderson's; Nichol's Discount City; Jupiter.
Chain Drug Stores-Gray 2; Revco 2; Valu Drug; Walgreen.
Chain Supermarkets-Kroger's; Edwards Warehouse; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Lawson's 9.
Other Chain Stores-Fashion Bug; Betty Dixon Candy; Nobil Shoes; Firestone; Goodyear; Pic-Way Shoes; Joanne Fabric; Radio Shack; Fashion Barn; Payless Shoes; Shoe World; Elaine Powers; GNC; 84 Lumber; Stambaugh; Sherwin-Williams; Dean & Barry.

14 - NEWSPAPERS: STAR BEACON 19,680; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Anthony, Adv. Mgr., STAR BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; Loc. Est. 18,249
CZ-ABC: (80) 25,706; (83) 24,500
RTZ-ABC: (80) 39,714; (83) 41,200
County 80 Cen. 56,399; Loc. Est. 56,537
City & RTZ-ABC: (80) 65,420; (83) 65,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496; Loc. Est. 5,101
CZ-ABC: (80) 7,525; (83) 7,500
RTZ-ABC: (80) 13,972; (83) 14,900
County 80 Cen. 18,356; Loc. Est. 19,216
City & RTZ-ABC: (80) 21,497; (83) 22,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$131,523,000
Savings & Loan	2	$59,930,000

6 - PASSENGER AUTOS: County 26,256

7 - ELECTRIC METERS: Residence 4,600

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing; Hand and Bench Tools; Dairy Processing.

10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Avg. 31). Warmest month, July (Avg. 75). First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: Neighborhood Shopping Centers-Stimson Ave. and Kern St. (Farm Bureau, Cunningham's, Stop-N-Go Foods); Hagens Super Super.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Mall (30)	NA	Murphy's Mart, B. Dalton Books
Plaza Ctr.(9)		Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon.; Sears-Mon. & Fri.; Buckeye Mart, Heck's, Athens Mall-6 nights & Sun.

13 - RETAIL OUTLETS: Department Stores-Marting's; Elberfeld's (Logan & Pomeroy); JCPenney.
Variety Store-Woolworth.
Discount Stores-Big Wheel; Elberfeld's; Heck's; Murphy's Mart.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger 4; Big Bear; Athens; Glouste Nelsonville; Logan; Pomeroy; Fair 2.
Other Chain Stores-Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians 2; Sears 2; Athens; Logan; Radio Shack; B. Dalton Bookseller; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 14,056; (S) 16,629; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Bolles, Adv. Mgr., MESSENGER, Rte. 33 North, Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County, (In Dayton-Springfield MSA). E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35 and I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-96.
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton); Dayton-Xenia (Beavercreek).

3 - POPULATION:
Corp. City 80 Cen. 31,589; Loc. Est. 33,316
County 80 Cen. 129,769; Loc. Est. 130,974
MSA 80 Cen. 942,083; Loc. Est. 943,942

4 - HOUSEHOLDS:
City 80 Cen. 9,922; Loc. Est. 10,779
County 80 Cen. 43,078; Loc. Est. 45,475
MSA 80 Cen. 340,279; Loc. Est. 356,604

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 81,494

7 - ELECTRIC METERS: Residence and Business 13,212

8 - GAS METERS: Residence and Business 1,571

9 - PRINCIPAL INDUSTRIES: Research and Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72, Summer 61-85, Fall 34-77, Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: Principal Shopping Center-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plaza(20)	NA	Kroger, Goldman's Dept. Store
Beaver Square Village(6)	NA	Tiffany Shoppe
Spicer	3	Food Gallery
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware; Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; Jo Ann Fabrics; Lawsons 2; Foto Fair 3; Mr. Gatti's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Wickes Lumber; Perry & Derrick; Dunkers Delight; Warehouse Paint; Radio Shack; Jeds; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast to Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,637; sworn Mar. 31, 1983
Local Contact for Advertising and Merchandising **Data**: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Beavercreek, OH 45432; Tel. (513) 426-5222.
National Representatives: American Newspaper Service; General Advertising Service.

BELLAIRE
See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2. County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; Loc. Est. 11,843
CZ-ABC: (80) 11,888; (83) 12,000
RTZ-ABC: (80) 27,551; (83) 28,500
County 80 Cen. 39,155; Loc. Est. 39,728
City & RTZ-ABC: (80) 39,439; (83) 40,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,576; Loc. Est. 3,919
CZ-ABC: (80) 4,576; (83) 4,800
RTZ-ABC: (80) 9,777; (83) 10,500
County 80 Cen. 14,261; Loc. Est. 15,103
City & RTZ-ABC: (80) 14,353; (83) 15,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$182,000,000
Savings & Loan	3	$119,360,038

6 - PASSENGER AUTOS: County 23,646

7 - ELECTRIC METERS: Residence 4,698

8 - GAS METERS: Residence 3,599

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rail Term. 150 ($488); Elec. Mot. & Cir. Brks. 901 ($312); Power Tools 466 ($172); Commercial Ptg. & Pub 221 ($221); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 740 ($300); Food 408 ($268), Industrial Rubber Hose 251 ($248).
Principal Industrial Pay Days-Thurs.; Fri., 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23. Last killing frost, April 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz.(14)	NA	Kroger, Murphy's Mart
Hyland Hills Plz.(15)	NA	A&P, Sears

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's; United.
Variety Stores-Murphy's; Murphy Mart.
Discount Stores-United; Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; A&P; Great Scot 2; IGA Voluntary Chain 3; Food Mart.
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Montgomery Ward (catalog); Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,489; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising **Data**: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carrier-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; Loc. Est. 7,971
Counties 80 Cen. 117,875; Loc. Est. 119,250
Huron Co. 80 Cen. 54,608; Loc. Est. 56,022
Sandusky Co. 80 Cen. 63,267; Loc. Est. 63,228
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; Loc. Est. 2,965
Counties 80 Cen. 40,243; Loc. Est. 42,646
Huron Co. 80 Cen. 18,690; Loc. Est. 20,079
Sandusky Co. 80 Cen. 21,553; Loc. Est. 22,567

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,685,000
Savings & Loan	2	$86,372,465

6 - PASSENGER AUTOS:
Counties: Huron 32,400; Sandusky 38,462

7 - ELECTRIC METERS: Residence 4,927

8 - GAS METERS: Residence 4,906

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Railroads 1,200; Light Bulbs 850; Safes; Toys 250; Bean Processing 200; Plastic 200.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	Ontario, Sears, Gray's
Fremont	18	Buckeye Mart, Mr. Wiggs, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Rinks.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Kroger; Whitelys Cardinal.

14 - NEWSPAPERS: GAZETTE (e) 4,206; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Tom Waldsmith, Adv. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo, MSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; Loc. Est. 25,703
CZ-ABC: (80) 25,728; (83) 26,800
RTZ-ABC: (80) 73,804; (83) 77,200
County 80 Cen. 107,372; Loc. Est. 107,661
MSA 80 Cen. 616,864; Loc. Est. 618,419
City & RTZ-ABC: (80) 99,532; (83) 104,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130; Loc. Est. 7,295
CZ-ABC: (80) 7,130; (83) 7,700
RTZ-ABC: (80) 25,513; (83) 27,700
County 80 Cen. 43,078; Loc. Est. 37,198
MSA 80 Cen. 220,252; Loc. Est. 230,937
City & RTZ-ABC: (80) 32,643; (83) 35,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$292,000,000
Savings & Loan	3	$179,000,000

6 - PASSENGER AUTOS: County 62,343

7 - ELECTRIC METERS: Residence, Est. 7,714

8 - GAS METERS: Residence 4,251

9 - PRINCIPAL INDUSTRIES: Power floor machines; potato chips, auto and sport parts; rubber parts for autos; liquid filtration equipment; electrical terminal blocks and fuse holders; metal assembly stampings. Average hourly rate, $6.95 Education: BGSU; 2,200 full time employees, annual salaries more than $58,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct. Last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks; 4 on Main St, 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 block of N. Main St., 800 and 1100 block of S. Main; 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G.C. Murphy Plaza(14)	NA	Murphy's Mart
B.G. Center(8)	NA	Rink's, Kroger
Stadium Plz.(12)	NA	
Crossroads Plz.(6)	NA	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; JCPenney; Uhlman's; G.C. Murphy Mart.
Discount Stores-Rink's Bargain City; G. C. Murphy Mart; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lane's; Revco.
Chain Supermarkets-A&P; Kroger; Food Town.
Other Chain Stores-Sears; Uhlman's (clothing); Sterling (dairy); Monique Fabrics; Lawson's Dairy; Baskin-Robbins; Fashion Bug; Jo-Ann Fabrics; Convenient Mart.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 14,158; Mar. 31, 1983 ABC.
Local Contact for Advertising Data: R. M. Reider, Gen. Mgr./Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative: Landon Associates.

BRYAN

1 - LOCATION: Williams County, E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-3.
Airlines-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879; Loc. Est. 8,012
County 80 Cen. 36,369; Loc. Est. 36,488

4 - HOUSEHOLDS:
City 80 Cen. 3,139; Loc. Est. 3,264
County 80 Cen. 12,896; Loc. Est. 13,564

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$213,000,000
Savings & Loan	4	$80,000,000

6 - PASSENGER AUTOS: County 22,710

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furniture; Condensed Milk; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks; Dancers.
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart; Dollar General.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,199; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising **Data**: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506, Tel. (419) 636-1111.
National Representative: Landon Associates.

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 13,433; Loc. Est. 13,557
CZ-ABC: (80) 13,433; (83) 13,500
RTZ-ABC: (80) 42,741; (83) 42,300
County 80 Cen. 50,075; Loc. Est. 49,979
City & RTZ-ABC: (80) 56,174; (83) 55,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221; Loc. Est. 5,561
CZ-ABC: (80) 5,221; (83) 5,400
RTZ-ABC: (80) 15,019; (83) 15,400
County 80 Cen. 18,167; Loc. Est. 18,995
City & RTZ-ABC: (80) 20,240; (83) 20,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$129,900,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 29,220

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Machy; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Machy.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry & Beef Processing; Boats; Computer Sensing Equip.; Jewelry; Transportation Seats; File Bindery; Pattern Making; Special Packaging, Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, very hard; some fluorides.

12 - RETAILING: Principal Shopping Center-Southern Lights; Marion Road-Murphy's Mart; Revco; Fashion Bug; Ponderosa; Cassanos; Jo-Ann Fabrics; Foodtown; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave. Rt. 4-Radio Shack; Strubles Walgreen; Bucyrus Ice Co.; Velvet Ice Cream; 7-Eleven; Suburban, Hopley Ave.-Geyer's Super Value, Conley's Fotomat; Near Downtown Center; Fischer's; Revco; Lawsons.
Principal Shopping Days-Thurs. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphys Mart; Conleys.-Fri.; Corner Grocery; Geyer's Mkt.; Foodtown; 7-Eleven; Lawsons-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conley's.
Variety Stores-Murphy's Mart; K mart; Conleys.
Chain Drug Stores-Revco 2; Struble's; Walgreen 2; Foulk's Rexall; Cladys Drug (FOMAC).
Chain Supermarkets-Geyer's Super Valu; Corner Grocery; Foodtown 2.
Other Chain Stores-Sherwin-Williams; Conley's; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Foto Mat; Fashion Bug; Cassanos; 7-Eleven; Perkin's; Brown Derby.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,149; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Publisher, TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; Loc. Est. 13,329
CZ-ABC: (80) 23,943; (83) 24,200
RTZ-ABC: (80) 68,265; (83) 69,600
County 80 Cen. 42,024; Loc. Est. 42,961
City & RTZ-ABC: (80) 92,208; (83) 93,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508; Loc. Est. 5,588
CZ-ABC: (80) 8,976; (83) 9,400
RTZ-ABC: (80) 23,649; (83) 25,000
County 80 Cen. 15,048; Loc. Est. 16,100
City & RTZ-ABC: (80) 32,625; (83) 34,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 22,938

7 - ELECTRIC METERS: Res. 15,000 (County)

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Fall 13-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart
Dewey Avenue(5)	NA	Riesheck's Food
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney.
Variety Stores-S. S. Kresge.
Discount Stores-Rink's; Zayre; K mart; Dollar General.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores.
Other Chain Stores-Sherwin-Williams; Sears (catalog); Wards (catalog).

14 - NEWSPAPERS: JEFFERSONIAN (e) 15,115; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Kackley, Adv. Dir., JEFFERSONIAN, 821 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Branham/Newspaper Sales.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight); Nickel Plate (freight).
Motor Freight Carriers-58.
Intercity Bus Lines-Greyhound, RTA.
Airlines-United; USAir; Piedmont; Air Wisconsin; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 94,730; Loc. Est. 87,183
CZ-ABC: (80) 201,866; (83) 198,500
RTZ-ABC: (80) 277,045; (83) 283,900
County 80 Cen. 378,823; Loc. Est. 380,205
MSA 80 Cen. 404,421; Loc. Est. 405,868
City & RTZ-ABC: (80) 478,911; (83) 482,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,394; Loc. Est. 36,137
CZ-ABC: (80) 74,388; (83) 75,800
RTZ-ABC: (80) 92,683; (83) 98,700
County 80 Cen. 134,094; Loc. Est. 140,663
MSA 80 Cen. 142,674; Loc. Est. 149,641
City & RTZ-ABC: (80) 167,071; (83) 174,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 236,833

7 - ELECTRIC METERS: Commercial & Residence 98,000

8 - GAS METERS: Commercial & Residence 92,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($458); Fabricated Metal 9,300 ($431); Fabricated Structural Metal 3,300 ($389); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($411); Utilities 3,000 ($421); Nondurable Goods 11,800 ($366).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Downtown Shopping Center-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S (Rte. 800) at 30 St. 70 units Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
County Fair(29)	NA	Josef's Furniture, Carm's, Fleischers
Plaza, 30th St.	NA	Stern & Mann, A & D Foodarama; O'Neil, Stambaughs
Gold Circle(15)	NA	Gold Circle
Tip Top Mart(13)	NA	Ben Franklin, People's Drug
Mahoning(15)	NA	Gray's, Jay's Appl.
Lake Plaza(34)	NA	Cloth World, A&D Foodarama, Stambaughs
Mellett Mall(70)	NA	Penney, Radio Shack, Goodyear, Mont. Ward
North Canton(8)	NA	Acme, Stambaughs
Southgate(20)	NA	Kroger, Ben Franklin
Belden Village(65)	NA	Sears, Higbee, Fazio's, O'Neil
Buckeye Plaza(8)	NA	Peoples Drug, Quik Shop
Harmont Plaza(11)	NA	Radio Shack, Firestone
Hillsdale(10)	NA	Acme, Carm's
Kimco(6)	NA	Zayre
North Plaza(18)	NA	Miller Sales

Stores Open Evenings-Department Stores Mon. thru Sat. Food Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-O'Neils 3; Stern & Mann 3; JCPenney; Sears; Gold Circle 3.
Discount Stores-Stambaugh's 4; K mart 3; Zayres; Click 2; Fisher's Big Wheel; Conley's 2; Heck's.
Variety Stores-Woolworth; McCrory; Kresge; Ben Franklin.
Chain Drug Stores-Gray's 4; Norman 3; Finney's 3; Kings 2; Davies 2; Rice; Peoples Drug 14.
Chain Supermarkets-Kroger 5; Fisher 15; IGA Foodliner 29; Carm's 2; Country Cupboard 2; Fazio's 2; Edwards; Acme; A&D Foodarama 4; Valu King; Associated Grocers 25; Stoll's 2; Bordner's 2.
Other Chain Stores-Bakers; Cleveland Fabric; Petri's; Parisian; Stern & Mann 3; George Ann's 3; Harvard; Walker's; Richman Bros; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet.

14 - NEWSPAPERS: REPOSITORY (e) 62,134; (S) 78,456; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William T. Goddard, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127 and State Hwy. 29.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; Loc. Est. 9,323
County 80 Cen. 38,334; Loc. Est. 38,481

4 - HOUSEHOLDS:
City 80 Cen. 3,416; Loc. Est. 3,317
County 80 Cen. 12,166; Loc. Est. 12,735

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$228,080,452
Savings & Loan	2	$76,521,368

6 - PASSENGER AUTOS: County 22,861

7 - ELECTRIC METERS: Residence 5,620

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs, Cato, Monique Fabrics; Radio Shack & Sears).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. & Mon. til 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; JCPenney; Remaklus; Little Treasures; Style Shop; Pogue's; Male Fashions.
Variety Stores-The Barr; Rankin's; Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Bi-Rite; Hooks; Rite Aid.
Other Chain Stores-Cato; Radio Shack; Sears.

14 - NEWSPAPERS: STANDARD (e) 10,149; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchadising Data: Jean Clifton, Nat'l. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45922; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County. (In Cleveland PMSA). E&P Map C-1, County Seat. Manufacturing, agriculture, & maple products. NE portion of state; 30 mi. E. of Cleveland.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-1.
Airport-? mi. South; New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; Loc. Est. 4,386
PMA-ABC: (80) 74,474; (83) 77,600
PMSA 80 Cen. 1,898,720; Loc. Est. 1,884,186
County 80 Cen. 74,474; Loc. Est. 75,111

4 - HOUSEHOLDS:
City 80 Cen. 1,589; Loc. Est. 1,614
PMA-ABC: (80) 22,880; (83) 24,700
County 80 Cen. 22,880; Loc. Est. 24,120
PMSA 80 Cen. 694,324; Loc. Est. 720,053

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$37,450,000
Savings & Loan	3	$12,660,000

6 - PASSENGER AUTOS: County 49,902

7 - ELECTRIC METERS: Residence 1,609

8 - GAS METERS: Residence 2,845

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Products; Mining (construction materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burton	9	IGA
Chardon Plz. (5)	NA	Fisher's, Valu King
Chesterland	8	IGA
Grant Plaza	7	Fishers Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, Mays, Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Value King, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall 2; Revco 3.
Chain Supermarkets-Golden Dawn; Lawsons; Convenient Food Stores; Valu-King; IGA.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 8,646; sworn Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Myron T. Kaiser, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St., Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County, E&P Map B-3. County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420 Loc. Est. 22,912
CZ-ABC: (80) 31,469; (83) 31,100
RTZ-ABC: (80) 64,065; (83) 66,400
County 80 Cen. 65,004; Loc. Est. 66,447
City & RTZ-ABC: (80) 95,534; (83) 97,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,759; Loc. Est. 9,339
CZ-ABC: (80) 11,395; (83) 11,700
RTZ-ABC: (80) 21,162; (83) 22,600
County 80 Cen. 22,042; Loc. Est. 23,571
City & RTZ-ABC: (80) 32,557; (83) 34,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 37,926

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Weekly Wages $270).
Principal Pay Days-Thurs., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1. Last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Center(38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plaza(25)	NA	Elder-Beerman, Montgomery Ward
Chillicothe Mall(18)	NA	JCPenney, Woolworth, Sears, Big Bear, Zales
Western Ave. Plz(5)	NA	Kroger, SupeRx
K mart Plaza(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Centers Mon., Thurs., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri. Food 7 days; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elberfeld's; Sears; Elder-Beerman; Mack's.
Variety Stores-Woolworth 2.
Discount Stores-Bargain City; K mart; Harts.
Chain Drug Stores-Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Corner Market; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot.
Other Chain Stores-Wurlitzer (music); Singer Co.; Goodyear; Firestone; Pic-Way; Montgomery Ward (catalog); Nationwise (automotive); Zale Jewelry; Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,827; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative: Gannett Newspaper Advertising Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127. State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, -275, -71, & -75.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir.
Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; Loc. Est. 368,762
CZ-ABC: (80) 1,058,069; (83) 1,030,400
RTZ-ABC: (80) 795,363; (83) 823,200
County 80 Cen. 873,136; Loc. Est. 869,329
PMSA 80 Cen. 1,401,403; Loc. Est. 1,409,530
City & RTZ-ABC: (80) 1,853,432; (83) 1,853,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677; Loc. Est. 162,944
CZ-ABC: (80) 387,832; (83) 391,800
RTZ-ABC: (80) 264,949; (83) 284,700
County 80 Cen. 322,199; Loc. Est. 335,487
PMSA 80 Cen. 498,649; Loc. Est. 524,174
City & RTZ-ABC: (80) 652,781; (83) 676,500

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	180 Br.	$3,243,294,000
Savings & Loan	205 Br.	$3,900,000,000

6 - PASSENGER AUTOS: County 525,350

7 - ELECTRIC METERS: Residence 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 170,000 ($287); Construction 26,300 ($397); Trans & Util. 33,100 ($298); Whlse. Trade 36,700 ($239); Retail Trade 100,400 ($134); Fin., Ins. & R. E. 30,500 ($149); Trans. Equip. 25,800 ($405); Mach. non-elect. 25,700 ($275); Food 18,200 ($327); Chem. 21,900 ($293); Fab. Metals 16,600 ($256); Ptg. & Pub. 13,000 ($261).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69. Winter 22-40. Year Average 54. First frost, Sept. 28. Latest frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.

Neighborhood Shopping Centers in Metropolitan Area: Anglewood Mall; Avondale Town Center; Beechmont Mall; Beechmont; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza, Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-John Shillito; H&S Pogue; Sears; Elder-Beerman; McAlpin; JCPenney.
Discount Stores-Gold Circle; Meijer; Rink's; Swallen's; Zayre; K mart; Van Leunan's; Value City; Service Merchandise; G.C. Murphy Co.
Variety Stores-S.S. Kresge; Woolworth; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Walgreen; SupeRx; Milo; Discepoli; Revco; Becker.
Chain Supermarkets-Kroger's; IGA; Thriftway; Liberal; Marsh; King Kwik Minit Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.
Other Chain Stores-Thom McAn; Franklin Simon; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Nobil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward (catalog); Levitz Furn.; Wickes Furn.; Henrys Pants; Foxmoor Casuals; Dunlop Nadlers; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton's Booksellers.

14 - NEWSPAPERS: ENQUIRER (m) 190,191; (S) 296,409; POST (e) 139,981; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Promotion Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative: Gannett Newspaper Advertising Sales.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-N&W; C&O.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; Loc. Est. 11,454
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146
County 80 Cen. 43,662; Loc. Est. 44,033

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,400
County 80 Cen. 14,156; Loc. Est. 14,942
MSA 80 Cen. 449,260; Loc. Est. 474,919

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 25,048

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500. (Av. Wkly. Wage $200).

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Shopping Centers**-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Hecks, Lowes, Farm Fleet & Supply
North End(11)	1	Big Ben, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Royal Blue; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 8,573; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative-Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County, (Cleveland PMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 6 mi. breakwater protects harbor, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Erie Lackawana; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority supported by Cuyahoga County Sales Tax. 99 Motor Coach Routes include 19.1 mi. Cleveland Rapid Transit & Shaker Heights (suburb) Rapid Transit direct to Cleveland Terminal. Other bus lines are Lorain Hwy. Coach, Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve-Astabula Bus Line; Cleve. Southeastern Trails; Garfield Hts. Coach; Maple Hts. Transit.
Airlines-Air Canada; USAir; Midway; Air Wisconsin; Continental; Freedom Air; American; Delta; Eastern; New York Air; Northwest; Republic; TWA; United; Piedmont; Wright; Texas International; Ozark.

3 - POPULATION:
Corp. City 80 Cen. 573,822; Loc. Est. 539,680
CZ-ABC: (80) 1,498,400; (83) 1,423,600
RTZ-ABC: (80) 846,992; (83) 865,000
County 80 Cen. 1,498,295; Loc. Est. 1,479,590
PMSA 80 Cen. 1,898,720; Loc. Est. 1,884,186
City & RTZ-ABC: (80) 2,345,392; (83) 2,288,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 218,297; Loc. Est. 223,009
CZ-ABC: (80) 563,478; (83) 555,500
RTZ-ABC: (80) 277,147; (83) 293,500
County 80 Cen. 563,401; Loc. Est. 581,683
PMSA 80 Cen. 694,324; Loc. Est. 720,053
City & RTZ-ABC: (80) 840,625; (83) 849,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$13,349,458,722
Savings & Loan	27	$9,899,303,539

6 - PASSENGER AUTOS: County 911,605

7 - ELECTRIC METERS: Residence 630,000

8 - GAS METERS: Residence & Comm. 589,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees, (Avg. Wkly. Wage)-Primary Metals Industries 24,415 ($537); Fabricated Metals 28,057 ($444); Non-Electrical Machinery 26,576 ($466); Electric Equipment & Supplies 21,638 ($457); Transportation Equipment 19,546 ($576); Food Products 7,213 ($386); Printing & Publishing 13,551 ($392); Construction 18,843 ($480); Transportation & Utilities 36,886 ($488); Wholesale & Retail Trade 168,938 ($272).

Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place (110)	11	Saks Fifth Ave., Higbee
Broadview/Pleasant Valley(41)	10	Fazio's, Pick-N-Pay
Cedar Ctr.(93)	8	Stop & Shop, Bi-Rite, May Co.
Eastgate(46)	13	Pick-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(84)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears
Great Northern(80)	13	May Co., JCPenney, Sears, Pick-N-Pay
Lake Shore & E. 222nd(100)	12	Fisher Foods, Bi-Rite, Pick-N-Pay
Parmatown(112)	9	Higbee, May Co., Fazio's
Randall Park Mall(142)	9	JCPenney, Higbee, May Co., Pic'N Pay
Richmond(84)	11	JCPenney, Sears, Pic'N Pay
Severance(65)	7	Higbee, Fazio's
Shaker Sq.(49)	5	Heinen's
Shoregate(67)	15	Sears, Fazio's, Pick-N-Pay
Southgate(106)	11	May Co., Pick-N-Pay, Fazio's, Stop & Shop
Southland(118)	10	Sears, Pick-N-Pay, Fazio's, Stop & Shop
Warrensville/Van Aken(55)	8	Fazio's
Westgate(74)	9	Higbee

Principal Shopping Days-Downtown In order of buying traffic: Thurs., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night till 9:30 P.M. Food stores to 9 P.M. Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Uncle Bill's; Zayre; Gaylord's; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; US Merchandise.
Variety Stores-Woolworth; Kresge; Murphy.
Chain Drug Stores-Gray 51; Revco 49; Leader 15; Medic 16; Discount Drug 14.
Chain Supermarkets-Fazio's 40, Pick-N-Pay 48; Heinens 10; Acme/Click 24; Barney 3; Bilo 11; Stop 'N Shop 34; Kroger 2; Goldberg 7; Buehler 2; Valu King.
Voluntary Food Chains-Sav Mor 20; Square Deal 16; Super Valu 5; Sparkle 23; Star 13; Eagle 29; Stop-N-Shop 32; Bi-Rite 29; IGA 12; BiLow/Barney 13; Open Pantry 56.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie's, Kelly-Kitt, Lerner's, I.J. Fox; Men's: Richman Bros., Bunce Bros., Diamond's, Davidson's; Shoes: Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Harvey's, Singer Co., Uniroyal, Western Auto, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m) 497,386; (m-sat) 460,838; (S) 501,042; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers.

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COLUMBUS

1 - LOCATION: Franklin County, (MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; USAir; Republic; Delta; United; Wright; Aeromech; People Express; Allegheny Commuter, Comair; Frontier; Jet U.S.A.; Midway; Air Virginian; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 564,871; Loc. Est. 568,195
CZ-ABC: (80) 869,132; (83) 875,800
RTZ-ABC: (80) 530,288; (83) 551,200
County 80 Cen. 869,109; Loc. Est. 874,434
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146
City & RTZ-ABC: (80) 1,399,420; (83) 1,427,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 217,150; Loc. Est. 231,653
CZ-ABC: (80) 322,817; (83) 337,600
RTZ-ABC: (80) 179,922; (83) 194,100
County 80 Cen. 322,810; Loc. Est. 339,676
MSA 80 Cen. 449,260; Loc. Est. 474,919
City & RTZ-ABC: (80) 502,739; (83) 531,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	$2,972,242,000
Commercial	9	$4,094,782,000

(statewide banking system)

6 - PASSENGER AUTOS: County 543,080

7 - ELECTRIC METERS: Residence 333,000

8 - GAS METERS: Residence 170,065

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 64,478; Retail 82,969; Wholesale 25,438; Finance, Insurance, Real Estate 37,640; Services 91,261; State and Local Government 66,470; Transportation and Utilities 19,638; Heavy concentration of Gov't Offices, City, County, State, and Federal.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Avg. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-54 blocks on 17 streets.
Neighborhood Shopping Centers-42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amos(18)	6	SupeRx Drugs
Berwick Manor(13)	5	Rinks, Super Duper
Berwick Plaza(17)	5	Big Bear
Broadway(16)	7	Super Duper
Central Point(28)	2	JCPenney, Kroger
Columbus Square(31)	9	Big Bear
The Continent(67)	9	The French Market
Dublin Plaza(28)	12	Kroger
Eastland Mall(68)	7	JCPenney, Lazarus, Sears, Woolworth
Eastland Square(25)	7	Kroger
Fairport Junction(13)	7	Big Bear
Graceland(57)	7	JCPenney, Big Bear
Granville Square(18)	9	Big Bear, Harts
Great Southern(54)	5	JCPenney, Big Bear, Kroger
Great Western(51)	5	Kroger
Grove City Plaza(12)	7	Kroger, SupeRx Drugs
Hunter's Ridge(13)	8	K mart
Kingsdale(35)	5	Lazarus, Big Bear
Lane Avenue(51)	4	The Market
Lincoln Village(30)	6	Harts, Big Bear
Morse Center(30)	7	Big Bear, Revco
Northern Lights(49)	6	Woolworth, Kroger, Food World
Northland Mall(74)	7	Lazarus, Woolworth, Sears, JCPenney
Northwest(23)	7	Lazarus, Big Bear
Ohio Center Mall(54)	1	Peck & Peck
Olde Sawmill(8)	12	Kroger, SupeRx
Olentangy Plaza(40)	8	Marshall's, Big Bear
Olentangy(20) Valley(20)	12	McKenzie's
Raintree(16)	9	Kroger, SuperXtra, Drug World
Refugee Road(11)	8	Super Duper
Reynoldsburg(15)	10	Kroger, Super Duper
Rinks(23)	7	Rinks
Royal Plaza(9)	7	Super Duper
Southland(20)	5	Gold Circle
Thurber Village(12)	1	Big Bear
Town & Country(71)	5	JCPenney, Lazarus, Big Bear, Kroger
Tremont(23)	5	Tarpy's Market
University City(20)	4	Kroger, Gray Drug
Westerville Mall(32)	11	Gold Circle
Westerville Square(26)	11	Big Bear, Lazarus
Westland(74)	6	JCPenney, Lazarus, Sears, Woolworth
Worthington Square(41)	11	Kroger

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-F&R Lazarus 10; JCPenney 8; Schottenstein 2; Sears 3; Madison 7.
Discount Stores-Gold Circle 6; Harts 5; Rinks 8; K mart 9.
Variety Stores-Kresge; Woolworth 6; TG&Y 6.
Chain Drug Stores-Rite Aid 20; Gray 17; SupeRx 13; Revco 11; Mediplex 8; Lynn 7; Dane 7; Gold Circle 6; Harts 5; Neil Pharmacies 4; Drug Emporium 3; Crosby's 3; SuperXtra Drug World 2; Columbus 2; Culter 2; Big Bear.
Chain Supermarkets-Lawson's 38; Big Bear 29; 7-Eleven 28; Kroger 27; IGA 5; Convenient 14; Stop-N-Go 14; Super Duper 12; Cardinal 8; Tom Tarpy's 7; United Dairy Farmers 7; Kash 'N Karry 6; Stump's 6; Food World 5; Gateway 2.
Other Chain Stores-Firestone 11; Goodyear 11; Gallenkamp 7; Thom McAn 6; Baker's 4; Goodrich 2; Florsheim 2; Regal 2; Flagg Brothers.

14 - NEWSPAPERS: CITIZEN-JOURNAL (m) 121,824; DISPATCH (e) 206,853; (S) 350,203; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Nat'l. Adv. Mgr., DISPATCH and CITIZEN-JOURNAL, 34 S. Third St., Columbus, OH 43216; Tel. (614) 461-5000.
National Representatives: Cresmar, Woodward, O'Mara & Ormsbee; Leonard Company.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore and coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.
2 - TRANSPORTATION: **Railroads**-Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All main line firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,835; Loc. Est. 13,266
County 80 Cen. 104,215; Loc. Est. 104,039
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,062; Loc. Est. 4,952
County 80 Cen. 35,825; Loc. Est. 37,476

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$183,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 61,464

7 - ELECTRIC METERS: Residence 5,920

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Plastics and Rubber Mfg.; Docks; Railroad.
Principal Industrial Pay Days-15 and 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov. Last killing Frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on four streets; Conneaut Shopping Plaza, Harbor Area, East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS. **Department Stores**-JCPenney.
Variety Stores-P&J Variety Center; Fisher Big Wheel; Western Auto; K mart.
Chain Supermarkets-Value King; Kroger; Golden Dawn.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,628; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Darryl Hicks, Mgr. NEWS-HERALD, Broad St., PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2. County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.
2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; Loc. Est. 13,039
CZ-ABC: (80) 15,415; (83) 15,300
RTZ-ABC: (80) 42,467; (83) 43,900
County 80 Cen. 36,024; Loc. Est. 36,302
City & RTZ-ABC: (80) 57,882; (83) 59,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,434
County 80 Cen. 13,064; Loc. Est. 13,814
CZ-ABC: (80) 6,149; (83) 6,300
RTZ-ABC: (80) 14,347; (83) 15,400
City & RTZ-ABC: (80) 20,496; (83) 21,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 21,235

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

COLUMBUS IS STRETCHING

The Columbus Metropolitan Statistical Area has changed. Our borders have stretched to seven central Ohio counties with a population of 1,269,800. That makes the Columbus MSA the 33rd largest market in the country.
And the number of households has increased accordingly — ranking us 31st nationally. Our market's affluence is also keeping pace with out new ranking. Disposable income now exceeds $12 billion.
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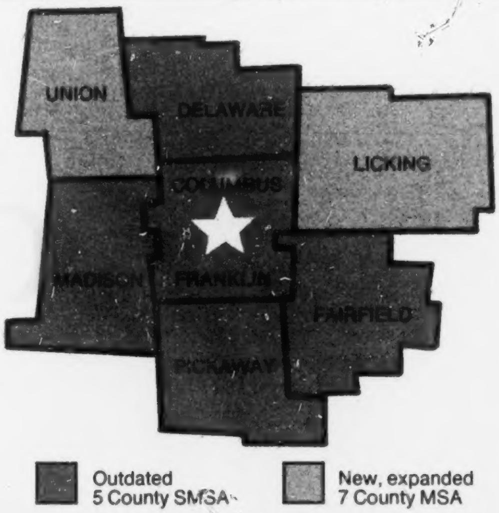


Source: ©S&MM 1983 Survey of Buying Power

12 - RETAILING: Principal Shopping Center-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-Five.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtowner Plaza (24)	NA	G.C.Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thurs. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri. Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; JCPenney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.
Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,756; (S) 8,408; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Osborn, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County, (In Dayton Springfield MSA). E&P Map A-3. County Seat. Industrial, wholesale center. On Miami River. Interstate Hwys. 75, 70, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Moraine City Lines; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; Republic; Com Air; Wright; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 193,536; Loc. Est. 189,639
CZ-ABC: (80) 449,717; (83) 435,300
RTZ-ABC: (80) 492,454; (83) 499,900
County 80 Cen. 571,697; Loc. Est. 564,687
MSA 80 Cen. 942,083; Loc. Est. 943,942
City & RTZ-ABC: (80) 942,171; (83) 935,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 84,213; Loc. Est. 79,635
CZ-ABC: (80) 168,491; (83) 169,200
RTZ-ABC: (80) 168,523; (83) 177,500
County 80 Cen. 211,857; Loc. Est. 209,209
MSA 80 Cen. 340,279; Loc. Est. 356,604
City & RTZ-ABC: (80) 337,015; (83) 346,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	179 Br.	$2,443,761,000
Savings & Loan	107 Br.	$2,685,025,000

6 - PASSENGER AUTOS: County 359,960

7 - ELECTRIC METERS: City 73,325
County 216,635. MSA 293,897

8 - GAS METERS: City 61,313
County 157,146. MSA 203,362

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Machinery 28,400 ($442); Transp. Equip. 12,700 ($522); Durable Goods 59,700 ($425); Printing & Publishing 7,400 ($370); Rubber & Plastics 7,300 ($559); Nondurable Goods 26,100 ($428); Total Manufacturing 85,800 ($426); Trans. & Util. 12,100 ($453); Wholesale Trade 16,400 ($324); Retail Trade 54,000 ($154); Finance, Insurance, & Real Estate 13,500 (N.A.); Government 67,500 (N.A.); Total Non-manufacturing 247,800 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Frost-free period, May 15-Oct. 28.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main Street downtown (110); Arcade-Enclosed Mall (45).
Neighborhood Shopping Centers-Airway Center 24; Beaver Valley Mall 20; Breitenstrater Square 30; Broadmoor Plaza 11; Centerville Place 21; Country Square 25; East Plaza 7; Eastown 27; Fairmont Plaza 9; Forest Park Plaza 35; Hills & Dales 29; Huber Heights 24; Indian Ripple 16; Kettering 20; Kimco 7; K mart Plaza 11; Knollwood 10; Marian Meadows 15; McCook 10; Miamisburg 22; Miracle Lane 12; North Plaza 8; Northtown 20; Oak Creek Plaza 24; Ole Spanish Village 20; Page Manor 10; Piqua East Mall 31; Salem Plaza 10; Salem Square 5; Skyway Plaza 18; Southwest 28; Spin Kemp 10; Trojan Village 31; Van Buren 26; Westown 18; Washington Square 30; Waynetown Plaza 23; Woodlane 45; Xenia Towne Square 29.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dayton Mall(130)	11	Shillito Rikes, Sears, JCPenney, Metropolitan
Northwest Plaza(40)	6	Elder-Beerman, Kroger
Salem Mall(110)	8	Shillito Rikes, Sears, JCPenney, Metropolitan
Town & Country(63)	6	JCPenney's, Kroger, Metropolitan
South Town Centre(44)	11	K mart, Children's World
Towne Mall(57)	21	Elder-Beerman, McAlpins, Sears

Principal Shopping Days-Wed. thru Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Shillito Rikes 4; Elder-Beerman 19; JCPenney 4; Sears 4.
Variety Stores-Woolworth 4; Kresge; McCrory's 3; Ben Franklin 2.
Discount Stores-K mart 10; Gold Circle 3; Concord City; Murphy Mart; Kroger Sav-on 4; Heck's.
Chain Drug Stores-Revco 28; Gray Drug 13; Rite Aid 15; Medicine Shoppe 5; Fidelity Prescriptions 10; Glendale Phmcy. 4; Hook's 3; Rexall 6.
Chain Supermarkets-Kroger 19; Dorothy Lane; Fulmers 5; IGA 23; Imperial Foodtown 7; Stump's 10; Lofinos 2; Lawson's 25; United Dairy Farmers 9; King Kwik 21; 7-Eleven 30; Stop-N-Go 31; Utotem 9.
Other Chain Stores-Major Clothing Stores: The Metropolitan, Walker's, Donenfeld's; Shoes: Thom McAn, Miller Foot Comfort Shops, Florsheim, D.C. Beck, Baker's, Harris, Nobil, Butler's Shoe Market, Pick-Way, Regal, El-Bee, Hanover, Kayser's, Nunn-Busch, Red Wing; Automotive: Western Auto Supply, Standard Auto Parts, Nationwise, Fleenor's, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Spare Change, National Shirts, Brooks, Casual Corner, Tháls, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, Bottom Half, Clothing Clearance Center; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds, Fabrics: Jo-Ann Fabrics, Monique, National Fabric, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward (catalog), E.F. MacDonald, Best Products, Children's Palace.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 102,414; NEWS (e) 122,193; (S) 223,586; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth P. Tinderholm, Display Adv. Mgr. NEWS and JOURNAL-HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker Co.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2, County Seat. Industrial and dairy products center, 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-B&O; N&W.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; Loc. Est. 16,582
County 80 Cen. 39,987; Loc. Est. 40,113

4 - HOUSEHOLDS:
City 80 Cen. 5,839; Loc. Est. 6,078
County 80 Cen. 13,306; Loc. Est. 13,983

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$366,417,106
Commercial	2	$121,082,000

6 - PASSENGER AUTOS: County 24,025

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Primary & Fabricated Metals 7,300; Food Products 735; Misc. Mfg. 2,510; Non Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; 2 blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd., Clinton & High; Plaza Center, E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plaza(5)	NA	Haag Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Charles.
Variety Stores-G.C. Murphy; Stop 'N Shop.
Discount Stores-Fleet Line; Rinks; TG&Y; Murphy Mart.
Chain Drug Stores-Revco; Toledo HRC; Lane's.
Chain Supermarkets-Kroger; Chief 6; Goldenetz 2; Luthers Supervalu; Lawson's; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 17,413; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Landon Associates.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2, County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; Loc. Est. 19,021
County 80 Cen. 53,840; Loc. Est. 54,575
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310; Loc. Est. 6,606
County 80 Cen. 17,624; Loc. Est 18,716
MSA 80 Cen. 449,260; Loc. Est. 474,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$165,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 33,998

7 - ELECTRIC METERS: Residence 9,800

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Machy.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetown(15)	NA	Ben Franklin, Buehlers
Delaware Plz.(10)	NA	K mart
Troy Rd.	NA	IGA

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Harts; Sears; Montgomery Ward; JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Delaware Discount Food; Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 8,911; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Deidre Warden, Adv. Mgr., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties, E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; Loc. Est. 7,144
Counties 80 Cen. 142,699; Loc. Est. 142,576
Allen 80 Cen. 112,241; Loc. Est. 111,952
Van Wert 80 Cen. 30,458; Loc. Est. 30,624
MSA 80 Cen. 154,795; Loc. Est. 154,656

4 - HOUSEHOLDS:
City 80 Cen. 2,498; Loc. Est. 2,476
Counties 80 Cen. 49,107; Loc. Est. 52,252
Allen 80 Cen. 38,168; Loc. Est. 40,890
Van Wert 80 Cen. 10,939; Loc. Est. 11,462
MSA 80 Cen. 53,700; Loc. Est. 56,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$101,154,236
Savings & Loan	2	$24,822,291

6 - PASSENGER AUTOS: Counties: Allen 67,751; Van Wert 19,307

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Juvenile Furniture & Toys; Galvanized Roofing & Siding; Soy Bean Prod.; Axle Manufacturing; Egg Processing; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prod.; Electrical Harness Assembly; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; T.V. Towers; Grain Hauling Bodies; Pizza Mfg. Co.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 1,865 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thu.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Bargain World; Val Discount.
Chain Drug Stores-Rexall Family Independent Phcy.; Bi-Rite Discount Center.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2.

14 - NEWSPAPERS: HERALD (e) 3,865; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Sales Dir., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative: Landon Associates.

DENNISON
See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; Loc. Est. 28,403
Dover 80 Cen. 11,526; Loc. Est. 11,273
New Philadelphia 80 Cen. 16,883; Loc. Est. 17,130
CZ-ABC: (80) 39,187; (83) 39,900
RTZ-ABC: (80) 55,541; (83) 57,000
County 80 Cen. 84,614; Loc. Est. 85,449
City & RTZ-ABC: (80) 94,728; (83) 96,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,096; Loc. Est. 11,482
Dover 80 Cen. 4,353; Loc. Est 4,400
New Philadelphia 80 Cen. 6,743; Loc. Est. 7,082
CZ-ABC: (80) 14,778; (83) 15,600
RTZ-ABC: (80) 18,887; (83) 20,000
County 80 Cen. 30,485; Loc. Est. 32,189
City & RTZ-ABC: (80) 33,665; (83) 35,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$277,989,000

6 - PASSENGER AUTOS: County 51,600

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 1,300 ($275); Wood Prods. 419 ($270); Elect. Appl. 200 ($270); Chemicals 345 ($275); Machine & Fab. 1,355 ($273); Apparel 187 ($148); Plastics 300 ($271); Clay 750 ($217); Agri-forestry 124 ($143); Mining 653 ($334); Mfg. 9,571 ($273); Finance/Ins./Real Estate 798 ($183); Service 3,556 ($164); State/local Gov. 3,772 ($187); Const-Building 1,230 ($273); Trans. Utility 1,151 ($271); Retail-Whls N.A. ($148).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.)

12 - RETAILING: **Principal Shopping Center**-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane; 25 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	NA	JCPenney
Village Square(6)	NA	Peoples Drug, TG&Y
Monroe Mall(30)	NA	Radio Shack

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thu. & Fri. (New Phila.)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Daniels'; Jaffe's; Sears; Allen-Warren; Schwartz-Kline's.
Discount Stores-Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart.
Variety Stores: Dollar General; La Fontaine's; TG&Y; Nichols; Radio Shack; Hobby Center; Fisher Big Wheel.
Chain Drug Stores-People's Drug, Nichol's, Gray's; Hart's; Marlowe's 3; Barr Drug; Prescription Shop; K mart; SupeRx; Goshen Dairy.
Chain Supermarkets-Buehler's; Kroger; Hart's; Stoll's A/G Foods; Super Valu; AG; South Phila IGA; Village IGA; Teters IGA; Carriage IGA.
Other Chain Stores-Nobil Shoes; Lawson Milk; House of Stones; Williams Furniture; Quik Shop; Firestone 2; Harry's Outlet; Tire America; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Sale's Dept. Store; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Roberts; Slumber World; Bobbi Gee; Klars Athletic Supply; Quick Chek.

14 - NEWSPAPERS: TIMES-REPORTER (e) 29,463; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Nat. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Branham/Newspaper Sales.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30 and State Hwys. 7, 11, 39 and 139. Bridges to Chester and Newell, W. Va.

2 - TRANSPORTATION: **Railroads**-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (5 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; Loc. Est. 15,444
CZ-ABC: (80) 40,112; (83) 38,800
RTZ-ABC: (80) 67,321; (83) 67,900
County 80 Cen. 113,572; Loc. Est. 114,332
City & RTZ-ABC: (80) 107,433; (83) 106,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323; Loc. Est. 6,261
CZ-ABC: (80) 14,756; (83) 14,900
RTZ-ABC: (80) 22,715; (83) 23,700
County 80 Cen. 39,996; Loc. Est. 42,168
City & RTZ-ABC: (80) 37,471; (83) 38,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	$75,064,473
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 67,567

7 - ELECTRIC METERS: Residence 15,988

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza (10)	3	Hills, Foodland
Skyview Plaza(12)	3	K mart, Krogers, Radio Shack

Stores Open-Thu. evenings.
Principal Shopping Days-Sat., Thu., Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ogilvie; JCPenney; Montgomery Ward.
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane Drugs.
Chain Supermarkets-Valu King 4; IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack.

14 - NEWSPAPERS: REVIEW (e) 13,818; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Scott L. Swanson, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2, County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20; the Ohio Tpk.; State Hwys. 113, 57, 10, 58, 76, 301, 254, I-90, I-480.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; Loc. Est. 57,741
PMA-ABC: (80) 145,378; (83) 147,900
County/PMSA 80 Cen. 274,909; Loc. Est. 275,569
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600; Loc. Est. 21,884
PMA-ABC: (80) 47,650; (83) 50,300
County/PMSA 80 Cen. 90,819; Loc. Est. 95,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$550,000,000
Savings & Loan	7	$159,000,000

6 - PASSENGER AUTOS: County 171,653

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 19,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($300); Plastics 433 ($290); Screw Machine Prods. 1,037 ($325); Foundry 565 ($250); Furnace Mfg. 375 ($250); Spring Mfg. 394 ($250); Chemicals 385 ($300).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12. Last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(15)	4	May Co., Edwards
Midway Mall(60)	2	Higbee, Sears, JCPenney
Westgate	14	Higbee, Kroger, Pick 'N Pay
Oakwood Plaza	6	Fishers
Ridgeview(22)	1	Edwards
W'gate(Lorain)(17)	8	Fishers
Shoreway(28)	8	Woolworth, Krogers
Great Northern	12	JCPenney, Pic'N Pay, Fishers
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thurs., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores-Elyria City Discount; Big Town; Zayre; J & B; Discount Drug Mart; Gold Circle; Ontario Stores.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.
Chain Supermarkets-Fisher-Fazio 4; Kroger 2; Edwnros 2; Sparkle; IGA; Foodliner; N. Central Ohio Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery 2; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Mary Carter, Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal, Betley Tires; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Lane Bryant; Winkleman's; 3 Sisters; Ted Jacobs; Foxwood Casuals; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Spencer's Gifts, Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist: Carek's; Automobiles: Dertz, J.R. Dall, Spitzer, Earl Lance, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Harry's Men's Wear, Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 38,096; (S) 36,280; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM, 225 East Ave., PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. 444 and State Hwy. 235.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,702; Loc. Est. 28,679
MSA 80 Cen. 942,083; Loc. Est. 943,942
County 80 Cen. 129,769; Loc. Est. 130,974
PMA-ABC: (80) 44,438; (83) 43,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; Loc. Est. 11,281
County 80 Cen. 43,078; Loc. Est. 45,475
MSA 80 Cen. 340,279; Loc. Est. 356,604
PMA-ABC: (80) 15,956; (83) 16,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$59,773,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 81,494

7 - ELECTRIC METERS: Residence 10,721

8 - GAS METERS: Residence 10,528

9 - PRINCIPAL INDUSTRIES: Cement 282 emp. ($220); Wright-Patterson Air Force Base 23,500 emp.; Wright State University.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonomo Plaza (4)	NA	Village Fair
Fairborn Plaza (18)	NA	Gray Drugs, Fulmers
Skyway Plaza (13)	NA	Hook's, McCrory, Elder Beerman
Five Points (7)	NA	Kroger, K mart, Marsh, Rite-Aid

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every night.
Stores Open Sunday-Grocery and drug.

13 - RETAIL OUTLETS: **Variety Stores**-Foy's; McCrory; Woolworth; Handyman K mart; Elder Beerman.
Chain Drug Stores-Gray's; Sloan's; Muir's; Revco; Rite-Aid.
Chain Supermarkets-Kroger; Marsh; Fulmer.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,219; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: **Railroads**-Amtrak; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; Loc. Est. 34,886
CZ-ABC: (80) 35,594; (83) 35,300
RTZ-ABC: (80) 87,283; (83) 89,100
County 80 Cen. 64,581; Loc. Est. 64,679
City & RTZ-ABC: (80) 122,877; (83) 124,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466; Loc. Est. 13,723
CZ-ABC: (80) 13,466; (83) 13,900
RTZ-ABC: (80) 28,120; (83) 29,900
County 80 Cen. 23,058; Loc. Est. 24,166
City & RTZ-ABC: (80) 41,586; (83) 43,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$299,266,027
Savings & Loan	3	$232,390,574

6 - PASSENGER AUTOS: County 41,646

7 - ELECTRIC METERS: Residence 17,674

8 - GAS METERS: Residence 15,270

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130 (NA); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (NA); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fabrication 280 ($352); Farm Drainage & Excavating Equipment 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; Ft. Findlay Village (26 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Macy's; Sears; Montgomery Ward (catalog).
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Rink's Bargain City; Hill's; K mart.
Chain Drug Stores-Gray; Lane's 3; Revco.
Chain Supermarkets-Foodtown 2; Kash N Karry; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 26,343; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER, 701 W. Sandusky, Findlay, OH 45840; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo, MSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: Railroads-C&O; **N&W**; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; Loc. Est. 15,384
Counties 80 Cen. 233,854; Loc Est. 233,865
 Seneca 80 Cen. 61,901; Loc. Est. 61,423
 Hancock 80 Cen. 64,581; Loc. Est. 64,679
 Wood 80 Cen. 107,372; Loc. Est. 107,763
MSA 80 Cen. 616,864; Loc. Est. 618,419

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775; Loc. Est. 6,015
Counties 80 Cen. 79,353; Loc Est. 83,140
 Seneca 80 Cen. 20,818; Loc. Est. 21,776
 Hancock 80 Cen. 23,058; Loc. Est. 24,166
 Wood 80 Cen. 35,477; Loc. Est. 37,198
MSA 80 Cen. 220,252; Loc. Est. 230,937

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$56,387,000
Society	6	$120,004,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 41,646; Wood 62,343; Seneca 35,773.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Number Emp.; Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 300; Elevators, Steel Fabrication 35; Mach. Shops; Aluminum Fabricators 24; Grain Processing 47; Fertilizer 71; Crankshifts 950; Local Lighting & Infrared Fixtures 300; Soybean Oil 51; Cement Blocks 500; Ptg. 158; Jet Blades 400; Refrigeration 300; Ford Motor Company 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shopping area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fostoria Plaza(12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Center	NA	NA

Principal Shopping Days-Thurs., Fri., Sat. & Mon.
Stores Open Evenings-Dept. Mon. & Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-Hills; JCPenney; Macy's; Sears.
Variety Stores-Dollar General; Rite-Aid.
Discount Stores-K mart; Hecks.
Chain Drug Stores-Lanes.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; Wagner's IGA; White Front.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,357; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,834; Loc. Est. 17,351
PMA-ABC: (80) 76,288; (83) 76,900
County 80 Cen. 63,267; Loc. Est. 63,228

4 - HOUSEHOLDS:
City 80 Cen. 6,559; Loc. Est. 6,518
County 80 Cen. 21,553; Loc. Est. 22,567
PMA-ABC: (80) 26,000 (83) 27,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$225,226,000
Savings & Loan	3	$62,859,751

6 - PASSENGER AUTOS: County 38,462

7 - ELECTRIC METERS: Residence 20,557

8 - GAS METERS: Residence 14,060

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners. (Av. Weekly Wage)-Total 21,479 ($245); Agriculture 424 ($130); Mining 165 ($469); Construction 948 ($326); Manufacturing 9,355 ($300); Trans. 611 ($350); Whls. & Ret. 3,962 ($168); Finance 602 ($182); Service 2,788 ($175); Govt. 2,624 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Avg. annual rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(35)	3	Foodtown, Heck's, Great Scot, Fishers Big Wheel

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Most stores-Fri.: Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph's; JCPenney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Joseph's; Heck's; Fishers Big Wheel; Jupiter Discount; Murphy Mart.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Singer; Radio Shack; Crosby Shoes; Shoe World.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 14,573; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Randolph N. Chapman, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett Newspaper Advertising Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On Ohio Rtes. 309 and 61.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 12,134
County 80 Cen. 50,075; Loc. Est. 49,979

4 - HOUSEHOLDS:
City 80 Cen. 4,852; Loc. Est. 5,048
County 80 Cen. 18,167; Loc. Est. 18,995

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$40,132,000
Savings & Loan	3	$51,430,000

6 - PASSENGER AUTOS: County 29,220

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Truck bodies hydraulic hoists 734 ($184); Environmental Control Equipment 465 ($190); Telephonetics 2,300 ($192); Road Machinery 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136); Annual Payroll $63,000,000
Principal Industrial Pay Days-14th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20. Last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3 streets (Harding Way).
Neighborhood Shopping Centers-Galion; Murphys Mart Shopping Center; West Shopping Center.
Principal Shopping Days-Mon., Thu., Sat.
Stores Close-Small stores Wed. P.M.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdw.; Galion Sentry Hdw.
Variety Store-Dean's.
Discount Store-Murphy Mart.
Chain Drug Stores-Quay; SupeRx; H-K Drugs.
Chain Supermarkets-FoodTown; Geyer's; Charlie's; Neff Bros; Cains-Way Market.

14 - NEWSPAPERS: INQUIRER (e) 6,000; Publisher's guarantee Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576; Loc. Est. 4,737
CZ-ABC: (80) 5,576; (83) 4,800
RTZ-ABC: (80) 24,522; (83) 26,600
County 80 Cen. 30,098; Loc. Est. 30,173
City & RTZ-ABC: (80) 39,098; (83) 31,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067; Loc. Est. 1,835
CZ-ABC: (80) 2,067; (83) 1,800
RTZ-ABC: (80) 8,211; (83) 9,300
County 80 Cen. 10,278; Loc. Est. 10,790
City & RTZ-ABC: (80) 10,278; (83) 11,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$160,000,000
Savings & Loan	2	$27,000,000

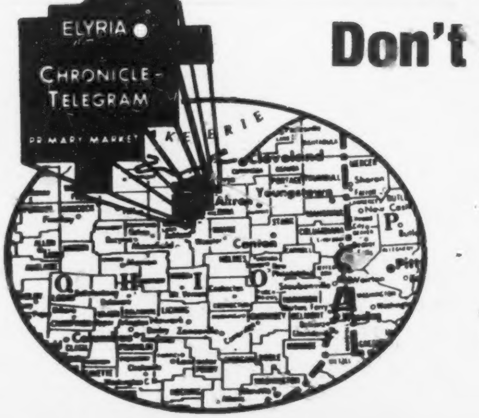
6 - PASSENGER AUTOS: County 16,343

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electric Prod. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Cntr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15. Last killing frost, Apr. 15.



in the Cleveland-Akron-Lorain Consolidated Area ...
(America's 9th market)

Don't Overlook the "Other One"

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plaza; K mart; Murphy Mart.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Most on Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Cox's; Dollar General.

Variety Stores-G.C. Murphy 2.

Discount Stores-Jones Boy (with Super Mkt.); K mart; Murphy Mart.

Chain Drug Stores-Revco, Rite Aid.

Chain Supermarkets-Kroger; Foodland 2; Pic 'N Pac.

Other Chain Stores-Sears (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,253; TIMES-SENTINEL (S) 12,942; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.

National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 127 & 49.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.

Airlines-Dayton International Airport, 25 mi.

Motor Freight Carriers-10.

3 - POPULATION:

Corp. City 80 Cen. 12,999; Loc. Est. 12,650
CZ-ABC: (80) 12,999; (83) 13,100
RTZ-ABC: (80) 46,005; (83) 47,300
County 80 Cen. 55,096; Loc. Est. 54,826
City & RTZ-ABC: (80) 59,004; (83) 60,400

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 5,009; Loc. Est. 5,040
CZ-ABC: (80) 5,009; (83) 5,200
RTZ-ABC: (80) 15,345; (83) 16,400
County 80 Cen. 18,864; Loc. Est. 19,598
City & RTZ-ABC: (80) 20,354; (83) 21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,162,000
Savings & Loan	3	$1,158,230,544

6 - PASSENGER AUTOS: County 31,403

7 - ELECTRIC METERS: City 5,832

8 - GAS METERS: City 4,483

9 - PRINCIPAL INDUSTRIES: Industry, (Number of Wage Earners)-Oil Filters (1200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).

Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-covers ten blocks.

Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8 units). Open eves. until 9 and Sundays.

Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri. & Sat.; Foods and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harts; Uhlman's.

Variety Store-Murphy.

Discount Stores-Murphy Mart; Harts; K mart.

Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Shoppe.

Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.

Other Chain Stores-Sears; Cato; Endicott-Johnson Shoes; Gallenkamp Shoes; Montgomery Ward (catalog); Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 9,154; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: James M. Bartee, Pub., or Vicky Besecker, Adv. Mgr., ADVOCATE, N. Main at Sycamore, PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.

National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3. County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State 4, 129, 177 and 138.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.

Motor Freight Carriers-50.

Intercity Bus Lines-All major lines.

3 - POPULATION:

Corp. City 80 Cen. 63,189; Loc. Est. 59,735
CZ-ABC: (80) 116,976; (83) 120,500
RTZ-ABC: (80) 98,340; (83) 105,700
County/PMSA 80 Cen. 258,787; Loc. Est. 263,296
City & RTZ-ABC: (80) 215,316; (83) 226,200

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 23,793; Loc. Est. 23,592
CZ-ABC: (80) 41,803; (83) 44,700
RTZ-ABC: (80) 29,507; (83) 33,300
County/PMSA 80 Cen. 88,130; Loc. Est. 93,732
City & RTZ-ABC: (80) 71,310; (83) 78,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$436,356,000
Commercial	3	$328,412,000

6 - PASSENGER AUTOS: County 157,277

7 - ELECTRIC METERS: Residence 23,641

8 - GAS METERS: Residence 22,256

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper Mfg. 4,800; Auto Bodies 3,000; Machy. 2,000; Sales 1,500; Steel 700; Fdry. 800

Principal Pay Days-1st & 2nd Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Downtown area about 16 sq. blocks.

Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza(12)	NA	Twin Fair Dept., Marsh Mkt.
Hamilton Plaza(19)	NA	Kroger, Ontario
Hamilton West (15)	NA	SupeRx Drug
Town & Country (18)	NA	Woolworth,
Hicks Manor(15)	NA	Kroger, SupeRx
Tri-County(60)	NA	Sears, Shillitos
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thurs., Fri., Sat.

Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears Roebuck; JCPenney.

Discount Stores-K mart; Ontario; Rink's; Twin Fair.

Variety Stores-Woolworth; McCrory's.

Chain Drug Stores-Revco 3; SupeRx.

Chain Supermarkets-Kroger 4; Marsh Foodliners 4.

Other Chain Stores-Shoes: Thom McAn; Nobils; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, National; Singer Co.; Spiegel (Catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 29,886; (S) 29,386; Apr. 2, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Dennis A. Guastaferro, Mktg. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.

National Representatives: Branham/Newspaper Sales.

HILLSBORO

1 - LOCATION: Highland County, E&P Map B-3, County Seat. Agricultural and industrial area; 65 mi. E. of Cincinnati; on U.S. Hwy. 50 at 62.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 80 Cen. 6,356; Loc. Est. 6,551
County 80 Cen. 33,477; Loc. Est. 34,654

4 - HOUSEHOLDS:

City 80 Cen. 2,504; Loc. Est. 2,592
County 80 Cen. 11,915; Loc. Est. 12,956

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Savings	3	$80,621,000

6 - PASSENGER AUTOS: County 18,841

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, Number employed-Electrical Switches Relays 400; Vaults & Safety Boxes 15; Iron Castings 50; Men's Slacks 150; Business Forms 175; Food Service Equipment 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19. Last killing frost, May 17.

11 - TAP WATER: Reservoir.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main St.; 2 Blocks on High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland Plaza(7)	NA	Kroger, Revco Drugs
K Mart Plaza(4)	NA	Savway Shoes, Rite-Aid Drugs

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K mart.

13 - RETAIL OUTLETS: Department Stores-Haines; United; Litt's.

Discount Stores-Town & Country, K mart.

Variety Stores-Murphy; Western Auto.

Chain Drug Stores-Revco; Rite-Aid.

Chain Supermarkets-Kroger, Great Scot; Steen IGA; Convenient; United Dairy Farmers.

Other Chain Stores-Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14 - NEWSPAPERS: PRESS GAZETTE (e-mon to fri) 4,735; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: James R. Hardin, Mgr., PRESS GAZETTE, 209 S. High, Box 40, Hillsboro, OH 45133; Tel. (513) 393-3456.

National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound.

Airlines-American, Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:

Corp. City 80 Cen. 14,290; Loc. Est. 13,548
CZ-ABC: (80) 17,245; (83) 16,800
RTZ-ABC: (80) 67,717; (83) 70,300
County 80 Cen. 63,849; Loc. Est. 64,203
MSA 80 Cen. 336,410; Loc. Est. 338,361
City & RTZ-ABC: (80) 84,962; (83) 87,100

4 - HOUSEHOLDS:

Corp. City 80 Cen. 5,658; Loc. Est. 5,598
CZ-ABC: (80) 6,655; (83) 6,700
RTZ-ABC: (80) 22,485; (83) 24,[illegible]
County 80 Cen. 22,041; Loc. Est. 22,485
MSA 80 Cen. 119,007; Loc. Est. 125,342
City & RTZ-ABC: (80) 29,140; (83) 30,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Savings & Loan	4	$72,[illegible]13,289

6 - PASSENGER AUTOS: County 35,897

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 1,021 ($310); Stone-Clay 202 ($248), Primary Metals 287 ($198), Transp. & Util. 763 ($270); Wholesale 299 ($202); Retail 2228 (N.A.).

Principal Pay Days-15th 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: Principal Shopping Centers: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Center & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	6	Krogers
Ashland Plaza(25)	4	Hills, Radio Shack, K mart
K mart Plaza	NA	K mart
Wheelersburg Mall (7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall (23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri, Sat.

Stores Open Evenings-Dept. Stores-Mon. & Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Variety Store-S.S. Kresge.

Discount Store-Dollar Store.

Chain Drug Stores-Revco; Staley's 2.

Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.

Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,880; (S) 10,307; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Emory V. Burkhardt, Prom. Dir., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.

National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi SE of Cleveland; on State Hwys. 59, 14, 43, 44, 18. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: Railroads-Ravenna and Kent-Conrail; Conrail; Chessie System. Kent-Norfolk & Western.

Motor Freight Carriers-35.

3 - POPULATION:

Corp. Cities 80 Cen. 38,151; Loc. Est. 37,013
Kent 80 Cen. 26,164; Loc. Est. 25,113
Ravenna 80 Cen. 11,987; Loc. Est. 11,900
CZ-ABC: (80) 53,104; (83) 54,000
RTZ-ABC: (80) 85,813; (83) 87,200
County 80 Cen. 135,856; Loc. Est. 137,734
PMSA 80 Cen. 660,328; Loc. Est. 660,065
City & RTZ-ABC: (80) 138,917; (83) 141,200

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 80 Cen. 13,147; Loc. Est. 13,215
Kent 80 Cen. 8,655; Loc. Est. 8,590
Ravenna 80 Cen. 4,492; Loc. Est. 4,625
CZ-ABC: (80) 18,587; (83) 19,600
RTZ-ABC: (80) 26,652; (83) 28,100
County 80 Cen. 44,214; Loc. Est. 46,823
PMSA 80 Cen. 274,001; Loc. Est. 244,566
City & RTZ-ABC: (80) 45,239; (83) 47,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 83,555

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Warehouse; Steel Fabrication. Also Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.

Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.

Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz.(10)	NA	Sparke Mkt.
University Plz.(26)	NA	Dollar General
Stow-Kent Plz.(28)	3	IGA, Revco
Streetsboro Plz.(22)	8	A&P, Western Auto

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Wright's; Kertscher's; O'Neil's.
Discount Stores-Dollar General; Click Murphy's; Big Wheel; TG&Y; Gold Circle.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Kroger; Sparkle 4; I.G.A.; Valu King 5.
Other Chain Stores-Singer Co.; Wright; Co-op Foods; Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 24,795; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 206 E. Erie St., Kent, OH 44266; Tel. (216) 673-3491.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County, E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68 and State Hwys. 31, 53 and 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605; Loc. Est. 8,598
CZ-ABC: (80) 8,605; (83) 8,600
RTZ-ABC: (80) 29,556; (83) 30,100
County 80 Cen. 32,719; Loc. Est. 32,944
City & RTZ-ABC: (80) 38,161; (83) 38,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306; Loc. Est. 3,429
CZ-ABC: (80) 3,306; (83) 3,400
RTZ-ABC: (80) 9,722; (83) 10,300
County 80 Cen. 11,131; Loc. Est. 11,755
City & RTZ-ABC: (80) 13,028; (83) 13,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$60,253,795
Savings	1	$27,816,000
Savings & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 16,916

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, Number Emp.-Machine Tools 205; Gasoline Truck Tanks 100; Truck and Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Railroad Cabooses 200; Ornamental Iron 30; Dies and Molds 40; Fertilizer 20; Picture Frames 100; Metal Forgings 200; Paper Cup 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenton	9	JCPenney, TG&Y, Krogers, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; United Discount; TG&Y.
Variety Stores-Woolworth; Barr.
Discount Stores-United Discount; Allen Wholesale.
Chain Drug Stores-Walgreen; Rexall; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Great Scot; I.G.A.
Other Chain Stores-Sears (mail order); K mart; Cato; Goodyear; Sherwin-Williams; Montgomery Ward (mail order); JCPenney (mail order).

14 - NEWSPAPERS: TIMES (e) 8,006; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; Loc. Est. 61,874
Willoughby 80 Cen. 19,329; Loc. Est. 19,062
Mentor 80 Cen. 42,065; Loc. Est. 42,812
PMA-ABC: (80) 212,801; (83) 216,500
County 80 Cen. 212,801; Loc. Est. 213,317
PMSA 80 Cen. 1,898,720; Loc. Est. 1,884,816

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082; Loc. Est. 22,121
Willoughby 80 Cen. 7,434; Loc. Est. 7,670
Mentor 80 Cen. 13,648; Loc. Est. 14,451
PMA-ABC: (80) 72,064; (83) 76,100
County 80 Cen. 72,064; Loc. Est. 75,630
PMSA 80 Cen. 694,324; Loc. Est. 720,053

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 151,135

7 - ELECTRIC METERS: County/Residence 60,628

8 - GAS METERS: County/Residence 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Products; Cranes; Dies and Gauges; Chemicals; Heavy Machinery; Precision Tools; Electronic; Quartz Products; Wire Cloth; Key Cutting Machines; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Lakes Mall(100)	NA	May Co., Sears, Hornes, JCPenney
Mentor (20)	NA	Higbees, Zayres, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Krogers, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Uncle Bills, Best Prod., Pick-N-Pay

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry's; JCPenney; May Co.; Carlise-Allen; Higbee's; Joseph Horne.
Discount Stores-Zayre's; Uncle Bills; K mart; Gold Circle; Forest City.
Chain Drug Stores-Revco; Gray's; Medic 3; Dorsey-Rexall 2; Baker's; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fisher-Fazio 5; Kroger 2; Rogers; Bi-Rite 2; Stop N Shop 3; Valu-King 2.

14 - NEWSPAPERS: NEWS-HERALD (e) 36,457; (S) 42,243; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Adv. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham/Newspaper Sales.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Lake Shore, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,953; Loc. Est. 33,870
CZ-ABC: (80) 34,953; (83) 34,800
RTZ-ABC: (80) 69,502; (83) 75,700
County 80 Cen. 93,678; Loc. Est. 96,076
MSA 80 Cen. 1,093,293; Loc. Est. 1,103,057
City & RTZ-ABC: (80) 104,455; (83) 110,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345; Loc. Est. 13,368
CZ-ABC: (80) 13,345; (83) 13,800
RTZ-ABC: (80) 22,047; (83) 25,100
County 80 Cen. 31,776; Loc. Est. 34,112
MSA 80 Cen. 397,027; Loc. Est. 418,904
City & RTZ-ABC: (80) 35,392; (83) 38,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 58,045

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elec. Machinery 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equipment 1,150 (N.A.); Food Processing 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15. Last, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Centers.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Main(4)	NA	SupeRx, Kroger Mkt.
Hocking Vally Mall(13)	NA	K mart, Krogers
Harts(2)	NA	Big Bear, Harts Mkt.
Center Point(2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	Hecks
Memorial Drive Plaza(25)	NA	JCPenney, Big Bear Sears, Woolworths

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nitely.

13 - RETAIL OUTLETS: Department Stores-Hickle's; JCPenney; Sears Roebuck.
Variety Stores-S.S. Kresge; Woolworth.
Discount Stores-Lancaster Sales; Buckeye Mart; King's; Harts.
Chain Drug Stores-Gray's; SupeRx; Heritage Walgreen; Beiter & Flege Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; IGA; Kroger 2; Bay's R&W 2; Sheridan 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Peoples Shoe; Jean Frock's; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 4.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,666; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St., PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 30S; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk Southern (Nickel Plate) (freight); Conrail (freight); Detroit; Toledo & Ironton (freight); Baltimore & Ohio (freight).
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 47,381; Loc. Est. 44,878
CZ-ABC: (80) 81,344; (83) 80,400
RTZ-ABC: (80) 226,412; (83) 230,200
County 80 Cen. 112,241; Loc. Est. 111,952
MSA 80 Cen. 154,795; Loc. Est. 154,656
City & RTZ-ABC: (80) 307,756; (83) 310,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,050; Loc. Est. 17,710
CZ-ABC: (80) 29,169; (83) 30,000
RTZ-ABC: (80) 75,410; (83) 79,500
County 80 Cen. 39,168; Loc. Est. 40,890
MSA 80 Cen. 53,700; Loc. Est. 56,098
City & RTZ-ABC: (80) 104,579; (83) 109,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$337,852,800
Savings & Loan	5	$1,250,000,000

6 - PASSENGER AUTOS: County 67,751

7 - ELECTRIC METERS: Residence 19,432

8 - GAS METERS: Residence 15,025

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 15,473 ($432); Transportation & Utilities 2,087 ($406); Wholesale, Retail Trade 10,325 ($195); Construction 2,076 ($363).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
American Mall(32)	NA	Mont. Ward, Value City
K mart Plaza(8)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(68)	NA	JCPenney, Woolworth
Northland Plz.(43)	NA	Kings Odd Lots, Pangles
Eastgate(19)	NA	Rinks, Pangles

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept. Mon. thru Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder Beerman; K mart; Greggs; JCPenney; Montgomery-Ward; Sears; Lazarus.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco Drug; Lanes; Rite-Aid; SupeRx.
Chain Supermarkets-Kroger 3; Pangles 3; A&P; Shawnco Family Pride IGA; Clyde Evans Mkts. 5.
Discount Stores-Kings Odd Lots; Value City; Rinks 2; Lima Bargain Ctr.; K mart 2.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; So Fro Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Walden Books; Sills Shoes; Carpetland U.S.A.; Nobil Shoes; Musicland; Century House, Inc.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; A.S. Beck Shoes; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Plaza U; Foxmoor; Brooks; Petries; Lerners; Cedar Point Gifts; The Bottom Half; National Records; National Shirt; Wrangler Wranch; Woman Aware; Stretch & Sew; Petland; Hair Happening; Air Step Shoes; Center Factory Outlet; Chic; Deb Shop; D.O.C. Optical; 86 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber.

14 - NEWSPAPERS: NEWS (e) 40,554; (S) 48,161; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

LISBON

1 - LOCATION: Columbiana County E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159; Loc. Est. 2,988
County 80 Cen. 113,572; Loc. Est. 114,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Village 80 Cen. 1,197; Loc. Est. 1,185
County 80 Cen. 39,996; Loc. Est. 42,168

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 67,567

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equipment & Medical Service Equipment; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Construction Fabrication; Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salem Plaza(10)	12	Stambaugh's, Radio Shack, Thorofare
Skyview Plz	15	K mart, Fashion Factory
St. Clair Plz.(10)	15	Kelly & Conen, Sears
Southern Park Mall(106)	24	Sears, JCPenney, Horne's
Columbiana Plaza	10	Golden Dawn, Ben Franklin, Fisher's Big Wheel, Sparkle Mkt.

Nearby Shopping Areas

Rt. 164, 46, & 14, Columbiana	10	Fisher's Big Wheel
State St., Salem	12	JCPenney, G.C. Murphy, Kroger, Perskey's, Foodland
2nd St., Salem	12	Walgreen Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA
E.5th, E.Liverpool	15	JCPenney, Ogilvies
S.E. Blvd.; E. Ellsworth, Salem	12	Ideal(2)
Fairfield Ave. Columbiana	10	Super Duper
East Liverpool	NA	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart.
Variety Stores-Ben Franklin, Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Hamilton/Rexall; Morgans/McKesson
Chain Supermarkets-Value King; Hillyer's; Lincoln Way IGA.
Other Chain Stores-Western Auto; Lawsons.

14 - NEWSPAPERS: MORNING JOURNAL (mS) 15,718; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44432; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County. E&P Map B-3. County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93 and 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; Loc. Est. 6,291
County 80 Cen. 23,304; Loc. Est. 24,359
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; Loc. Est. 2,487
County 80 Cen. 8,591; Loc. Est. 9,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 13,062

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Goodyear 800; Carborundum 392; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 157; Metal Products 100.
Principal Industrial Pay Days Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.
Discount Stores-Leon's; Jack's Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,067; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dan Rodenfel, Gen. Mgr., NEWS, 72 E. Main, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: American Newspaper Reps.

LONDON

1 - LOCATION: Madison County (In Columbus MSA). E&P Map B-3. County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus. 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; Loc. Est. 6,967
County 80 Cen. 33,004; Loc. Est. 33,939
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; Loc. Est. 2,759
County 80 Cen. 10,661; Loc. Est. 11,458
MSA 80 Cen. 449,260; Loc. Est. 474,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,800

7 - ELECTRIC METERS: Residence 3,127

8 - GAS METERS: Residence 2,741

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Products; Ohio Criminal Identification Bureau; Printing; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.25; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $276; Wholesale-Retail $184; Finance-Ins.-R.E. $208; Services (police, fire, janitorial) $235.

10 - CLIMATE: Average Annual Temp.-51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8; First killing frost, Oct. 12; Last killing frost, Apr. 16.

11 - TAP WATER: 700,000 gallons daily; Soft (140 mg. per litre). Natural fluoridation (.69 mg. per litre after treatment)

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety-Woods Shoe Store; Dwyers Hdw.; Farm Bureau; TV Stores 3; Meade Tires; Auto Firms 4; Susan's Stitchery; Singer Sewing Center; Days Drugs; London Rexall Phcy.; Montgomery Ward; Outlet Store-Pet Shoppe; Sister's General Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Lanning Auto Sales; Hildebrand Brokerage; Paperback Exchange
Discount Stores-Bare Bones; K mart.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Chain Drug Stores-SupeRx; Rexall; Revco.
Other Chain Stores-Lawsons; Barnharts; Firestone; Rinks; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Corvair Auto Parts.
Independent Food-Carters; Davis Market; Zelmo's; Steven's Produce; Pizza Fixins.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,430; sworn Sept. 30, 1982.
Local Contact for Advertising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, 254, 301, 611, 2 and 90 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Freight & Steamship Lines-15.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport. All main lines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; Loc. Est. 72,785
PMA-ABC: (80) 134,899; (83) 134,400
County/PMSA 80 Cen. 274,909; Loc. Est. 275,969
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,999; Loc. Est. 21,884
PMA-ABC: (80) 45,220; (83) 46,700
County/PMSA 80 Cen. 90,819; Loc. Est. 95,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$348,838,000
Savings & Loan	6	$254,252,401

6 - PASSENGER AUTOS: County 171,653

7 - ELECTRIC METERS: Residence 25,637

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel; Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals Water Purification Equipment, Traffic Signals, and Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12. Last killing frost, May 5.

11 - TAP WATER: Alkaline, 7. 6 hardness; fluoridated.

12 - RETAILING: 10 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall(65)	6	Higbee, Sears, Woolworth
Westgate(14)	2	Fisher-Fazio, Gray Drug
Sheffield(25)	3	May Co.
Oakwood Plaza(14)	3	Fisher-Fazio, Gray Drugs
Shoreway(15)	5	Gray Drug, Kroger
Ridgeview Ctr(22)	14	Edward's Food Warehouse Wholesale World
Lorain Plaza(16)	3	Kroger, Revco, T.J. Maxx
South Shore(21)	10	Geyer's, Kroger, Fisher's Big Wheel
Avon Lake(17)	8	Fisher-Fazio, IGA
Amherst Plaza(22)	5	K mart, Fisher-Fazio, Petries
North Ridge(6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days-Department Stores Mon., Fri., and Sat. Food Stores Thu., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Higbee Co.
Discount Stores-Ontario Co.; Hill's; Elyria City; K mart; Zayre; Bigtown; Gold Circle; Fisher's Big Wheel.
Variety Stores-Woolworth.
Chain Drug Stores-Gray's 6; Revco 5; Discount Drug Mart 4.
Chain Supermarkets-Geyer's 2; Kroger 6; I. G. A. 6; Eagle 6; Edwards 2; Fisher-Fazio 8; Sparkle 10.
Other Chain Stores-Shoes: Nobils 2, Merit, Baker's; Men's Clothes: Richman's, Jax, Sam Klein; Women's Clothes: Ted Jacobs; Paints: Sherwin-Williams 2, Pittsburgh; Auto Supplies: Goodrich 2, Goodyear 3, Firestone 3; Jewelry: Hart's, Zales, J.B. Robinson Jewelry; Bakeries: Hough's 2, Nichols, Wonder Bread; Furniture: Alpert's, T.N. Molas, Reidy-Scanlan; Others: Spiegel (Catalog), Montgomery Ward (Catalog) 2; Grocery: Lawsons 20, Convenient Food Mart, 7-Eleven, Open Pantry.

14 - NEWSPAPERS: JOURNAL (e) 41,516; (S) 44,231; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052; Tel. (216) 245-6901.
National Representative: Branham/Newspaper Sales.

MANSFIELD

1 - LOCATIONS: Richland County (MSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-USAir; G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; Loc. Est. 52,959
CZ-ABC: (80) 86,948; (83) 86,000
RTZ ABC: (80) 106,412; (83) 107,600
County/MSA 80 Cen. 131,205; Loc. Est. 130,297
City & RTZ-ABC: (80) 193,360; (83) 193,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702; Loc.Est. 21,827
CZ-ABC: (80) 31,739; (83) 32,600
RTZ-ABC: (80) 36,480; (83) 38,200
County/MSA 80 Cen. 46,408; Loc. Est. 48,243
City & RTZ ABC: (80) 68,219; (83) 70,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$493,840,000
Savings & Loan	4	$581,083,000

6 - PASSENGER AUTOS: County 81,124

7 - ELECTRIC METERS: Residence 23,023

8 - GAS METERS: Residence 18,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($269); Metal Industries 2,288 ($287); Fabricated Metal Products 4,530 ($308); Machinery 1,505 ($295); Electrical 1,370 ($258); Printing & Publishing 1,048 ($240); Rubber & Plastic Products 675 ($290); Transp. & Utilities 2,460 ($270); Wholesale 1,378 ($265); Retail 7,574 ($150); Banks, Securities & Finance 616 ($210); Insurance 986 ($235); Services 3,185 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St. 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.(24)	3	Mont. Ward, JCPenney
Johnny Appleseed(31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O'Neil's, Lazarus
Eastgate(6)	3	Big Bear

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Uncle Bills; Conley's; Zayre's; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Foodtown 4; Big Bear; Super Dollar 4; Neff's Cardinal Mkts. 2.
Other Chain Stores-Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richmans Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Walden Books.

14 - NEWSPAPERS: NEWS JOURNAL (e) [illegible]; (S) 49,453; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hatton, Adv. Dir., NEWS JOURNAL, 70 West 4th St., Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham/Newspaper Sales.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, Wv-OH MSA). E&P Map C-3, County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie system.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; Loc. Est. 15,827
CZ-ABC: (80) 19,562; (83) 19,300
RTZ-ABC: (80) 55,012; (83) 57,100
County 80 Cen. 64,266; Loc. Est. 64,886
MSA 80 Cen. 157,914; Loc. Est. 159,574
City & RTZ-ABC: (80) 74,574; (83) 76,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204; Loc. Est. 6,247
CZ-ABC: (80) 7,332; (83) 7,500
RTZ-ABC: (80) 18,880; (83) 20,400
County 80 Cen. 22,358; Loc. Est. 23,629
MSA 80 Cen. 56,100; Loc. Est. 59,357
City & RTZ-ABC: (80) 26,212; (83) 27,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 38,299

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Average Weekly Wage $215.20.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost Oct. 7-15. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier(17)	NA	Big Bear, Revco, Woolworth
K mart Plaza	NA	K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kremer's.
Variety Stores-Woolworth.
Discount Stores-Hart's; Rink's; Heck's; K mart.
Chain Drug Stores-Revco; Nelson's 2; Harts; Beagle Drug.
Chain Supermarkets-Kroger; Marietta Frozen Food; B Bear; Warren's IGA Foodliner; Super Valu.
Other Chain Stores-Wun-der Shoe; Jean Frocks; Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music.

14 - NEWSPAPERS: TIMES (e) 14,313; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett Newspaper Advertising Sales.

MARION

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 37,040; Loc. Est. 35,785
CZ-ABC: (80) 46,388; (83) 46,100
RTZ-ABC: (80) 66,649; (83) 69,000
County 80 Cen. 67,974; Loc. Est. 67,939
City & RTZ-ABC: (80) 113,037; (83) 115,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764. Loc. Est. 14,074
CZ-ABC: (80) 16,524; (83) 17,000
RTZ-ABC: (80) 23,108; (83) 24,800
County 80 Cen. 23,798; Loc. Est. 24,866
City & RTZ-ABC: (80) 39,632; (83) 41,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$300,000,000
Savings & Loan	3	$250,000,000

6 - PASSENGER AUTOS: County 39,161

7 - ELECTRIC METERS: Residence 23,133

8 - GAS METERS: Residence 18,215

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Power Shovels 2,200; Dryers, Airconditioners 1,416; Brakes, Axles, 588; Steel 490; Dog Food 406; Steel Products; Industrial Hose 483; Conveyors 260; Soybean Products 123.

10 - CLIMATE: First Killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; JCPenney; Uhler's; Sutton & Lightner Co., Union.
Variety Stores-Woolworth; Murphy.
Discount Stores-Hills; K mart; Meijer Square; Rinks; Quality Farm & Fleet.
Chain Drug Stores-Henney & Cooper (Walgreen) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'n Karry Warehouse.
Other Chain Stores-Shoes: Nobil's; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's Lowe Bros., Dupont, Dutch Boy, Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Cashway Lumber; Ohio Edison; Spiegel (catalog); Ward's (catalog).

14 - NEWSPAPERS: STAR (e) 19,084; (S) 18,690, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Tressler, Adv. Mgr., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center. 2 mi. W of Wheeling, WV. On U.S. Hwys. 40, 250; I-70; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; Loc. Est. 16,310
Martins Ferry 80 Cen. 9,331; Loc. Est. 8,683
Bellaire 80 Cen. 8,241; Loc. Est. 7,627
PMA-ABC: (80) 90,837; (83) 90,900
County 80 Cen. 82,569; Loc. Est. 81,618
MSA 80 Cen. 185,566; Loc. Est. 185,683
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964; Loc. Est. 6,846
Martins Ferry 80 Cen. 3,789; Loc. Est. 3,666
Bellaire 80 Cen. 3,175; Loc. Est. 3,180
PMA-ABC: (80) 33,329; (83) 34,600
County 80 Cen. 30,250; Loc. Est. 31,208
MSA 80 Cen. 67,532; Loc. Est. 70,609

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$348,436,000
Savings	4	$302,000,000

6 - PASSENGER AUTOS: County 47,366

7 - ELECTRIC METERS: Residence 28,102

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Glass; Coal Mining; Transp.; Women's Sportswear; Castings; Electric Power; Ferro-Alloys; Pipe Couplings.

10 - CLIMATE: Avg. Temp.-Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ohio Valley Mall(150)	NA	Sears, Montgomery Ward, Hills

13 - RETAIL OUTLETS: Department Stores-Murphy's; Sears, JCPenney.
Variety Stores-Woolworth.
Discount Stores-Hart's Big Bear; Big Wheel; Hills.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx.
Chain Supermarkets-A&P; Kroger 4; M&K 4; Foodland 2; Harts-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 25,134; (S) 25,650; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Losey, Adv. Mgr., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County, (In Columbus MSA), E&P Map B-2. County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.

3 - POPULATION:
Corp. City 80 Cen. 7,414; Loc. Est. 7,612
County 80 Cen. 29,536; Loc. Est. 30,002
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146

4 - HOUSEHOLDS:
City 80 Cen. 2,862; Loc. Est. 3,042
County 80 Cen. 10,015; Loc. Est. 10,666
MSA 80 Cen. 449,260; Loc. Est. 474,919

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 17,815

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prod. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Const. 64; Elect. Prod. 125, Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Production 350; Hydraulic Piston Pumps & Motors 450; Automobile Products 550.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Markets
Marysville Plz.(12)	NA	Kroger, TG&Y

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros.; Otte's.
Variety Stores-TG&Y; Revco; Rinks; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,023; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.E. Behrens, JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representatives: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA), E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: Railroads-B&O (freight); Norfolk & Western (freight); Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Canton Regional Transit.
Airlines-United; Aeromech; USAir; Allegheny Commuter; Freedom; Air Wisconsin, Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,557; Loc. Est. 29,685
PMA-ABC: (80) 129,086; (83) 129,300
County 80 Cen. 378,823; Loc. Est. 380,205
MSA 80 Cen. 404,421; Loc. Est. 405,868

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431; Loc. Est. 11,730
PMA-ABC: (80) 44,366; (83) 46,100
County 80 Cen. 134,094; Loc. Est. 140,663
MSA 80 Cen. 142,174; Loc. Est. 149,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 236,833

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm'l. 19,311

9 - PRINCIPAL INDUSTRIES: Complete Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Machinery; Baked Products; Wholesale Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mayflower; Amherst Centre; Meadows Plaza; Towne Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Belden Vlg.(64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	NA	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	JCPenney, O'Neil, Montgomery Ward

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thu., Fri.; Dept. Mon. & Thu.; Shopping Center Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; O'Neils; Montgomery Wards; Higbees.
Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre.
Variety Store-Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Baltzly 2; Dynamic; Revco; Peoples 2.
Chain Supermarkets-A&D Foodarama 3; Kroger's; Bordner's 2; Schrader's; Abood's; Valu King; Brians; Fazio; Fisher Foods.

14 - NEWSPAPERS: INDEPENDENT (e) 16,725; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David W. Schultz, Pub., INDEPENDENT, 50 North Ave., N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA) E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 miles SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on Highways U.S. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroads-B&O; AC&Y.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,268; Loc. Est. 15,761
CZ-ABC: (80) 50,257; (83) 56,100
RTZ-ABC: (80) 44,164; (83) 45,500
County 80 Cen. 113,150; Loc. Est. 116,168
PMSA 80 Cen. 1,898,720; Loc. Est. 1,884,186
City & RTZ-ABC: (80) 94,421; (83) 101,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553; Loc. Est. 6,124
CZ-ABC: (80) 15,746; (83) 18,100
RTZ-ABC: (80) 13,572; (83) 14,700
County 80 Cen. 35,979; Loc. Est. 38,620
PMSA 80 Cen. 694,324; Loc. Est. 720,053
City & RTZ-ABC: (80) 29,318; (83) 32,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 77,309

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equipt.; Dairying; Chemical Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Shoppers' Choice, Siegler's, Sears
Laurel Square(20)	7	Rexall, Drug Mart, Shoppers' Choice
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)	NA	K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears.
Discount Stores-Conley's; Uncle Bills; Fisher's Big Wheel; K mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Shoppers' Choice; Buehler's; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Market.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 14,792; Mar. 31, 1983 ABC.
Local Contact for Advertising: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty, PO Box 407, Medina OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR

See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA); E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-28.

3 - POPULATION:
Corp. City 80 Cen. 43,719; Loc. Est. 40,179
CZ-ABC: (80) 85,833; (83) 79,400
RTZ-ABC: (80) 50,783; (83) 58,600
County/PMSA 80 Cen. 258,787; Loc. Est. 263,296
City & RTZ-ABC: (80) 136,616; (83) 138,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909; Loc. Est. 16,909
CZ-ABC: (80) 30,795; (83) 29,100
RTZ-ABC: (80) 15,386; (83) 19,100
County/PMSA 80 Cen. 110,790; Loc. Est. 93,732
City & RTZ-ABC: (80) 46,181; (83) 48,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 157,277

7 - ELECTRIC METERS: Residence 18,833

8 - GAS METERS: Residence 14,404

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 7,750 ($706); Paper Making 1,803 ($447); Airplane Parts 655 ($505); Elec. 500 ($410); Other Manufacturing Ind. 2,600 ($522).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Middletown(42)	2	Elder Beerman, McGees
Target Plaza	1	Target's, Super Valu
Ward's Plaza	2	Montgomery Ward
Wildwood	2	Marsh Foods, Meijer
East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Kroger, Hill's
Towne Mall(59)	4	McAlpin's, Sears Elder Beerman

Principal Shopping Days-Thurs., Fri., Mon.
Stores Open Evenings-Fri. and Mon.; Some Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco 2; Lewis 2; Rite-Aid 5; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; Larry's.
Discount Stores-Meijer; Rinks; Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear; Steinberg's.

14 - NEWSPAPERS: JOURNAL (e) 23,493; (S) 24,314; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, First & Broad, Middletown, OH 45042; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2. County Seat. 45 mi. N of Columbus. On State Routes 3, 13 and 36.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,380; Loc. Est. 14,325
CZ-ABC: (80) 15,391; (83) 15,300
RTZ-ABC: (80) 37,752; (83) 39,100
County 80 Cen. 46,309; Loc. Est. 46,843
City & RTZ-ABC: (80) 53,143; (83) 54,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657; Loc. Est. 5,763
CZ-ABC: (80) 6,041; (83) 6,200
RTZ-ABC: (80) 12,240; (83) 13,200
County 80 Cen. 15,900; Loc. Est. 16,832
City & RTZ-ABC: (80) 18,281; (83) 19,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$65,512,000
Savings	1	$21,759,940
Savings & Loan	3	$198,587,327

6 - PASSENGER AUTOS: County 26,199

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Soy Bean Prod.; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gloves; Gaskets; Auto Parts (trim, brakes, etc.).

10 - CLIMATE: Mean Annual Temp., 51; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	NA	K mart
Mt. Vernon Plaza(18)	NA	Big Bear, Revco, Woolworth

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; JCPenney; J.S. Ringwalt; Sears Roebuck; Woolson's; Hart's.
Discount Stores-Watson's; Murphy Mart; K mart; Conley's.
Variety Stores-Jupiter; Woolworth.
Chain Drug Stores-Revco, SupeRx.
Chain Supermarkets-Kroger; Big Bear; IGA; Foodliner; Wee's Cardinal Markets.

14 - NEWSPAPERS: NEWS (e) 11,354; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Asst. G.M./Adv. Dir.; Robert W. White, Gen. Mgr.; NEWS, PO BOX 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Mfg. Center, NW Portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; Loc. Est. 8,814
County 80 Cen. 28,383; Loc. Est. 28,573

4 - HOUSEHOLDS:
City 80 Cen. 3,270; Loc. Est. 3,343
County 80 Cen. 9,732; Loc. Est. 10,225

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 16,686

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agriculture; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chemical.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on North Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Charles Co.; Crahan's.
Variety Store-G.C. Murphy.
Chain Supermarkets-Chief; Bernicke; Millen's; IGA; County Pride; Super Valu.
Other Chain Stores-Sears Roebuck; Charles Co.; Gambles; Western Auto; Montgomery Ward; Rexall; Lane's; TG&Y; Family Center.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,715; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Valory Warncke, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA

See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; Con Air; People Express; Republic; Wright; Aeromech; USAir; thru Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,158; Loc. Est. 40,366
CZ-ABC: (80) 61,621; (83) 61,500
RTZ-ABC: (80) 67,365; (83) 71,000
County 80 Cen. 120,981; Loc. Est. 124,087
City & RTZ-ABC: (80) 128,986; (83) 132,500
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,112; Loc. Est. 16,531
CZ-ABC: (80) 22,416; (83) 23,200
RTZ-ABC: (80) 22,554; (83) 24,700
County 80 Cen. 44,520; Loc. Est. 45,349
City & RTZ-ABC: (80) 44,970; (83) 47,900
MSA 80 Cen. 449,260; Loc. Est. 474,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 75,812

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage $297)-Fiberglass 3,500; Heavy Machy. 1,800; Aluminum 1,000; Air Force Missile Lab 2,490; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-15 blocks; 2 each on N & S Park Pl., 1st to 15th St. E. & W.; 4 each N & S 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(33)	3	JCPenney, Hecks, Value City, Sears
Southgate Corners(8)	4	Gardner's
Colonial(16)	3	Connell's Furniture, Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	Mort's Furniture
Eastland(11)	3	Gardners, Horner's
Dugway(10)	4	Gardner's
Rt. 79 & 30th St. (89)	7	Hecks, Quality, Kroger, Farm & Fleet
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food: Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Carroll's; Sears Roebuck, JCPenney; Kline's; Value City.
Variety Store-Woolworth.
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart; Sav-on.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Gallenkamp, Picway, El Bee, Thom McAn; Auto Suplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs, Benny's Kar Parts; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,254; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Leach, Adv. Mgr., ADVOCATE, 25 West Main Street, Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: Railroads-Conrail, B&O (freight).
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Youngstown Transit.
Airlines-United (at Youngstown).

3 - POPULATION:
Corp. City 80 Cen. 23,088; Loc. Est. 23,376
County 80 Cen. 241,863; Loc. Est. 242,808
MSA 80 Cen. 531,350; Loc. Est. 529,099

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534; Loc. Est. 9,070
County 80 Cen. 84,151; Loc. Est. 88,331
MSA 80 Cen. 186,711; Loc. Est. 194,470

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,000,000
Savings and Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 159,415

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 7,248

9 - PRINCIPAL INDUSTRIES: Steel; Reactive Metals; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furniture; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Foundry; Total 8,000 emp.; Av. Wkly. Wage: $225. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson
Austintown Plaza(35)	[illegible]	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts (5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, JCPenney, Woolworth

Village Ctr.	NA	Carlisle's, Thrift Drug, Valu King

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Friday.

13 - RETAIL OUTLETS: Department Stores-Carlisle-Allen; Sears; Strouss; Reisman's.
Discount Stores-Hills; K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis.; Phar-mor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.

14 - NEWSPAPERS. TIMES (m) 4,759; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: G. Anderson, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: American Newspaper Representatives.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 13 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,358; Loc. Est. 14,600
CZ-ABC: (80) 14,358; (83) 14,600
RTZ-ABC: (80) 47,797; (83) 48,900
County 80 Cen. 54,608; Loc. Est. 56,022
City & RTZ-ABC: (80) 62,155; (83) 63,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264; Loc. Est. 5,492
CZ-ABC: (80) 5,264; (83) 5,500
RTZ-ABC: (80) 16,055; (83) 17,000
County 80 Cen. 18,690; Loc. Est. 20,079
City & RTZ-ABC: (80) 21,319; (83) 22,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$128,425,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 32,400

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 4,695

9 - PRINCIPAL INDUSTRIES: Food Products; Plastic Coloring; Truck Bodies; Furniture; Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy.

10 - CLIMATE: Min. & Max Temp.-10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping District-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plaza(2)	1	Kroger, SupeRx
Shoppers Square	1	Cardinal Foods, Kroger

Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Store-Woolworth.
Discount Stores-P&R Discount Store; Rinks; K mart.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Foodtown; Kroger, Schild's IGA 2; Fast Food 2; Lawson's 2.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Montgomery Ward; Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes; Wolahan; Gutman's.

14 - NEWSPAPERS: REFLECTOR (e) 8,919; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

Editor & Publisher
FEATURES
syndicate news each
week, and annually.

PAINESVILLE-MENTOR-ON-THE-LAKE

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1, County Seat: Painesville. Residential center on S Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On I-90, U.S. Hwy. 20, and State Hwys. 2, 44, 84, 86, 283.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate; Fairport; Painesville; Eastern; Norfolk & Western; Baltimore & Ohio.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 66,375; Loc. Est. 66,927
  Painesville 80 Cen. 16,391; Loc. Est. 15,897
  Mentor 80 Cen. 42,065; Loc. Est. 42,812
  Mentor-on-the-Lake 80 Cen. 7,919; Loc. Est. 8,218
THE SUNDAY PAPER (S):
PMA-ABC: (80) 391,490; (83) 399,600
TELEGRAPH (e):
PMA-ABC: (80) 212,801; (83) 216,500
PMSA 80 Cen. 1,898,720; Loc. Est. 1,884,186
County 80 Cen. 212,801; Loc. Est. 213,317

4 - HOUSEHOLDS:
Cities 80 Cen. 22,239; Loc. Est. 23,449
  Painesville 80 Cen. 6,118; Loc. Est. 6,335
  Mentor 80 Cen. 13,648; Loc. Est. 14,451
  Mentor-on-the-Lake 80 Cen. 2,473; Loc. Est. 2,663
THE SUNDAY PAPER (S):
PMA-ABC: (80) 130,769; (83) 138,400
TELEGRAPH (e):
PMA-ABC: (80) 72,064; (83) 76,100
PMSA 80 Cen. 694,324; Loc. Est. 720,053
County 80 Cen. 72,064; Loc. Est. 75,630

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$12,360,000,000
Savings & Loan	15	$8,720,000,000

(Note: Above figures for county.)

6 - PASSENGER AUTOS: County 151,135

7 - ELECTRIC METERS. County 74,078

8 - GAS METERS: County 43,099

9 - PRINCIPAL INDUSTRIES: Machinery; Fabricated Metals; Chemicals; Rubber & Plastics; Instruments; Electric Equipment; Primary Metals; Transportation Equipment; Paper; Apparel; Stone, Clay & Glass; Printing & Publishing; Production of: Overhead Cranes; Monorails; Dollar Bill Changers; Pipe & Bolt Threading Machines; Awnings; Siding; Chemicals; Synthetic Sea Salts; Industrial Controls; Ophtalmic Goods; Molded & Extruded Rubber Products; Lamps; Men's Sport Coats & Suits; Rayon Cord & Thread; Cement Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-48.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Painesville(32)	3	Kroger
New Market(40)	NA	Carlisles
Mentor Headlands Shopping Ctr.(8)	8	Bi-Rite
Mentor Mall	7	Fazio, Gold Circle
Great Lakes Mall(100)	7	Higbee, May Co.
Chardon Plaza(8)	8	Fisher Big Wheel
Zayre's Plaza(12)	7	Zayre's
Concord Plaza(11)	3	True Value Hdwe.
Shoregate Shopping Center(64)	18	Best's, Woolworth.
Willo Plaza(20)	15	Pick-N-Pay

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Mon., Tue., Fri.

13 - RETAIL OUTLETS: Department Stores-Carlisles; Sears; JCPenney; May's Higbee, Joseph Horne.
Variety Stores-J.J. Newberry.
Chain Drug Stores-Gray's 5; Revco 7; King; Medic 2.
Discount Stores-K mart 2; L 'n R; Zayre; Fisher Big Wheel; Gold Circle; Uncle Bills; Heck's.
Chain Supermarkets-Fazio; Pic 'N Pay; Rogers; Kroger; Convenient 15; Bi-Rite 3; Stop n Shop 2; IGA 2; Valu King 3; 7-Eleven; Heinen's.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Chess King; Lane Bryant; Richman Bros.; B. Dalton; Baker Shoes; Burrows; Casual Corner; Cleveland Tux Shop; Faflik Shoes; Fanny Farmer; The Gap; Hickory Farms; Jo Ann Fabrics/Singer; Koening; Lerner's; Parklane Hosiery; Spencer Gifts; Waldenbooks.

14 - NEWSPAPERS: TELEGRAPH (e) 16,857; Mar. 31, 1983 ABC. THE SUNDAY PAPER (S) 47,238; Mar. 31, 1983 ABC.
Local Contact for Advertising and Marketing Data: David Mackey, Mgr., TELEGRAPH/THE SUNDAY PAPER, 84 N. State St., Painesville, OH 44077; Tel. (216) 354-4333.
National Representative: Landon Associates.

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus. 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; United; Eastern; Delta; Lake Central; USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,480; Loc. Est. 20,580
CZ-ABC: (80) 22,339; (83) 22,200
RTZ-ABC: (80) 62,087; (83) 63,800
County 80 Cen. 90,381; Loc. Est. 90,892
MSA 80 Cen. 942,083; Loc. Est. 943,942
City & RTZ-ABC: (80) 84,426; (83) 86,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515; Loc. Est. 8,006
CZ-ABC: (80) 8,171; (83) 8,400
RTZ-ABC: (80) 21,305; (83) 22,700
County 80 Cen. 31,968; Loc. Est. 34,964
MSA 80 Cen. 340,279; Loc. Est. 356,604
City & RTZ-ABC: (80) 29,476; (83) 31,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,669,782
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 57,330

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfrs.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Armco Quarrie. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth
Sunset Mall(9)	NA	Elder Beerman, Marsh
Piqua Plaza(15)	NA	K mart, Save On, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping: Food & Drug on Sun.; Shopping Centers 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; JCPenney; Elder Beerman; Sears; Woolworth; McCrory's; K mart; Hecks; Quality Farm Fleet.
Variety Stores-G.C. Murphy; K mart.
Chain Drug Stores-Revco 2; Crosby's; Krogers Save On.
Chain Supermarkets-Kroger; Marsh Foodliner; IGA 3; Super Valu.
Other Chain Stores-Walker Shoes; Goodyear; Sherwin-Williams; Paul Harris; Mode O' Day; Fashion Bag.

14 - NEWSPAPERS: CALL (e) 10,522; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary K. Yount, Pub. & Gen Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs county, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; Loc. Est. 5,485
  Pomeroy 80 Cen. 2,728; Loc. Est. 2,604
  Middleport 80 Cen. 2,971; Loc. Est. 2,881
CZ-ABC: (80) 5,699; (83) 5,700
RTZ-ABC: (80) 17,942; (83) 19,000
County 80 Cen. 23,641; Loc. Est. 23,758
City & RTZ-ABC: (80) 23,641; (83) 24,700

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; Loc. Est. 2,261
  Pomeroy 80 Cen. 1,040; Loc. Est. 1,200
  Middleport 80 Cen. 1,195; Loc. Est. 1,061
CZ-ABC: (80) 2,235; (83) 2,300
RTZ-ABC: (80) 6,177; (83) 6,800
County 80 Cen. 8,412; Loc. Est. 8,885
City & RTZ-ABC: (80) 8,412; (83) 9,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$68,230,000

6 - PASSENGER AUTOS: County 12,873

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Electrical Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Pomeroy Plaza(2)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores-Eberfeld's; Stifflers 2; Middleport Dept. Store.
Chain Supermarkets-Mark V; Kroger; Twin City Gateway; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,432; TIMES-SENTINEL (S) 12,942; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tim Halstead, Adv. Dir., SENTINEL, 111 Court St., PO Box 729, Pomeroy, OH 45769; Tel. (614) 922-2156.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County, E&P Map B-1, County Seat. Resort, mfg., industrial, fishing, mining, hunting, agriculture. Heart of Lake Erie Vacationland. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; Loc. Est. 9,593
  Port Clinton 80 Cen. 7,223; Loc. Est. 7,033
  Oak Harbor 80 Cen. 2,678; Loc. Est. 2,560
PMA-ABC: (80) 40,076; (83) 40,800
County 80 Cen. 40,076; Loc. Est. 40,066

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; Loc. Est. 2,462
  Port Clinton 80 Cen. 2,703; Loc. Est. 1,783
  Oak Harbor 80 Cen. 1,038; Loc. Est. 679
PMA-ABC: (80) 14,202; (83) 15,000
County 80 Cen. 14,202; Loc. Est. 14,899

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 25,663

7 - ELECTRIC METERS: 14,736

8 - GAS METERS: 5,313

9 - PRINCIPAL INDUSTRIES. Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Avg. Rainfall 28.72".

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping District-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thu.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's; Sneary's Dress Shop.
Variety Stores-W.R. Thomas; Hick's.
Drug Stores-Green; Perry's; Dean's; Revco; Portage Park Pharmacy.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergeman's Men's Wear; Clinton Men's Wear; Wolf Furniture; Leo Marks Jewelry; Western Auto; Mizener-Drynan Hdwr.; Bistley Jewelers; Young's Floor Covering; Shoe Dock.

14 - NEWSPAPERS: NEWS-HERALD (e) 6,185; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Rusincovitch, Adv. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett Newspaper Advertising Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. Site of Ohio State Penitentiary. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; The Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; Loc. Est. 25,061
CZ-ABC: (80) 48,433; (83) 48,500
RTZ-ABC: (80) 109,977; (83) 114,200
County 80 Cen. 84,545; Loc. Est. 86,423
City & RTZ-ABC: (80) 158,410; (83) 162,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530; Loc. Est. 10,668
CZ-ABC: (80) 18,533; (83) 19,200
RTZ-ABC: (80) 36,195; (83) 39,000
County 80 Cen. 29,534; Loc. Est. 31,573
City & RTZ-ABC: (80) 54,728; (83) 58,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	3	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 46,293

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); Railroad 800 ($190); Packaging 150 ($170).
Principal Pay Days-N&W RR: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Rinks-ShopRite Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Center, Rt. 23 North; Wheelersburg Shopping Center on Rte. 52 east; Rink's Bargain City; Kroger and additional retail outlets.
Shopping Centers-Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Department stores-Mon., Fri., Sat.; Food-Wed., Thu., Fri.
Stores Open Evenings-Dept.-Fri.; Super markets-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; Sears; JCPenney.
Variety Stores-S.S. Kresge; H. L. Green.
Discount Stores-Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreen; Union Prescription Center; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 3; Super Value 5.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 19,907; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stahler, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; Loc. Est. 8,419
County 80 Cen. 42,554; Loc. Est. 42,704
MSA 80 Cen. 154,795; Loc. Est. 154,696

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956; Loc. Est. 3,028
County 80 Cen. 14,532; Loc. Est. 15,208
MSA 80 Cen. 53,700; Loc. Est. 56,098

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 25,917

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Canal Square(24)	NA	Sherwin Williams
K mart	NA	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: Department Stores-Buchanan's; Montgomery Ward (mail order); JCPenney.
Variety Stores-Murphys.
Discount Stores-Jamesway; K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,481; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dennis DeRossett, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-5127.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial and farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland and Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; Loc. Est. 12,869
CZ-ABC: (80) 17,886; (83) 17,500
RTZ-ABC: (80) 63,959; (83) 64,700
County 80 Cen. 113,572; Loc. Est. 114,332
City & RTZ-ABC: (80) 81,845; (83) 82,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974; Loc. Est. 4,925
CZ-ABC: (80) 6,678; (83) 6,800
RTZ-ABC: (80) 21,516; (83) 22,700
County 80 Cen. 39,996; Loc. Est. 42,168
City & RTZ-ABC: (80) 28,194; (83) 29,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$154,490,000
Savings & Loan	2	$879,679,454

6 - PASSENGER AUTOS: County 67,567

7 - ELECTRIC METERS: Residence 5,606

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Fab. Metal Prods. 800; Machine Mfg. Tool & Die 250; Furn. & Fixt. 75; Printing, Publishing 369; Primary Metals Fdy. 300; Utilities 200; Construction 175; Food Processing 100; Total Industrial Employment 4,000; ($170).
Principal Pay Days-Thu. and Fri.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salem Plaza(10)	2	Rite-Aid, Foodland, Stambaugh, Heck's
Southeast Plaza(8)	NA	Southeast Food Mkt.

Principal Shopping Days-Department Stores-Mon., Thu., Fri., Sat. Groceries-Thu. and Fri.
Stores Open Evenings-Food-Mon. thru Sun. All others-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-McCulloch; JCPenney; Strouss Hirshberg.
Variety Stores-G. C. Murphy; Murphy's Mart; Heck's.
Discount Store-Consolidated.
Chain Drug Stores-Rexall; Lane's; Walgreen; Rite-Aid.
Chain Supermarkets-IGA; A&P; Kroger; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 10,256; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Hales, Adv. Mgr., NEWS, 161 N. Lincoln Ave., PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial Center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; Loc. Est. 30,271
CZ-ABC: (80) 51,628; (83) 51,600
RTZ-ABC: (80) 87,289; (83) 89,000
County 80 Cen. 79,655; Loc. Est. 79,467
City & RTZ-ABC: (80) 138,917; (83) 160,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955; Loc. Est. 11,799
CZ-ABC: (80) 18,622; (83) 19,300
RTZ-ABC: (80) 29,795; (83) 31,500
County 80 Cen. 27,740; Loc. Est. 28,976
City & RTZ-ABC: (80) 48,417; (83) 50,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 50,111

7 - ELECTRIC METERS: Residence 23,218

8 - GAS METERS: Residence 18,079

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Salary)-Mfg. 12,000 ($310); Whsle. Ret 7,716 ($140); Non-Mfg. 2350 ($170); Transp. & Util. 988 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Perkins Plaza(20)	2	Sears, Hill's
Sandusky Pl.(27)	2	Pick'N Pay
Sandusky Mall(80)	4	JCPenney, K mart, May Co., Mont. Ward, Pick 'N Pay

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thurs., Fri.; Shpg. ctr. & groc. every night.
Stores Open Sundays-JCPenney; Hill's; Mr. Wiggs; Ontario; Jupiter; Kroger; Pick 'N Pay; Foodland; Foodtown; Lawson's; Revco; K mart; Sears; Montgomery Ward; May Co.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; JCPenney; Sears; Montgomery Ward; May Co.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Mr. Wiggs; Hill's; Ontario; K mart.
Chain Drug Stores-Gray 3; Revco.
Chain Supermarkets-Kroger; Pick 'N Pay 3; Foodtown 2; Foodland 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 25,007; (S) 28,628; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Berry, Retail Adv. Mgr.; Dennis Simecek, Cl. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.
2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.
3 - POPULATION:
Corp. City 80 Cen. 9,645; Loc. Est. 9,471
County/MSA 80 Cen. 131,205; Loc. Est. 130,297
4 - HOUSEHOLDS:
City 80 Cen. 3,624; Loc. Est. 3,674
County/MSA 80 Cen. 46,408; Loc. Est. 48,253

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 81,124
7 - ELECTRIC METERS: Residence 4,119
8 - GAS METERS: Business & Residence 3,402
9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Tubing 725; Bus. Forms 300; Bowling Equip. 150; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 300; Home Hdwe. 75; Household Prod. 80; Warehousing 120; Packing & Shipping 50.
10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Centers: 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.
13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H Drugs; Struble's.
Chain Supermarkets-Cornell's IGA; Great Scot; Herick's Scot Farm Market.
Other Chain Stores-True Value Hdwe.
14 - NEWSPAPERS: GLOBE (e) 4,443; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: W.M. Carleton, Nat. Adv. Mgr., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; Loc. Est. 17,560

CZ-ABC: (80) 18,919; (83) 19,200
RTZ-ABC: (80) 30,606; (83) 31,800
County 80 Cen. 43,089; Loc. Est. 43,635
City & RTZ-ABC: (80) 49,525; (83) 51,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373; Loc. Est. 6,478
CZ-ABC: (80) 6,718; (83) 7,100
RTZ-ABC: (80) 9,518; (83) 10,200
County 80 Cen. 14,184; Loc. Est. 14,979
City & RTZ-ABC: (80) 16,236; (83) 17,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$208,119,000
Savings & Loan	4	$134,288,000

6 - PASSENGER AUTOS: County 25,242

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes. Av. household income 1982-$18,000.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 city blocks surrounding Court House Square, west end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plaza(8)	3	Cain's, Heck's
Rink's Plaza(3)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Heck's.
Discount Stores-Rink's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-SupeRx; Revco; Hooks.
Chain Supermarkets-Kroger; Cain's; Dorsey's; Liberty Foods.
Other Chain Stores-Western Auto; Rinks; Radio Shack; Warehouse Paint.

14 - NEWSPAPERS: NEWS (e) 12,343; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hoying, Adv. Dir., NEWS, 911 Vandemark Rd., Sidney, OH 45367. Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: **Railroads**-Conrail; DT&I.
Airlines-American; TWA; United; Delta; USAir; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 72,563; Loc. Est. 70,464
CZ-ABC: (80) 96,174; (83) 93,200
RTZ-ABC: (80) 141,783; (83) 143,200
County 80 Cen. 150,236; Loc. Est. 150,229
MSA 80 Cen. 942,083; Loc. Est. 943,942
City & RTZ-ABC: (80) 237,957; (83) 236,400
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384; Loc. Est. 28,281
CZ-ABC: (80) 35,621; (83) 35,800
RTZ-ABC: (80) 48,825; (83) 51,300
County 80 Cen. 53,376; Loc. Est. 55,850
MSA 80 Cen. 340,279; Loc. Est. 356,604
City & RTZ-ABC: (80) 84,446; (83) 87,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$471,499,377
Savings & Loan	5	$378,983,469

6 - PASSENGER AUTOS: County 89,187

7 - ELECTRIC METERS: County 51,400

8 - GAS METERS: County 39,651

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,690 ($200); Manufacturing 17,017 ($216); Transportation 2,702 ($258); Wholesale-Retail 9,576 (N.A.); Fin., Ins. & Real Estate 2,081 ($151); Services 7,545 (N.A.).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Hardness, 7 grains per gal.; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(68)	NA	JCPenney, Sears, Rike's
Southern Vlg.(20)	NA	Big Bear
Park Shopping	30	Harts
Burnett Rd. Plz.(18)	NA	Meijer Square, Fulmers
Northridge(17)	NA	IGA
Western Plaza(8)	NA	Baugh's Furn.
Bushnell Sq.(9)	NA	Pic Way Shoes
Circus Plaza(8)	NA	Rinks, Fulmers
Moorfield Sq.(5)	NA	Kroger, SupeRx
Springfield Plz.(10)	NA	Hills, Fulmers, Gold Circle
Northland	(19)	Big Bear, K mart

Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Wren's Allied; Rike's.
Discount Stores-Rinks; Meijer Square; Hart's; Hills; Gold Circle; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4; Drug Castle.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; National Shirt; Wickes; Metropolitan; Nationwise Auto Parts; Warehouse Paint.

14 - NEWSPAPERS: NEWS-SUN (m-mon to fri) 17,164; (e-mon to fri) 22,820; (m-sat) 39,312; (S) 42,674; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William R. Saylor, Adv. Dir. or C.E. Sauers, Natl. Adv. Mgr. NEWS & SUN, 202 N. Limesone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative: Sawyer-Ferguson-Walker Co.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: **Railroads**-Amtrak; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; American; Cooperative; Continental Trailways.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; Loc. Est. 25,141
CZ-ABC: (80) 37,371; (83) 36,700
RTZ-ABC: (80) 136,451; (83) 134,600
County 80 Cen. 91,564; Loc. Est. 90,587
MSA 80 Cen. 163,099; Loc. Est. 163,909
City & RTZ-ABC: (80) 173,822; (83) 170,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137; Loc. Est. 10,201
CZ-ABC: (80) 13,934; (83) 13,800
RTZ-ABC: (80) 47,279; (83) 48,500
County 80 Cen. 32,705; Loc. Est. 33,850
MSA 80 Cen. 57,577; Loc. Est. 60,456
City & RTZ-ABC: (80) 61,213; (33) 62,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$452,468,000
Savings & Loan	2	$214,773,000

6 - PASSENGER AUTOS: County 30,873

7 - ELECTRIC METERS: Residence 30,605

8 - GAS METERS: Residence 16,688

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)-Steel 8,898 ($444); Titanium 700 ($360); PWR Generation 1,167 ($321); Paper Products 118 ($335); Fabricated Materials 1,088 ($285); Metal Stamping 250 ($272); Cans 225 ($272); Oil & Chemicals 557 ($232); Railroads 600 ($223); State & Local Gov't 3,199 ($208); Stone, Clay or Glass 320 ($272); Retail & Wholesale Trade 7,270 ($152); Trans. & Public Util. 2,714 ($321).
Principal Industrial Pay Days-Wed., Thu., Fri; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Sunset Blvd. Extension, out Route 22, West; 7th St. (Washington to North).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts.(9)	NA	A&P, Kroger, Thrift Drug
K mart Plaza(8)	NA	K mart
Kusic Center(6)	NA	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(75)	NA	Kaufmann's, Sears JCPenney, Woolworth
Hart's Family Ctr.(2)	NA	Big Bear, Hart's
Heck's Plaza	NA	Heck's
Steuben Plaza(2)	NA	Kroger, Treasure Island
Hollywood Plaza(9)	NA	Wiggs, Kroger, SupeRx

Principal Shopping Days-Mon., Thu., Sat. & Sun.
Stores Open Evenings-Department-Mon. & Thurs.; Food & Discount every nite.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; JCPenney; Woolworths; Sears; Denmark's; Myer & Stone (Men's).
Discount Stores-Treasure Island; Mr. Wiggs; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth's
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Foodland 4; Harts (Big Bear); Gaudio's.
Other Chain Stores-Diana Shop; Richman Bros.; Thom McAn; Kinney Shoes; Top Value Enterprise; Singer Co.; Firestone; Sherwin-Williams; Pic Way Shoes; Goodyear; Nationwise Auto Parts; Fishers Big Wheel; Jo-Ann Fabrics; Kelly & Cohen; Susie Casuals; Regal Shoe; Kay Jewelers; Butler Shoes; Nobils Family Shoe; Standard Sports Wear; Marlinn Shoe; Zales; Fashion Bug; Rogers Jewelry; Just Pants; Hickory Farms; So Fro Fabrics; General Nutrition; County Seat; Standard Sportwear; House of Cards; Radio Shack; Photo Corral; Listening Booth; Gap; National Record Mart; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 22,032; (S) 21,163; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Overholtzer, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224 and State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; Loc. Est. 19,551
CZ-ABC: (80) 26,612; (83) 26,000
RTZ-ABC: (80) 32,585; (83) 33,300
County 80 Cen. 61,901; Loc. Est. 61,423
City & RTZ-ABC: (80) 59,197; (83) 59,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998; Loc. Est. 6,971
CZ-ABC: (80) 9,204; (83) 9,300
RTZ-ABC: (80) 10,437; (83) 11,100
County 80 Cen. 20,818. Loc. Est. 21,776
City & RTZ-ABC: (80) 19,641; (83) 20,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 35,773

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Inplant Cranes 135; Electrical Wire and Cable 160; Food Processing 100; Solar Heating Devices 60; Hermetically Sealed Electric Motors 1000; Ferrous and Aluminum Automotive Castings 500; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Machinery 760; Sheet Metal Fabrication, Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Average weekly earnings (Seneca County): (1981) All industries-$311; Construction$399; Manufacturing-$415; Trans. & Utilities-$420; Wholesale & Retail-$221; Fin., Ins. & Real.-$283; Services-$243; State & Local Govt.-$269.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36.44". Altitude, 777 feet above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington St.; 2 blocks each way from Washington on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Village(32)	NA	Sears, Foodland
Tiffin Mall(47)	NA	JCPenney, K mart, Kroger

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Joseph's.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy Mart; Heck's; K mart.
Chain Supermarkets-Foodtown, Kroger; IGA.
Other Chain Stores-Uhlman's; Sherwin-Williams; Firestone; Merit; Olan Mills; Radio Shack; American Discount; Jo-Ann Fabrics; Women Aware; Osterman Jrs.; Petrie's; Royce Shoes; Kinney Shoes; Nobil Shoes; Zale Jewelers; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land; Manhattan Clothing; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,104; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Sherer, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toldeo MSA). E&P Map B-1. County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: **Railroads**-Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Detroit & Toledo Shore Line; Norfolk & Western; Toledo Terminal.
Motor Freight Carriers-95.
Intercity Bus Lines-Greyhound; Short Way; Continental Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; United; USAir; Air Wisconsin; Frontier Airlines; Comair; Liberty; TWA; Piedmont; BAS Airlines.

3 - POPULATION:
Corp. City 80 Cen. 354,635; Loc. Est. 347,854
CZ-ABC: (80) 501,329; (83) 496,500
RTZ-ABC: (80) 737,558; (83) 745,800
County 80 Cen. 471,741; Loc. Est. 470,200
MSA 80 Cen. 616,864; Loc. Est. 618,419
City & RTZ-ABC: (80) 1,238,887; (83) 1,242,300
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042; Loc. Est. 137,180
CZ ABC: (80) 182,947; (83) 188,000
RTZ-ABC: (80) 246,586; (83) 258,700
County 80 Cen. 172,239; Loc. Est. 173,100
MSA 80 Cen. 220,252; Loc. Est. 230,937
City & RTZ-ABC: (80) 429,533; (83) 446,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$47,146,838,886
Savings & Loan	3	$1,819,299,874

6 - PASSENGER AUTOS: County 290,564

7 - ELECTRIC METERS: Residence 269,188

8 - GAS METERS: Residence 147,490

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 11,200 ($467); Trans. & Util. 17,000 ($462); Machy. 5,800 ($399); Primary Metal 3,600 ($436); Fabricated Metal 7,100 ($456); Constr. 9,000 ($631).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12. Last killing frost, May.

11 - TAP WATER: From Lake Erie; Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Over 30 blocks bounded roughly by Maumee River, Washington, Michigan and Cherry Sts. Great Eastern complex at Woodville Rd. & City Limits; about 8 blocks on Main and Starr streets. River East Complex; Strip stores at Broadway between Segur and South; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis, Byrne and Heatherdowns; Galena and Ontario; Dorr and Detroit; Bancroft and Ashland; Merchant's Landing, N. Summit at Shoreland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony(47)	NA	Krogers, Uniroyal
Deveaux(7)	NA	Foodtown, Lane's
Dorr-Secor(15)	NA	
Franklin Park(100)	NA	JCPenney, Hudsons Jacobsons
Golden Gate(12)	NA	Foodtown, IGA, Picway
N. Towne Sq.(90)	NA	Wards, Macy's, Lions
Parkway Plz.(26)	NA	Value City, Radio Shack
Southland(36)	NA	Kroger, Radio Shack
Southwyck(12)	NA	Wards, Lions
Swayne Field(12)	NA	Kroger, Lane Drug
Toledo Miracle Mile(39)	NA	JCPenney, Woolworth
Westgate Village(44)	NA	Sears, Kresges, Lions
Woodville Mall(87)	NA	JCPenney, Macy's, Sear's

Stores Open Evenings-Mon. & Thurs. Downtown; Shopping Centers and Malls, Daily to 9:30; Sun. 12 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Macy's 4; Value City Stores 3; Lion 4; Sears 2; JCPenney 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4; Kresge.
Discount Stores-Rink's 8; K mart 6; TG&Y Stores; The Anderson's 2; Hills 3.
Chain Drug Stores-Lane's 43; Rexall 14; Family Independent; Rite Aid 3.
Chain Supermarkets-Kroger 14; Foodtown 59; Five Star 9; IGA; Centre 6; Churchill's 4 Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 7.
Other Chain Stores-Damschroder 2; Sprenger; Richman 2; Al Thomas 4; Shiff 4; Florsheim; Thom McAn; Pic Way 6; Nobil 5; Mark Klaus; Winkleman's 4; Elizabeth Jeanne Shoppe; Alberts; Marlyn Shoppe; Baker; Foot Saver; Kinney 2; Nobil 4; Phillips 2; Western Auto 4; Franklin Ice Cream Co. 14; Sterling Milk 13; Lawson's 12; Open Pantry 13; 7-Eleven 8.

14 - NEWSPAPERS: BLADE (e) 160,997; (S) 209,094, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409
National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir.; Eastern; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 19,086; Loc. Est. 19,592
CZ-ABC: (80) 19,086; (83) 19,600
RTZ-ABC: (80) 72,882; (83) 73,700
County 80 Cen. 90,381; Loc. Est. 91,694
MSA 80 Cen. 942,083; Loc. Est. 943,942
City & RTZ-ABC: (80) 91,968; (83) 93,300
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,148; Loc. Est. 7,631
CZ-ABC: (80) 7,148; (83) 7,600
RTZ-ABC: (80) 25,354; (83) 26,600
County 80 Cen. 31,968; Loc. Est. 33,917
MSA 80 Cen. 340,279; Loc. Est. 356,604
City & RTZ-ABC: (80) 32,502; (83) 34,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$228,888,765
Savings & Loan	3	$1,512,646,291

6 - PASSENGER AUTOS: County 57,330

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,564

9 - PRINCIPAL INDUSTRIES: Kitchen Equip.; Meat; Paper Prod.; Arc Welders; Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polstyrene Foam Prod.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Oct. 17. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Coast-to-Coast
Trojan Vlg.(30)	2	Rinks, TG&Y

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department, Discount, Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-McCrory; Scott.
Discount Stores-Rinks; K mart.
Chain Drug Stores-M&R 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Pangles; Cardinal Markets.
Other Chain Stores-Uhlman's; El Bee Shoes; House of Fabrics; Lawson's-Stop 'n Go; Radio Shack; Goodyear Tire; Eubank Tire; Little Professor; Coast to Coast; Main Auto Parts.

14 - NEWSPAPERS: NEWS (e) 10,740; (S) 13,172; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UHRICHSVILLE-DENNISON

1 - LOCATION: Tuscarawas County, E&P Map C-2. East central part of state on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Intercity Bus Lines-Greyhound; Short Way.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,528; Loc. Est. 9,424
Uhrichsville 80 Cen. 6,130; Loc. Est. 6,140
Dennison 80 Cen. 3,398; Loc. Est. 3,284
County 80 Cen. 84,614; Loc. Est. 85,449

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479; Loc. Est. 3,699
Uhrichsville 80 Cen. 2,293; Loc. Est. 2,464
Dennison 80 Cen. 1,186; Loc. Est. 1,235
County 80 Cen. 30,485; Loc. Est. 32,189

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,500,000
Savings & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 52,314

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelter 75 ($175); Coated Fabrics 72 (N.A.); Glove Mfg. 50 (N.A.); Coal ($449); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	15	JCPenney, Fashion Bug
Monroe Mall(30)	15	Schwartz-Kline, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sales; United; Sears; Harts; Dollar General; Fisher's Big Wheel; Dynamic Discount.
Variety Stores-H. L. Green
Chain Supermarkets-Stoll's 2; Clayland IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 4,800; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Maynard Buck, Pub./Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 199, 30N and State Hwys. 53 and 67.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,967; Loc. Est. 6,088
County 80 Cen. 22,651; Loc. Est. 22,970

4 - HOUSEHOLDS:
City 80 Cen. 2,282; Loc. Est. 2,392
County 80 Cen. 7,838; Loc. Est. 8,262

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 14,683

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Pdts.; Dairy Pdts.; Fabricated Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft.
Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Artz Bros.; Dible's; Armstrong's.
Variety Stores-Ben Franklin; Lee's.
Chain Drug Stores-Rexall.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Gateway; Bestmart.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,733; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Dir., CHIEF-UNION, PO Box 180, Upper Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3. County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36 and 68; State Hwys. 29, 54, 55, 56 and 296.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; Loc. Est. 10,615
County 80 Cen. 33,649; Loc. Est. 34,915
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; Loc. Est. 4,277
County 80 Cen. 11,795; Loc. Est. 12,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000
Savings	3	$140,000,000

6 - PASSENGER AUTOS: County 19,786

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block east, 2 south, 3 west and 3 north of Monument Square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, JCPenney, Rike

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Boston.
Variety Stores-Bargain World; TG&Y; K mart.
Chain Drug Stores-Revco; Crosby.
Chain Supermarkets-Kroger; Troutwine's (Super Valu).
Other Chain Stores-Barnhart Oil; Western Auto; Ward's; Shield's; Dean & Barry; Idea Shop; Lawson's.

14 - NEWSPAPERS: CITIZEN (e) 7,366; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Barbara Lewis, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2. County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: **Railroads**-Conrail (freight only).
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; Loc. Est. 10,822
County 80 Cen. 30,458; Loc. Est. 30,624
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; Loc. Est. 4,433
County 80 Cen. 10,939; Loc. Est. 11,462

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$139,274,000
Savings & Loan	3	$58,263,029

6 - PASSENGER AUTOS: County 19,307

7 - ELECTRIC METERS: Residence 8,646

8 - GAS METERS: Residence 3,756

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Packaging 548; Machinery Parts 1,877; Food 201; Specialities 240; Insurance 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's Big Wheel, Wards
Van Wert Plaza	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Heck's; Montgomery Ward; JCPenney; Sears.
Chain Drug Stores-Revco; Derry's; Hook's; Lane's.
Variety Stores-G. C. Murphy; Fishers Big Wheel.
Chain Supermarkets-Marsh; Chief; Triangle Super-Dollar; Cardinal; IGA.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast to Coast Hardware; Ace Hardware; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 7,973; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,402; Loc. Est. 8,540
County 80 Cen. 42,554; Loc. Est. 42,704
MSA 80 Cen. 154,795; Loc. Est. 154,656
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,226; Loc. Est. 3,208
County 80 Cen. 15,504; Loc. Est. 15,208
MSA 80 Cen. 53,700, Loc. Est. 56,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$50,000,000

6 - PASSENGER AUTOS: County 25,917

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fabricating; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grandview Plz.(12)	NA	Coast-to-Coast, Hip Pocket, Radio Shack

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ward's; Rink's; Val Corp.; Uhlman's.
Chain Drug Stores-Lane's.
Variety Stores-Bi Rite.
Chain Supermarkets-Pantry Pride; IGA Kelley's; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 4,925; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-58.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 56,629; Loc. Est. 53,697
CZ-ABC: (80) 69,921; (83) 67,800
RTZ-ABC: (80) 151,976; (83) 156,100
County 80 Cen. 241,863; Loc. Est. 242,808
MSA 80 Cen. 531,350; Loc. Est. 529,099
City & RTZ-ABC: (80) 221,897; (83) 223,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068; Loc. Est. 21,194
CZ-ABC: (80) 25,526; (83) 25,600
RTZ-ABC: (80) 50,072; (83) 53,500
County 80 Cen. 84,151; Loc. Est. 88,331
MSA 80 Cen. 186,711; Loc. Est. 194,470
City & RTZ-ABC: (80) 75,598; (83) 79,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$386,702,171
Savings & Loan	2	$222,512,817

6 - PASSENGER AUTOS: County 159,415

7 - ELECTRIC METERS: Residence 51,447

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (Annual Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max 94. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 on W. Market; 8 on E. Market; 4 on N. Park; 5 on High NE.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McKinley Hts.(5)	NA	Stambaugh-Thompson
Warren Plaza(34)	NA	Stambaugh
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Carlisle
Ridgeview(14)	NA	
Eastwood Mall(100)	NA	Sears, Strouss, Woolworth, JCPenney
Trumbull Plaza(24)	NA	K mart
Plaza West(7)	NA	Murphy Mart
Champion Plz.(10)	NA	Hills
Austin Village(20)	NA	Sparkle Market
Gretchen Village(16)	NA	Murphy Mart

Principal Shopping Days-Department Stores-Mon. & Thurs. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Strouss; Carlisle; Sears; JCPenney.
Discount Stores-Diamond Wholesale; Hills; K mart; Turners; Murphy Mart; Best.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; Eastgate; Pryce's Champion 3; Rite-Aid 3; Pharmor; Thrift.
Chain Supermarkets-Golden Dawn 2; Sparkle Markets 5; Valu King 5; Ideal 4; Bi-Lo 2; Lo-Buy; Fazio's; Mavars 2.
Other Chain Stores-Stambaugh-Thompson; Richman Bros.; Western Auto; Neal's Shoes; Nobil's Shoes; Hart Jewelry; Firestone; Fashion Barn; Thom McAn.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,540; (S) 47,615; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE, 240 Franklin St., SE, Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 42 mi. E of Dayton. Many pure-bred cattle, swine, & horse farms in county.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound.
Motor Freight Carriers-8.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,400 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; Loc. Est. 12,560
County 80 Cen. 27,467; Loc. Est. 27,781

4 - HOUSEHOLDS:
City 80 Cen. 4,898; Loc. Est. 4,979
County 80 Cen. 9,781; Loc. Est. 10,215

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$58,484,000
Savings & Loan	3	$48,796,478

6 - PASSENGER AUTOS: County 15,874

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fertilizer 100; Steel Building 350; Limestone Prod. 50; Staircases 120; Paper Board Containers 140; Toolmaking 800; Plastic Wood Panels 98; Plastic Tubes, Caps, etc. 480; Hog Feeders & Cattle Feeders 150; Top Weekly Wages-Unskilled ($160); Semiskilled ($210); Skilled ($325).

10 - CLIMATE: Annual average temp.-52, max. 96, min.-10. First killing frost, Oct. 18. Last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (2 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Washington Square(13)	NA	Radio Shack, Fisher Big Wheel, K mart, Murphy Mart, Wards

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. stores-Mon. & Fri.; Food, discount & drug-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Craig; Uhlman's; JCPenney; Kaufman; Foster-Haines.
Discount Stores-Fisher Big Wheel; K mart; Murphy Mart.
Variety Stores-TSC; Sundry Store.
Chain Drug Stores-Medicine Shoppe; Downtown; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Ross Jeweler; Firestone; Chaney Tire.

14 - NEWSPAPERS: RECORD-HERALD (e) 7,180; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John Scott, Adv. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 41360; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY

See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County, E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22 and 68, 1-71; State Hwys. 3, 73 and 730. In fine agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport, 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express.

3 - POPULATION:
Corp. City 80 Cen. 10,431; Loc. Est. 10,338
County 80 Cen. 34,603; Loc. Est. 34,970

4 - HOUSEHOLDS:
City 80 Cen. 4,018; Loc. Est. 4,090
County 80 Cen. 12,148; Loc. Est. 12,885

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$96,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 19,561

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Mfg. 1,500; Retail 625; Services 455; Construction 150; Utilities 100; Quarry 40. Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furniture and Equipment; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Freight Service.

10 - CLIMATE: Average Temp.-Annual 49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1. Last killing frost, May 10. Rainfall: Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilmington Plz(18)	NA	Kroger, Revco, Coast-to-Coast
Southridge(9)	NA	K mart, Radio Shack

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Shopping center every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Foster-Haines; Murphy-Benham; Fairley Hardware; Heck's; Haines; Obriens; Adairs, Coast-to-Coast.
Variety Stores-G. C. Murphy; Sheeter's; K mart; Sundry Store.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,293 sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Gene Hook, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representatives: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County, E&P Map C-2, County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; Loc. Est. 18,973
CZ-ABC: (80) 23,390; (83) 23,500
RTZ-ABC: (80) 110,348; (83) 115,000
County 80 Cen. 97,408; Loc. Est. 98,494
City & RTZ-ABC: (80) 133,738; (83) 138,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105; Loc. Est. 7,411
CZ-ABC: (80) 8,549; (83) 9,000
RTZ-ABC: (80) 35,101; (83) 37,900
County 80 Cen. 32,233; Loc. Est. 34,139
City & RTZ-ABC: (80) 43,650; (83) 46,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 55,409

7 - ELECTRIC METERS: Residence 8,123

8 - GAS METERS: Residence 6,527

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab 261; Common Carriers 150; Construction 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Bank Equip. 194; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agricultural Research 512; Colleges 760.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct 15. Last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. Food-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-H. Freedlander; Wm Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; Fisher Big Wheel; K mart.
Chain Drug Stores-Crum Walgreen; Revco; Gray's.
Chain Supermarkets-A&D Foodarama; Buehler 3; Hawkin's; Smith's 2; Lawson's 4; Convenient Food; Stop-N-Go; IGA 3; Youngs 2.
Other Chain Stores-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Jean Frocks; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 25,947; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix, Pub., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Landon Associates.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi.

from Cincinnati. Light mfg.; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, -71 and -75.

2 - TRANSPORTATION: Railroads-Main line; Junction point; Conrail; branch of Chessie System
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; Loc. Est. 24,274
CZ-ABC: (80) 31,971; (83) 31,700
RTZ-ABC: (80) 64,983; (83) 65,900
County 80 Cen. 129,769; Loc. Est. 130,974
MSA 80 Cen. 942,083; Loc. Est. 943,942
City & RTZ-ABC: (80) 96,954; (83) 97,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703; Loc. Est. 9,044
CZ-ABC: (80) 10,523; (83) 10,800
RTZ-ABC: (80) 20,463; (83) 21,600
County 80 Cen. 43,078; Loc. Est. 45,475
MSA 80 Cen. 340,279; Loc. Est. 356,604
City & RTZ-ABC: (80) 30,986; (83) 32,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 81,494

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri.,Wed.

10 - CLIMATE: Average Temp. 50.3F. Max. 94 Min. -6. Annual rainfall 35.87 in. Average snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S.Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ledbetter Rd.(6)	NA	Fulmers, Revco
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid

Principal Shopping Days-Mon., Thu., Fri, Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Discount Stores-Rink's; K mart.
Variety Stores-Scott's.
Chain Drug Stores-Revco; Gray; Buck's 2.
Chain Supermarkets-Super Valu 3; IGA 2; Stop N' Go 3; U-Totem 2; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,687; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Bash, Adv. Mgr. GAZETTE, 37 S. Detroit St., Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk.; I-80 & 80S; U.S. Hwys. 422, 62 and 224; State Hwys. 170, 11, 18, 616 and 164.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS).

3 - POPULATION:
Corp. City 80 Cen. 115,436; Loc. Est. 107,839
CZ-ABC: (80) 229,049; (83) 221,100
RTZ-ABC: (80) 268,514; (83) 270,000
Counties/MSA 80 Cen. 531,350; Loc. Est. 529,099
Mahoning Co. 80 Cen. 289,487; Loc. Est. 286,291
Trumbull Co. 80 Cen. 241,863; Loc. Est. 242,808
City & RTZ-ABC: (80) 497,563; (83) 491,100
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990; Loc. Est. 41,714
CZ-ABC: (80) 83,006; (83) 83,200
RTZ-ABC: (80) 92,997; (83) 97,000
Counties/MSA 80 Cen. 186,711; Loc. Est. 194,470
Mahoning Co. 102,560; Loc. Est. 106,139
Trumbull Co. 80 Cen. 84,151; Loc. Est. 88,331
City & RTZ-ABC: (80) 176,003; (83) 189,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,632,317,500
Savings & Loan	3	$1,066,287,000

6 - PASSENGER AUTOS: City 62,433; County 173,846

7 - ELECTRIC METERS: Residence 35,838

8 - GAS METERS: Residence 84,342

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly Wage)-Total All Industries 7,000; ($289); Const. 41,000 ($515); Mfg. 35,000 ($238); Transp. & Utilities 3,700 ($248); Whsle & Ret. 19,879; Fin., Ins., Real Estate 3,200 ($220).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost-Oct. 15. Last killing frost-Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Southern Park Mall and 5 blocks on Federal. Plaza East and West; Belmont Ave. Rte. 193.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart
Struthers Plaza(17)	5 3	Stambaugh, Gray's Murphy's, JCPenney
McGuffey Mall(30)	3	Consolidated, Sparkle
Lincoln Knolls Plaza(30)	4	Hill's, Stambaugh's
Liberty Plaza(42)	4	Strouss, JCPenney, Hill, Stambaugh's
Austintown Plaza(35)	6	Strouss, Hills, Stambaugh Thompson
Canfield Colonial(17)	8	Sparkle, Ben Franklin
Struthers 5th Street(16)	7	Sparkle, Valu-King
Village Square	10	Carlisles, Valu-King
Southern Park Mall(106)	6	Sears, Strouss, Horne's, JCPenney
Eastwood Mall(135)	12	Sears, Strouss, JCPenney, Mont. Ward
Belmont Plaza(8)	2	Patient Care
Cornersburg Plaza(8)	5	Valu-King, Rite Aid
Valley View Plz.	11	Valley View Dept.
Kirkmere Plaza(12)	4	
Markinola(5)	3	Gray Drug
Marwood(8)	3	Yum Yum Tree
Union Square Plaza(24)	3	Jo-Ann, Radio Shack, Sparkle
Wedgewood Plaza(15)	5	Sparkle, Gray Drug, Consolidated

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Thu.; Food, Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: Department Stores-Strouss-Hirshberg 5; Horne's; JCPenney 3; Sears.
Discount Stores-Hill's 5; Bargain Port 2; Consolidated 3; Tip-Top Sales; K mart 3; Valley View; Murphy Mart 2.
Variety Stores-Woolworth 2; McCrory; G.C. Murphy; Ben Franklin 3.
Chain Drug Stores-Gray 11; Thrift; Kings Discount; Revco 7; Valu Drug 4; Rite Aid 4; Allen's 7; Lester's 2.
Chain Supermarkets-Lawsons 20; Lil Shopper 4; Valu-King 23; United Family 18; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc 2; Bi-Lo Foods 3; 7-Eleven 10.
Other Chain Stores-Thom McAn; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney's; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abrahm's; Country Casuals; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Richmans 2; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; Fanny Farmer 3; King's (jewelry) 3, Jo-Ann Fabrics; The Appliance Store 2; Kelly & Cohen 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Ormonds; Parklane Hosiery; Petris; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale; Minnesota Fabrics; Garment Center; Homemaker Shops; Maacao Auto; Color Your World; Tempo Fashions; World Wide Auto Stores.

14 - NEWSPAPERS: VINDICATOR (e) 99,652; (S) 150,888; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Mgr. Gen. Adv., VINDICATOR, Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Story & Kelly-Smith.

ZANESVILLE

1 - LOCATION: Muskingum County, E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22 & I-70.

2 - TRANSPORTATION: Railroads-N&W, Chessie, Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; Loc. Est. 26,754
CZ-ABC: (80) 37,808; (83) 36,600
RTZ-ABC: (80) 76,108; (83) 79,600
County 80 Cen. 83,340; Loc. Est. 84,147
City & RTZ-ABC: (80) 113,916; (83) 116,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211; Loc. Est. 11,032
CZ-ABC: (80) 14,478; (83) 14,600
RTZ-ABC: (80) 25,391; (83) 27,500
County 80 Cen. 29,442; Loc. Est. 31,057
City & RTZ-ABC: (80) 39,869; (83) 42,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 48,398

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($226); Trans. & Utilities ($290); Const. ($262).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colony Square Mall(60)	5	JCPenney, Gray's, Sears, Horne's
Country Fair(25)	4	Kroger, Woolworth, Century House
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon. & Fri. Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nader & Sons; Sears.
Discount Stores-Rink's Bargain City; Dollar Saver; Hart's; K mart; Heck's, Century House.
Variety Stores-Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray.
Chain Supermarkets-Kroger 3, Big Bear 3.
Other Chain Stores-Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Margaretta Hat; Gallenkamp; Pic-Way; Rafield's; Artwill Dress; Robert's Men Store.

14 - NEWSPAPERS: TIMES RECORDER (m) 25,397; (S) 22,997; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Mgr. TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	197	233	253
5-14 Years	492	460	500
15-24 Years	449	563	612
25-44 Years	586	813	884
45-64 Years	537	580	631
65 and Over	299	376	409
TOTAL	2,560	3,025	3,289

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	331	542	1,007
General Mdse	684	1,093	2,127
Food	1,197	2,096	4,599
Automobiles	1,306	2,884	4,346
Gasoline Stations	438	655	1,593
Apparel	342	549	1,083
Furniture	266	423	835
Eat-Drink Places	370	715	1,824
Drugs	158	211	472
TOTAL SALES	5,527	9,228	19,347

ADA

1 - LOCATION: Pontotoc County, E&P Map E-3. County Seat. Industrial, education, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of OK City.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Transp.

3 - POPULATION:
Corp. City 80 Cen. 15,902; Loc. Est. 16,432
CZ-ABC: (80) 15,902; (83) 16,500
RTZ-ABC: (80) 65,844; (83) 71,000
County 80 Cen. 32,598; Loc. Est. 34,654
City & RTZ-ABC: (80) 81,746; (83) 87,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; Loc. Est. 6,982
CZ-ABC: (80) 6,440; (83) 6,900
RTZ-ABC: (80) 23,529; (83) 26,500
County 80 Cen. 12,268; Loc. Est. 13,639
City & RTZ-ABC: (80) 29,969; (83) 33,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 17,461

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Glass Containers 440 ($265); Cement 165 ($320); Concrete Products 15 ($150); Meat Packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic Cups 450 ($165); Plastic and rubber products 350 ($225); Manufacture and service of oilfield drilling tools 100 ($275); Trap & Skeet Targets 50 ($175); Overhead Door Mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units, 600 N. B'dwy.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillon's; Katz; C. R. Anthony.
Variety Stores-TG&Y.

Discount Stores-Wal-Mart; Wall's; Dollar General; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Humpty Dumpty; Safeway.
Other Chain Stores-Otasco; Goodyear; Singer Co.; S&Q Clothiers; Sears (catalog); Sherwin-Williams; Montgomery Ward Order Auto Stores; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,509; (S) 10,195; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Todd Olive, Adv. Dir., NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County, E&P Map C-3, County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 23,101; Loc. Est. 23,166
County 80 Cen. 30,356; Loc. Est. 30,342

4 - HOUSEHOLDS:
City 80 Cen. 7,918; Loc. Est. 8,164
County 80 Cen. 10,543; Loc. Est. 10,983

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$128,837,000
Savings & Loan	3	$94,560,000

6 - PASSENGER AUTOS: County 14,934

7 - ELECTRIC METERS: Residence 9,767

8 - GAS METERS: Residence 7,838

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage)-Chemical Fertilizer 18 ($160); Feed Mfg. 30 ($150); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($265); Western Oklahoma State College 650 ($288); Ladies Garments 90 ($135).

10 - CLIMATE: First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zales, Otasco
Bunker Hill(12)	NA	Anthony, Mont. Ward, Winn's, Furr's
Park Lane(8)	NA	Winn's, Ashley's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Surplus City; TG&Y; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Watkins.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.
Variety Stores-Winn's 2; Dollar General; TG&Y.
Chain Drug Stores-Bunker Hill; United Discount; Altus Drug; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Montgomery Ward; Sherwin-Williams; World Clock & Fans; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,039; (S) 8,269; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jesse R. Turner, Adv. Dir., or, Sandra Hart, Dir. of Sales & Mktg., TIMES, 218 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Landon Associates.

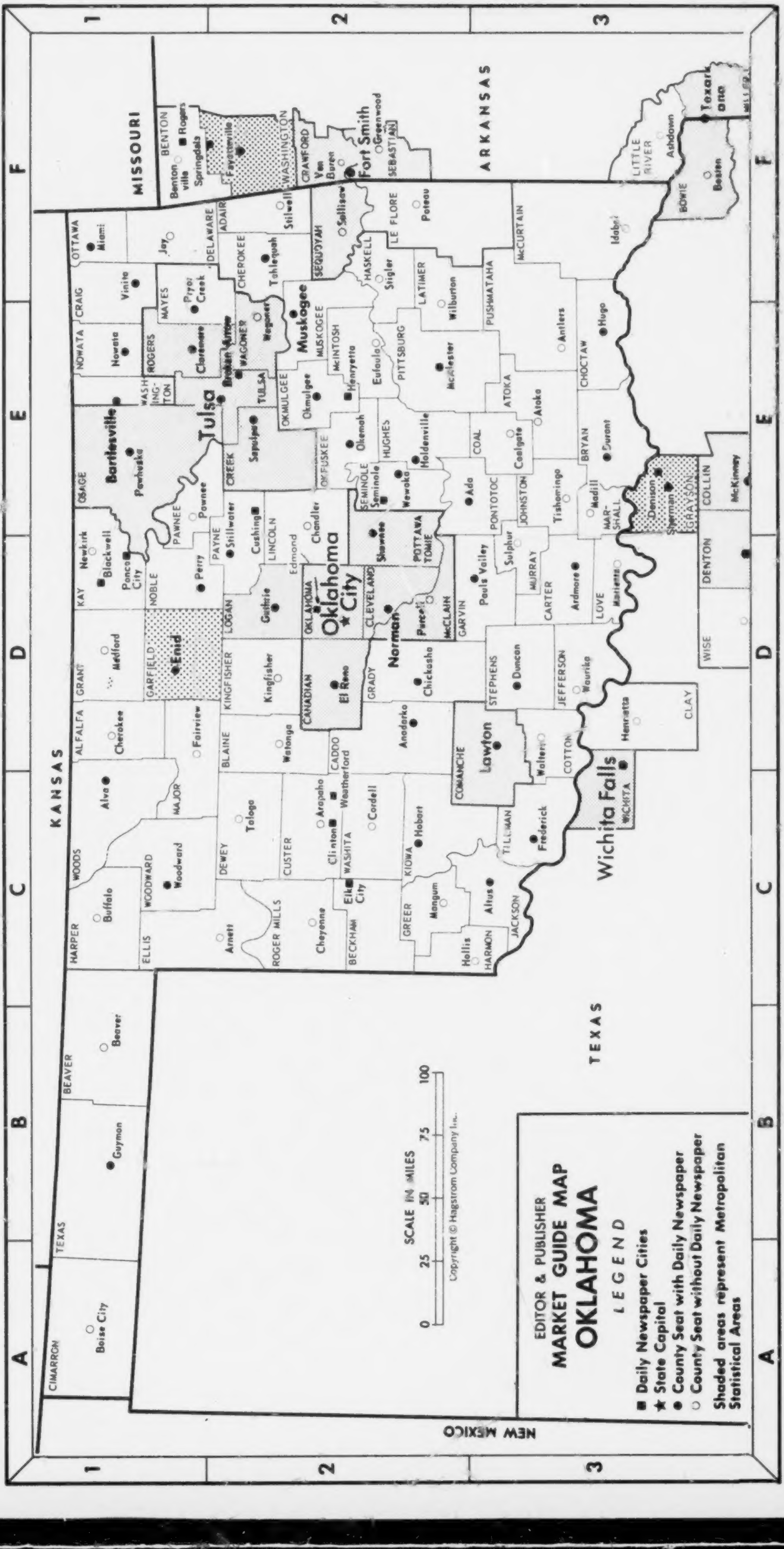
ALVA

1 - LOCATION: Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. Northwestern State College. 160 mi. from Okla City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; Loc. Est. 6,738
County 80 Cen. 10,923; Loc. Est. 11,748

4 - HOUSEHOLDS:
City 80 Cen. 2,584; Loc. Est. 2,777
County 80 Cen. 4,425; Loc. Est. 4,983


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
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KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Lawton
Enid
Muskogee
Norman
Fort Smith
Wichita Falls
1 2 3
A B C D E F

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$71,093,000

6 - PASSENGER AUTOS: County 6,808

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage N.A.)-Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Northwestern State College 2,601 students.
Principal Pay Days-Sat.; 1 & 15; 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. first killing frost, Oct. 30. Last killing frost, April 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's; E.W. Tanner; Montgomery Ward; Sears.
Variety Stores-TG&Y; Wal-Mart.
Discount Stores-Gibson's.
Chain Drug Stores-Schumacher's Rexall; Holder-Southern; Ideal Pharmacy.
Chain Supermarkets-Safeway; Ideal; IGA; Magnuson's; Ed's Mart; Independent.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri; S) 3,754; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Larry P. Holt, Adv. Mgr., REVIEW-COURIER, 622 Choctaw, PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Cadde County, E&P Map D-2, County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Transportation Company.

3 - POPULATION:
Corp. City 80 Cen. 6,378; Loc. Est. 6,569
County 80 Cen. 30,905; Loc. Est. 32,200

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 2,312
County 80 Cen. 11,069; Loc. Est. 12,221

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$83,804,000
Savings & Loan	2	$155,224,912

6 - PASSENGER AUTOS: County 16,534

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,740

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Carpet Mfg. 365; Elect. Generation 389; Peanut Shelling 135; Bureau of Indian Affairs; 756 Wage Earners; City employees 124. (Gross payroll yearly 14.3 million dollars).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food, Wed.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; TG&Y; Dollar General Stores.
Chain Supermarkets-Safeway; Bestyet Discount Foods; Warehouse Discount Foods.
Other Chain Stores-Otasco; Wag-A-Bag; Ashley's Outlet; Montgomery Ward (catalog); Sears (catalog); Radio Shack.
Other Stores-Jay's Jewelry; Allen Western Wear; Brenda's Tot' n' Teen; The Linen Chest; B&M Sports; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furniture.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 6,329; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy, Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 45 mi. from Texas border; 100 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Transportation; Continental; Denco; Jordan; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,689; Loc. Est. 24,330
CZ-ABC: (80) 23,689; (83) 24,700
RTZ-ABC: (80) 55,800; (83) 61,200
County 80 Cen. 43,610; Loc. Est. 45,210
City & RTZ-ABC: (80) 79,569; (83) 83,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261; Loc. Est. 9,847
CZ-ABC: (80) 9,261; (83) 10,000
RTZ-ABC: (80) 20,615; (83) 23,500
County 80 Cen. 16,296; Loc. Est. 17,680
City & RTZ-ABC: (80) 29,876; (83) 33,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$300,500,724
Savings & Loan	3	$55,883,270

6 - PASSENGER AUTOS: County 24,684

7 - ELECTRIC METERS: Residence 10,724

8 - GAS METERS: Residence 8,226

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Leather Gds. Mfg. 200; Tires 1,300; Electronic Eqpt.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 2 on N. Wash.; 4 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ardmore Mall(9)	NA	TG&Y, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Bealls, JCPenney

Principal Shopping Days-Tues., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon.; Food Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Stores-TG&Y; Frank's Variety.
Discount Stores-Wal-Mart; K mart; TG&Y.
Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs.
Chain Supermarkets-Foodway; Safeway; Dicus; Lukes IGA; Standard Humpty Dumpty; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Singer Co.; Goodrich; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,675; (S) 16,001; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway, PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Papert Companies.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1, County Seat. Center of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123; 49 mi. N of Tulsa, Okla.; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K.G. Lines, Inc.
Motor Freight Carriers-5.
Airlines-Air Central.

3 - POPULATION:
Corp. City 80 Cen. 34,568; Loc. Est. 36,618
CZ-ABC: (80) 41,993; (83) 44,500
RTZ-ABC: (80) 26,560; (83) 28,600
County 80 Cen. 48,113; Loc. Est. 50,967
City & RTZ-ABC: (80) 68,553; (83) 73,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,761; Loc. Est. 15,180
CZ-ABC: (80) 16,527; (83) 18,200
RTZ-ABC: (80) 10,264; (83) 11,500
County 80 Cen. 20,742; Loc. Est. 20,751
City & RTZ-ABC: (80) 26,791; (83) 29,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$328,123,636
Savings & Loan	3	$184,624,279

6 - PASSENGER AUTOS: County 33,863

7 - ELECTRIC METERS: Residence 14,140

8 - GAS METERS: 14,593

9 - PRINCIPAL INDUSTRIES: Oil co. employees (clerical, engineering, research, plastics) 7,404; Retail selling 6,060; Oil field supply and manufacturing 1,627; Zinc smelting 394. Payroll est. $1,316,225.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 retail stores including Zales, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland(38)	NA	JCPenney, Montgomery Ward
The Quarters(15)	NA	specialty shops
Pennington Hills Plaza	NA	IGA, Otasco, Mass Drug

Principal Shopping Days-Mon., Sat.
Stores Open Sundays-9 Food; 6 Drug. Shopping Centers open Thurs. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers.
Discount Stores-Wal-mart, K mart; TG&Y.
Chain Drug Stores-Rexall 2; Revco; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; H & H Foodcenter.
Other Chain Stores-Ostasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S & H Green Stamps; Radio Shack; Sherwin-Williams; Fantastic Sam's; County Killarney; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 13,810; (S) 15,466; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Miller, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1728, Bartlesville, OK 74005; Tel. (918) 336-1600.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; Loc. Est. 8,556
CZ-ABC: (80) 8,400; (83) 8,500
RTZ-ABC: (80) 20,055; (83) 20,400
County 80 Cen. 49,852; Loc. Est. 51,733
City & RTZ-ABC: (80) 28,455; (83) 28,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; Loc. Est. 3,643
CZ-ABC: (80) 3,344; (83) 3,500
RTZ-ABC: (80) 7,791; (83) 8,200
County 80 Cen. 19,431; Loc. Est. 21,130
City & RTZ-ABC: (80) 11,135; (83) 11,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,243,000
Savings & Loan	1	$9,180,122

6 - PASSENGER AUTOS: County 31,622

7 - ELECTRIC METERS: Residence 3,452

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Acme Fdry. 80; Cities Services Gas 38; Electron Corp. 75; International Multi Foods 38; Oil 250; Speed King 2; United Fabricators 25; Southwest Corset 140; C.F.M. Corp. 57; Ramsey's Fabrication 20; O.I.C.C. 13.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Graves Drug; Hutton Rexall; Safeway; United; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony's; Peters.
Chain Drug Stores-Hutton Rexall; Graves.
Chain Supermarkets-Fey's; Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco; Radio Shack.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 4,015; (S) 4,123; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representatives: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA), E&P Map E-2, County Seat. 18 mi. SE of Tulsa, NE portion of state.; on I-44; U.S. Hwys. 66, 69; State Hwy. 33.

2 - TRANSPORTATION: Railroads-Missouri; Kansas; Texas.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; Loc. Est. 36,066
County 80 Cen. 470,993; Loc. Est. 500,916
MSA 80 Cen. 657,367; Loc. Est. 704,622

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618; Loc. Est. 13,154
County 80 Cen. 181,620; Loc. Est. 202,348
MSA 80 Cen. 246,380; Loc. Est. 276,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,288,653,873
Commercial	3	$95,162,263

6 - PASSENGER AUTOS: County 313,757

7 - ELECTRIC METERS: Residence 11,175

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas boxes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture-Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers-Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village; Broken Arrow Mall (38 stores); Broken Arrow Plaza (15 stores); Central Park Mall; Lynn Lane Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oakcrest(15)	NA	American Discount
Sequoyah Ctr.	NA	IGA
Towne East	NA	Skaggs
Woodland Hills Mall	NA	Sears, Dillards, John Brown

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-Peter's; Anthony's; Frougs.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ross; Chandler-Hewitt Rexall; Eckerd's.
Chain Supermarkets-Safeway 2; Family Market; American Discount; IGA; Skaggs.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,522; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: John Brown, Adv. Dir., LEDGER, 524 S Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Papert Companies.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2 - TRANSPORTATION: Railroads-C.R.I. & P.; St. L.S.F.

Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Transp.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; Loc. Est. 16,724
CZ-ABC: (80) 15,828; (83) 16,500
RTZ-ABC: (80) 28,539; (83) 32,400
County 80 Cen. 39,490; Loc. Est. 44,018
City & RTZ-ABC: (80) 44,367; (83) 48,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229; Loc. Est. 6,880
CZ-ABC: (80) 6,229; (83) 6,700
RTZ-ABC: (80) 9,915; (83) 11,800
County 80 Cen. 14,302; Loc. Est. 16,732
City & RTZ-ABC: (80) 16,144; (83) 18,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$134,668,000
Savings & Loan	1	$24,048,056

6 - PASSENGER AUTOS: County 19,841

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Shops 37; Foods 125; Mobile Homes 200; Trailers 350; Maremont Corp. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: Principal Shopping Center-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shopping Center at 9th & Grand; Shopping Center 4th & Grand.
Principal Shopping Days-Department Stores-Thurs., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thurs.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Dixie; Montgomery Ward; JCPenney; Anthony; Hick's.
Variety Stores-Ben Franklin; TG&Y; Dollar General.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Rexall; Family Drugs.
Chain Supermarkets-Safeway; Humpty Dumpty; Red Bud.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,370; (S) 6,021; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; Loc. Est. 13,043
County 80 Cen. 46,436; Loc. Est. 52,527
MSA 80 Cen. 657,367; Loc. Est. 704,622

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 5,140
County 80 Cen. 15,650; Loc. Est. 18,495
MSA 80 Cen. 246,380; Loc. Est. 276,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$124,363,806
Savings & Loan	2	$78,179,703

6 - PASSENGER AUTOS: County 30,266

7 - ELECTRIC METERS: Residence 6,024

8 - GAS METERS: Residence 6,766

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (NA); Submersible Pump 800 ($420); Glass Coating 175 (NA); Cylinder 100 ($320); Cable 125 (NA); Custom Stamping 40 ($340); Farm Equipment 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equipment 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12. Last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ne-Mar(24)	NA	Otasco, Sears, Humpty Dumpty
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Four every night.
Stores Open Sundays-Five.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; C.R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Discount City.
Chain Drug Stores-Wal-Mart; Humpty-Dumpty; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Humpty-Dumpty; Giant; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 6,336; (S) 6,641; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representative: Papert Companies.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and I-40.

2 - TRANSPORTATION: Railroads-C.R.L. & Pac. St. San Fran. (Frisco); AT&SF-Santa-Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; Loc. Est. 9,850
County 80 Cen. 25,995; Loc. Est. 28,738

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360; Loc. Est. 3,717
County 80 Cen. 9,482; Loc. Est. 11,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$116,421,547
Savings & Loan	2	$46,893,448

6 - PASSENGER AUTOS: County 16,261

7 - ELECTRIC METERS: Residence 3,787

8 - GAS METERS: Residence 3,696

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Processing 620 ($275); Oil Field Supply 835 ($528); Other 840 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: Neighborhood Shopping Centers-J.C. Lane; Darko Square West, K mart, Wal-Mart. **Principal Shopping Days**-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-Simon's; C.R. Anthony; JCPenney; Guthrie's; Sears; Montgomery Ward.
Discount Stores-Wal-Mart; TG&Y; K mart.
Variety Stores-TG&Y Family Center.
Chain Drug Stores-S & D 2; Salisbury's.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-White Auto; Otasco; S & H Green Stamps.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,345; (S) 5,531; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS, 522 Avant Ave., Clinton, OK 73601; Tel. (405) 323-5151.
National Representative. None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe, MKT.
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; Loc. Est. 7,826
County 80 Cen. 62,435; Loc. Est. 67,129
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222; Loc. Est. 3,491
County 80 Cen. 22,119; Loc. Est. 24,925

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 30,408

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil 1,275; Food 300; Metal Casting 225; Trucking 180; Boats 25.
Industrial Pay Days-9th & 24th

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge (east edge of city). **Principal Shopping Days**-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Peters; Montgomery Ward; Sears.
Variety Stores-TG&Y Family Center.
Discount Stores-Brittain's; Wal-Mart.
Chain Drug Stores-Vee (IDL); City (IDL); Revco.
Chain Supermarkets-Escott's; IGA.
Other Chain Stores-Otasco Supply; Payne County Creamery; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,726; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Don A. Kinney, Gen. Mgr., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Okalahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

12 - RETAILING: Motor Freight Carriers-2.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; Loc. Est. 23,300
CZ-ABC: (80) 27,128, (83) 29,000
RTZ-ABC: (80) 21,969; (83) 23,900
County 80 Cen. 43,419; Loc. Est. 46,662
City & RTZ-ABC: (80) 49,097; (83) 52,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981; Loc. Est. 9,882
CZ-ABC: (80) 10,574; (83) 11,700
RTZ-ABC: (80) 8,157; (83) 9,200
County 80 Cen. 16,512; Loc. Est. 18,601
City & RTZ-ABC: (80) 18,731; (83) 20,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$273,913,483
Savings & Loan	3	$136,259,728

6 - PASSENGER AUTOS: County 26,503

7 - ELECTRIC METERS: Residence 10,110

8 - GAS METERS: Residence 9,082

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil Field Services, Research, Development & Equip. Mfg. 3,250 ($360); Refinery 340 ($460); Clothing Mfg. 315 ($200); Meat Packing 80 ($275); Farm Eqpt. Mfg. 30 ($225); Horse Trailer Mfg. 20 ($270); Foundry 86 ($320); Oil Co. Area Office 42 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 3 blocks on Bois D-Arc; 1 on Peach; 1 on Beech; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Wards, Woolworth's
Elk Plaza(10)	NA	Goodner's, TG&Y, C.R. Anthony
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Most Thu., some Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y.
Drug Stores-R & S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General; TG&Y 2; Woolworth.
Chain Supermarkets-Goodner's (Scrivner Inc.) 3; Safeway; Jones.
Other Chain Stores-Okla. Tire; Zale's; Jewel Box; Firestone; White Auto; Gallenkamp Shoes; Dollar General; PayLess Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,693; (S) 13,080; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carl Bowers, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73533; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County Seat. 155 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 70E; U.S. 69, 70, 75.

2 - TRANSPORTATION: Railroads-MK&T, main line Burlington Northern; KO&G.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Jordan; Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,972; Loc. Est. 12,456
County 80 Cen. 30,535; Loc. Est. 32,818

4 - HOUSEHOLDS:
City 80 Cen. 4,769; Loc. Est. 5,004
County 80 Cen. 11,619; Loc. Est. 13,053

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$141,938,000
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 15,008

7 - ELECTRIC METERS: Residence 8,550

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Processing; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prod.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Average Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Briarwood	1	TG&Y, Bestyet
Northwest Heights	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart.
Chain Drug Stores-Swinney Rexall.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Ray's Discount Shoes; Otasco; Dollar General Store; Sears (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,444; (S) 7,441; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech, Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA), E&P Map D-2; In Central Oklahoma, 15 miles N of Oklahoma City at the Junction of U.S. Hwys. 66,77 & I-35.

2 - TRANSPORTATION: Railroads-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; Loc. Est. 35,935
County 80 Cen. 568,933; Loc. Est. 580,000
MSA 80 Cen. 860,969; Loc. Est. 916,520
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; Loc. Est. 12,612
County 80 Cen. 220,580; Loc. Est. 239,567
MSA 80 Cen. 321,546; Loc. Est. 357,682

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$158,000,000
Savings	7	$2,631,375,000

6 - PASSENGER AUTOS: County 403,576

7 - ELECTRIC METERS: Residence 15,115

8 - GAS METERS: Residence 12,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Education 1,362; Furniture/Fixtures 197; Food 320; Light Industry 250; Warehouse 148.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Edmond Plaza(17)	1	Mont. Ward, TG&Y
Bryant Sq.(33)	1	
Kickingbird Plz.(8)	1	
Broadway South(20)	NA	
Market Place(25)	3	
North Oaks(7)	2	
Eagle Crest(2)	4	
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillards
Quail Springs (180)	NA	JCPenney, Sears, Dillards
Penn Square(50)	11	Montgomery Ward, John A. Brown
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening til 9: TG&Y; Bealls; JCPenney; Montgomery Ward; John A Brown; Safeway; Sears; Wal-Mart; IGA.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Dillards; John A Brown; C.R. Anthony; Bealls.
Discount Stores-TG&Y 3; Wal-mart.
Chain Supermarkets-Safeway 2; Humpty; IGA 2; Red Bud; FoodWorld 2; IGA 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Otasco; Ramsey Fabrics; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 8,790; June, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Ed Livermore Jr., Pub., SUN, PO Box 2470, Edmond, Ok 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press, Inc.

ELK CITY

1 - LOCATION: Beckham County, E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; Loc. Est. 11,750
County 80 Cen. 19,243; Loc. Est. 22,380

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749; Loc. Est. 4,310
County 80 Cen. 7,476; Loc. Est. 8,660

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$154,000,000
Savings & Loan	3	$160,000,000

6 - PASSENGER AUTOS: County 12,911

7 - ELECTRIC METERS: Residence 4,304

8 - GAS METERS: Residence 4,621

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Industry 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.)
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10. Last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers-Westgate Shopping Center 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren; 20th to 25th Sts. on South Main.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Saied's; Jones; Khouries; Ryan & Elliott's; Atwood's; Fashion Corner; June's.
Variety Stores-TG&Y; Dollar General.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family Drugs; Puckett's; United; Safeway.
Chain Supermarkets-Safeway; Johnson Superette; Puckett's; United Super.
Other Chain Stores-White's Auto; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgambotham-Barlett); Okla Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; Ewen's; McKesson's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,670; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Landon Associates.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2 - TRANSPORTATION: **Railroads**-Oklahoma, Kansas and Texas (OKT); North Central.
Intercity Bus Lines-Southwest Trailways; Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers airport connecting with American, Continental, Eastern, Frontier, Pan Am, Southwest, Texas Int'l., TWA, United; Trio Charter Service, Mustang Field, El Reno, Air Midwest, Delta.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 15,486; Loc. Est. 15,671
County 80 Cen. 56,452; Loc. Est. 54,800
MSA 80 Cen. 860,969; Loc. Est. 916,520
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; Loc. Est. 5,834
County 80 Cen. 18,648; Loc. Est. 22,471
MSA 80 Cen. 321,546; Loc. Est. 357,682

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$130,055,520
Savings & Loan	3	$110,462,782

6 - PASSENGER AUTOS: County 33,981

7 - ELECTRIC METERS: Residence 5,909

8 - GAS METERS: Residence 5,354

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Government 480 ($177); Mfg. 600 ($196); Constr. 279 ($172); Mining-Oil & Gas 100 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Square Shopping Center, Rt.66 & Rt.81, (11 stores), Country Club Square Shopping Center, I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plaza; 3 blks on Elm and 3 blks on Choctaw (14 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	NA	Humpty-Dumpty

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 6, Drugs, Variety 2; Downtown open Thu. evgs.
Stores Open Sundays-1 drug, 4 groceries.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall's; Don's; C.R. Anthony.
Variety Stores-TG&Y.
Chain Drug Stores-Humpty-Dumpty; Revco Drug; Wal-Mart.
Chain Supermarkets-Safeway; IGA; Thrif-T-Wise; Humpty-Dumpty; Best Yet; Grider's.
Other Chain Stores-Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; Payless Shoes; Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,135; (S) 5,467; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Charles Woolard, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representative: Papert Companies.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Burlington Northern; Rock Island.
Intercity Bus Lines-Mid-Continent; MK&O Lines.
Airlines-Metro.
Motor Freight-13 Lines.

3 - POPULATION:
Corp. City 80 Cen. 50,360; Loc. Est. 53,333
CZ-ABC: (80) 54,327; (83) 56,900
RTZ-ABC: (80) 55,031; (83) 57,200
County/MSA 80 Cen. 62,820; Loc. Est. 66,525
City & RTZ-ABC: (80) 109,358; (83) 114,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,463; Loc. Est. 21,520
CZ-ABC: (80) 20,799; (83) 22,600
RTZ-ABC: (80) 21,069; (83) 22,700
County/MSA 80 Cen. 23,844; Loc. Est. 26,480
City & RTZ-ABC: (80) 41,868; (83) 45,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$570,419,290
Savings & Loan	5	$836,509,687

6 - PASSENGER AUTOS: County 39,956

7 - ELECTRIC METERS: Residence 19,600

8 - GAS METERS: Residence 16,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($340); Construction 1,180 ($320); Mfg. 2,700 ($290); Public Utilities 210 ($260); Trades 5,860 ($200); Finance and insurance 800 ($240); Service Industries 2,630 ($210); Misc. 1,080 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Nov. 4. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Van Buren Sq.	2	Otasco, Boys Mkt.
Indian Hills(13)	2	Phillips Drugs
West Gate	2	Evans, Wacker's
Sunset Plaza(33)	2	Safeway, Zales, Mode O'Day, TG&Y
North Gate	2	Evans Drug
Varsity Square	3	Best Yet, TG&Y, United Food, K mart

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Newman's; C.R. Anthony; JCPenney; Coldiron's; Montgomery Ward; Sears.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Stores-Woolworth; Dollar General.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Phcy; Scrivo.
Chain Supermarkets-Safeway 3; Roy's; United 3; Boy's; Bestyet 2.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale Jewelers; Bell Jewelers; Davis Paint; Lerner; National Building Center; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.

14 - NEWSPAPERS: NEWS (m-tues to fri) 20,342; EAGLE (e-mon to fri) 9,516; (sat) 26,737; (S) 28,325; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73701; Tel. (405) 233-6600.
National Representative: Papert Companies.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 6,163; Loc. Est. 6,506
County 80 Cen. 12,398; Loc. Est. 12,909

4 - HOUSEHOLDS:
City 80 Cen. 2,384; Loc. Est. 2,571
County 80 Cen. 4,681; Loc. Est. 5,066

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 5,516

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, Number of Earners-Centra Leather Goods 260; Century Granite 31; Cotton Proc. 100; Cotton Seed 40; Ffybrandt 55; Brantly Mfg. 65; Brantly Hynes Helicopter 6; Tillman Co. Hospital 98; Bag Scene 23; Schlegel Corp.; W.B. Dunavant Cotton.
Principal Industrial Pay Days-Wed., Thu., Sat.

10 - CLIMATE: First killing frost, Nov. 9. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Thu., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony.
Variety Stores-TG&Y.
Chain Supermarkets-United; Jiffy; Puddin Lane; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,327; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542, Tel. (405) 335-2188.
National Representatives: Papert Companies; Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County, (In Oklahoma City MSA), E&P Map D-2, County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-Santa Fe; M.M.K.O.; Guthrie-El Reno Truck.

3 - POPULATION:
Corp. City 80 Cen. 10,312; Loc. Est. 10,717
CZ-ABC: (80) 10,312; (83) 10,300
RTZ-ABC: (80) 17,060; (83) 20,300
County 80 Cen. 26,881; Loc. Est. 29,971
City & RTZ-ABC: (80) 27,372; (83) 30,600
MSA 80 Cen. 860,969; Loc. Est. 916,520

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790; Loc. Est. 4,135
CZ-ABC: (80) 3,790; (83) 3,900
RTZ-ABC: (80) 5,807; (83) 7,200
County 80 Cen. 9,414; Loc. Est. 11,034
City & RTZ-ABC: (80) 9,597; (83) 11,100
MSA 80 Cen.321,546; Loc. Est. 357,682

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$71,200,000

6 - PASSENGER AUTOS: County 12,757

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Furn.; RR Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; S&H Green Stamps; Mode O'Day; Sears.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Guthrie; Humpty Dumpty.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,651; (S) 4,008; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Adkisson, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Nation's fifth largest live cattle delivery points. Agricultural center. 100 mi. N of Amarillo, 250 mi. E of Wichita. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: Railroads-Rock Island.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Rigby Airmotive Air Charter & Rental Service.
Motor Freight-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines: King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; Loc. Est. 9,070
County 80 Cen. 17,727; Loc. Est. 18,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,084; Loc. Est. 3,379
County 80 Cen. 6,332; Loc. Est. 7,012

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,799,000
Savings & Loan	2	$215,100,000

6 - PASSENGER AUTOS: County 10,769

7 - ELECTRIC METERS: Residence 3,344

8 - GAS METERS: Residence 3,351

9 - PRINCIPAL INDUSTRIES: Chemicals; Irrigation Equipment; Feed & Fertilizer Mfg.; Heavy Construction; Natural Gas; Gas Well Services; Farm Machinery and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Processing & Packing; Commercial Cattle Feed Lots (Avg. wkly. wage, all industries; $213) (County avg. farm family income, $28,400, highest in Okla., USDA Census).

10 - CLIMATE: Average Temp-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard, (city owned wells).
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village(5)	NA	Big B Market
Northridge(11)	NA	TG&Y, Wards
Oakcrest(5)	NA	Safeway, Payless

Principal Shopping Days-Mon., Wed., Thurs., Sat.
13 - RETAIL OUTLETS: Department Stores-Conrad's; C.R. Anthony; D&J Store; Montgomery Ward; Sears.
Discount Stores-Gibson's; Ashley's.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Supermarkets-United Supermarkets; Safeway; Ideal Supermarkets; Wag-A-Bag; 4; Love's 3.
Other Chain Stores-Otasco; Western Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,622; (S) 5,735; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr. HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E. of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Turnpike; Tulsa Bee-Line; US 62, 75, 266; State 52 & 124.

2 - TRANSPORTATION: Railroads-Main line St. Louis; San Fran and Kansas; Okla. & Gulf.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; Loc. Est. 6,536
County 80 Cen. 39,169; Loc. Est 41,233
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613; Loc. Est. 2,770
County 80 Cen. 14,314; Loc. Est. 15,733

5 - BANKS	NUMBER	EST. DEP.
City	2	$72,000,000
County	6	N.A.

6 - PASSENGER AUTOS: County 19,028

7 - ELECTRIC METERS: Residence 5,114

8 - GAS METERS: Residence 3,767

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersGlass Mfg. 500; Tourism 550; Petroleum Refining 300; Foundry 100; Plastics Mfg. 100; Trucking 150; Fiberglass Products 30; Pipeline X-Ray 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.
Neighborhood Shopping Center-Creek Village, north of city (4 large units).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated Druggists.
Discount Stores-Gibson's; Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; Roger's (IGA); Warehouse Market.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,330; (S) 3,528; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bess Reid, Adv. Mgr., FREE-LANCE, PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311
National Representatives: Papert Companies.

HOBART

1 - LOCATION: Kiowa County, E&P Map C-2, County Seat. 128 mi. SW of Oklahoma City on State Hwys. 44 and 9; U.S. 1 and 183.

2 - TRANSPORTATION: Railroads-CRI&P; Frisco.

3 - POPULATION:
Corp. City 80 Cen. 4,735; Loc. Est. 4,937
County 80 Cen. 12,711; Loc. Est. 13,234

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,937; Loc. Est. 2,034
County 80 Cen. 5,042; Loc. Est. 5,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 6,562

7 - ELECTRIC METERS: Residence 3,107

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarriers; Produce; Oil Seal Mfg. (CR Industries); Oil Seal Machine Shops.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Levine's Main Fair.
Discount Stores-Gibson's.
Chain Drug Stores-Grinnell's 2.
Chain Supermarkets-United; Toma Bros; IGA.
Other Chain Stores-TG&Y.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri; S) 3,017; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies.

HOLDENVILLE

1 - LOCATION: Hughes County, E&P Map E-2, County Seat. Center of dairy, agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; Loc. Est. 5,707
County 80 Cen. 14,338; Loc. Est. 15,109 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,329; Loc. Est. 2,466
County 80 Cen. 5,588; Loc. Est. 6,174

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 6,199

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; M&P; Robert's IGA.
Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 2,955; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., NEWS, 112 S Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; Loc. Est. 7,569
County 80 Cen. 17,203; Loc. Est. 18,422

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799; Loc. Est. 3,004
County 80 Cen. 6,366; Loc. Est. 7,068

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$60,000,000

6 - PASSENGER AUTOS: County 5,893

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Mach. Shop 7 ($200); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumbr. Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elec. Generating, 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27. Last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-People's; Woody-Williams; Sherman's.
Variety Stores-Perry's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford, Safeway.
Other Chain Stores-Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS. NEWS (e-mon to fri) 2,983; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: None.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 7,787
County 80 Cen. 36,151; Loc. Est. 36,933

4 - HOUSEHOLDS.
Corp. City 80 Cen. 2,870; Loc. Est. 3,029
County 80 Cen. 12,366; Loc. Est 13,173

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 13,742

7 - ELECTRIC METERS: 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Egg Processing; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10 - CLIMATE: Average annual temp. 63.7; Average annual rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 6,075; (S) 8,220; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: None.

LAWTON

1 - LOCATION: Comanche County (MSA), E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distributing center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light mfg.; cattle raising & shipping center. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Okla. Transp.
Airlines Serving City-Metro.

3 - POPULATION:
Corp. City 80 Cen. 80,054; Loc. Est. 82,500
CZ-ABC. (80) 80,487; (83) 83,600
RTZ-ABC: (80) 107,927; (83) 109,600
County/MSA 80 Cen. 112,456; Loc. Est. 113,900
City & RTZ-ABC: (80) 188,414; (83) 193,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129; Loc. Est. 30,500
CZ-ABC: (80) 26,287; (83) 30,500
RTZ-ABC: (80) 34,188; (83) 35,900
County/MSA 80 Cen. 35,142; Loc. Est. 43,120
City & RTZ-ABC: (80) 62,475; (83) 66,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$295,413,000
Savings & Loan	7	$131,469,800

6 - PASSENGER AUTOS: County 56,464

7 - ELECTRIC METERS: Residence 30,307

8 - GAS METERS: Residence 25,877

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tire Manufacturing 1,400 ($340); Clothing Manufacturing 300 ($210); Metal Assembly 50 ($240); Fort Sill 29,477 military and civilian personnel.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost. Nov. 6. Last killing frost. Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillards
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Wards, TG&Y
Erwin Acres(13)	NA	Scott's, Meadors
Lee Blvd.(8)	NA	Wacker's
Regency Sq.(20)	NA	Wal-Mart, Winn Dixie, Kinney
Willow Park	NA	TG&Y, Herbs

Principal Shopping Days-Sun., Thu., Sat.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: **Department Stores**-Monigs-Perkins; Montgomery Ward; JCPenney; C.R. Anthony 3; Sears; Meadors; Dillards; Bealls.
Discount Stores-K mart; Gibson's; Surplus City; Wal-Mart.
Variety Stores-Wacker's; TG&Y.
Chain Drug Stores-Osco.
Chain Supermarkets-Safeway 3; Herbs 7; Winn-Dixie.
Other Chain Stores-Goodyear, Firestone; Otasco; Western Auto; Zale's; PayLess; Anthony's 3.

14 - NEWSPAPERS: PRESS (m) 15,103; CONSTITUTION (e-mon to fri) 18,606; SUNDAY CONSTITUTION (S) 30,240; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, 3rd & A Ave., Lawton, OK 73501; Tel. (405) 353-0620.
National Representative: Papert Companies.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Turnpike, 110 mi. E of Okla. City, 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So.

Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2 - TRANSPORTATION: Railroads-MKT; CRIP.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound & Santa Fe; Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 17,255; Loc. Est. 16,814
CZ-ABC: (80) 19,009; (83) 18,900
RTZ-ABC: (80) 35,221; (83) 38,000
County 80 Cen. 40,524; Loc. Est. 41,932
City & RTZ-ABC: (80) 54,230; (83) 56,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526; Loc. Est. 6,132
CZ-ABC: (80) 7,201; (83) 7,400
RTZ-ABC: (80) 12,808; (83) 14,400
County 80 Cen. 15,036; Loc. Est. 16,276
City & RTZ-ABC: (80) 20,009; (83) 21,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$300,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 18,700

7 - ELECTRIC METERS: Residence 8,102

8 - GAS METERS: Residence 6,511

9 - PRINCIPAL INDUSTRIES: Mfg.: 5,923 (Ann. Payroll $34,268,124).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carl Albert Parkway(3)	NA	Gibson's, Wal-Mart, Howard's
Red Bud(11)	NA	Day & Night
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
No. McAlester(4)	NA	Hutchinson Groc., J.J. McAlester
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. (downtown).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Hunt's
Discount Stores-Howard's; Dollar General; Gibson's; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs; Medicine Shoppe.
Chain Supermarkets-Safeway; Standard Humpty-Dumpty; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores: Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,977; (S) 12,218, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A. A. Allegretti, Pub., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Papert Companies.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1, County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION
Corp. City 80 Cen. 14,237; Loc. Est. 14,452
CZ-ABC: (80) 20,614; (83) 21,200
RTZ-ABC: (80) 33,215; (83) 35,600
County 80 Cen. 32,870; Loc. Est. 34,213
City & RTZ-ABC: (80) 53,829; (83) 56,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480; Loc. Est. 5,548
CZ-ABC: (80) 7,904; (83) 8,300
RTZ-ABC: (80) 12,686; (83) 14,200
County 80 Cen. 12,244; Loc. Est. 13,296
City & RTZ-ABC: (80) 20,590; (83) 22,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$214,699,004
Savings & Loan	2	$62,069,776

6 - PASSENGER AUTOS: County 18,720

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Canoes; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Average Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses); TG&Y Shopping Center (2 stores).
Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Discount Stores-Gibson; TG&Y; Wal-mart.
Chain Drug Stores-Osborn; Rexall; Wal-Mart Pharmacy; Gibson Pharmacy; Vista Pharmacy.
Chain Supermarkets-Consumers 2; Safeway; Reasor's; Sav-Mor; Quik-Trip.
Other Chain Stores-Jeanie's; Ramsey's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber; Ken's Furniture and Home; Oklahoma Furn.; Otasco; Western Auto; Miami Sales Co.; Terrace Clothing; Tom's Waterbeds; Firestone; Goodyear; Rider Cabinet.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 9,002; (S) 9,636; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74354; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1, County Seat. Agricultural & industrial center. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads-MK&T (freight); Missouri Pacific (freight); Frisco (freight).
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; Loc. Est. 41,847
CZ-ABC: (80) 40,011; (83) 41,000
RTZ-ABC: (80) 104,525; (83) 116,800
County 80 Cen. 66,939; Loc. Est. 71,140
City & RTZ-ABC: (80) 144,536; (83) 157,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605; Loc. Est. 17,131
CZ-ABC: (80) 15,605; (83) 16,600
RTZ-ABC: (80) 37,000; (83) 42,900
County 80 Cen. 24,736; Loc. Est. 27,[illegible]36
City & RTZ-ABC: (80) 52,605; (83) 59,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$163,935,136
Savings & Loan	2	$213,866,156

6 - PASSENGER AUTOS: County 35,601

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 17,249

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Automotive Products 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Zapata Industries 100, Green Country Castings 30; Ft. Howard Paper 1000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Gibson's, TG&Y, JCPenney
Honor Heights Plaza(20)	NA	TG&Y
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Dept.-Thu.; Food-every evening; Shpg. cntrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Hunt's; JCPenney; Sears; C. R. Anthony 2; Beall's; Montgomery Ward; Aim For The Best.
Discount Stores-Wall's Discount; Gibson's; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family Drugs; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Git N-Go 7; Humpty Dumpty 2; Milgram; Quick-Trip 2; Weddle 4; Best Yet 2; Gibson's; U-Totem; Johnsons Foods 2; 7-Eleven 4; Bestyet.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; TG&Y 2; Felt Family Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day; Zales; Hobby Lobby; Burls Tires; Kinney Shoes.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 20,235; (S) 20,482; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Lind, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall, Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett Newspaper Advertising Sales.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City MSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma; Central State Hospital; Mental Health Center; Cerebral Palsy Center. On I-35; U.S. Hwy. 77; State Hwys. 9 & 74.

2 - TRANSPORTATION: Railroads-Railpax
Motor Freight Carriers-7.
Intercity Bus Lines-Denco; Continental; Oklahoma Transp.; American.

3 - POPULATION:
Corp. City 80 Cen. 68,020; Loc. Est. 71,685
CZ-ABC: (80) 72,094; (83) 77,900
RTZ-ABC: (80) 19,671; (83) 23,200
County 80 Cen. 133,173; Loc. Est. 147,701
MSA 80 Cen. 860,969; Loc. Est. 916,520
City & RTZ-ABC: (80) 91,765; (83) 101,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831; Loc. Est. 27,499
CZ-ABC: (80) 26,239; (83) 29,500
RTZ-ABC: (80) 6,544; (83) 8,000
County 80 Cen. 45,776; Loc. Est. 53,179
MSA 80 Cen. 321,546; Loc. Est. 357,682
City & RTZ-ABC: (80) 32,793; (83) 37,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$653,686,056

6 - PASSENGER AUTOS: County 76,737

7 - ELECTRIC METERS: Residence 23,292

8 - GAS METERS: Residence 20,694

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners & Av. Wkly. Wage-Food Processing 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Construction 900 ($300); State Hospital 1,400 ($250); Shaklee Corp. 200 ($300); Totco Industries 150 ($300); Borg-Warner 400 ($300).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Estates Mall(17)	NA	Safeway, Treasury Drugs
Downtown(13)	NA	TG&Y, Zales
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillards, JCPenney, Sears, Wilsons
Sooner Fashion Mall River Oaks(57)	NA	Dillards, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target, Kinney

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Wacker's; Low's; Junior Miss; Brown's College Corner; C.R. Anthony 3; Sears; JCPenney; Target; Dillard's.
Variety Stores-TG&Y 3; Wal-Mart.
Chain Drug Stores-Hyde's; Taylor; Treasury Drugs 2.
Chain Supermarkets-Safeway 4; Bestyet; Sterr's; 7-Eleven 5; Wright's IGA 2; McCall's; Greenleaf; Grider's; J. Boties 5; Mr. Shortstop 5; Skagg's; Alpha Beta.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; Pay-Less Shoes; Acme Paints; Oliver's Shoes; Wilson's Jewelry.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 16,632; (S) 17,563; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Harraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representatives: Landon Associates; U.S. Suburban Press, Inc.

NOWATA

1 - LOCATION: Nowata County, E&P Map E-1, County Seat. 50 mi. NE of Tulsa.

2 - TRANSPORTATION: Railroads-M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270; Loc. Est. 4,554
County 80 Cen. 11,486; Loc. Est. 12,287
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,709; Loc. Est. 1,905
County 80 Cen. 4,327; Loc. Est. 4,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$52,491,000

6 - PASSENGER AUTOS: County 6,109

7 - ELECTRIC METERS: Residence 1,798

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Men's Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpe's.
Variety Stores-Ben Franklin; Dollar General; Wesco; U-Save Mart.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,900; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.
National Representative: None.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2, State Capital, County Seat. Wholesale & distribution center. Geographical, retail financial transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita; 200 mi. from Dallas.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern; MKT; Katy.
Motor Freight-41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.

National hdqtrs. of Mistletoe Exp. Serv. and Lee Way, Inc.
Intercity Bus Lines-Trailways, Greyhound; MK&O; Mid-Continent and Oklahoma Transportation Co.
Airlines-American; Continental; Frontier; TWA; South West; Trans-Central; Eastern; Metro; Texas International; United; Pan American; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 403,484; Loc. Est. 420,164
CZ-PMA-ABC: (80) 672,387; (83) 717,900
Bal. in PMA-ABC: (80) 1,142,341; (83) 1,210,100
Total PMA-ABC: (80) 1,976,429; (83) 2,107,400
County 80 Cen. 568,933; Loc. Est. 590,450
MSA 80 Cen. 860,969; Loc. Est. 916,520
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002; Loc. Est. 176,213
CZ-PMA-ABC: (80) 253,494; (83) 279,800
Bal. in PMA-ABC: (80) 416,775; (83) 458,200
Total PMA-ABC: (80) 728,907; (83) 805,800
County 80 Cen. 220,580; Loc. Est. 238,500
MSA 80 Cen. 321,546; Loc. Est. 357,682

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	32	$7,570,356,913
Savings & Loan	8	$1,820,800,000

6 - PASSENGER AUTOS: County 403,576

7 - ELECTRIC METERS: 330,477

8 - GAS METERS: 260,299

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 56,400; Mining 26,500; Construction 21,200; Transportation 12,000; Utilities 12,000; Retail 77,100; Wholesale 27,500; Finance-Real Estate 26,400; Service 72,900; Govt. 90,300.
Principal Pay Days-1st, 15th, 30th; Fri. and Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers (No. of Stores)Airline (30); Almonte (14); Casady Sq. (45); Coronado Sq. (18); Crossroads (120); Del Crest (16); Downtown Tinker; Eastgate (9); Economy Sq. (14); Esplanade (20); French Mkt. (22); Glenbrook (20); Grandview (9); Grant Sq. (50); Heritage Park (62); Lakewood (12); May Sq. (20); Meridian (29); North Park Mall (40); Northeast (22); Penn Sq. (50); Penn 74 (45); Quail Plz. (40); Quail Springs (100); Reding (32); Shepherd (83); Shields So. (30); S. Lakeshore (21); Southwestern (25); Springdale (29); Uptown (33); Westoaks (19); Windsor Hills (22).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon., Thu.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-John A. Brown 4; Montgomery Ward 3; Sears 6; JCPenney 6; C.R. Anthony 29; Dillard's 4; Langston 3; Bealls.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 4; TG&Y Family Ctr. 24; Service Merchandise 2; Walls Bargin Center 2; H.J. Wilson 2; Wal-Mart 7; Sam's Wholesale Club; Venture 3.
Variety Stores-TG&Y 14.
Chain Drug Stores-United Discount 4; Hyde's 5; Conrad Marr 4; Rexall 7; TG&Y 12; Gilliam 2; Gibson's 2; Skaggs Alpha Beta 5; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 12; Treasury Drugs 5; Revco 4; McCartney's 2.
Chain Supermarkets-Safeway 23; 7 Eleven 74; Humpty Dumpty 13; IGA 31; Brannons U.S. United Super Mkts. 2; Buchanon 3; Best Yet 7; Little Jim 14; Stones 2; Tiny Tim 4; Tom's 11; U Totem 35; Skaggs Alpha Beta 5, McCartney's 2; Griders 5; Food World 9.

14 - NEWSPAPERS: OKLAHOMAN (m-mon to fri) 199,257; TIMES (e-mon to fri) 86,843; OKLAHOMAN & TIMES (sat) 234,231; SUNDAY OKLAHOMAN (S) 304,152; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., OKLAHOMAN and TIMES, 500 N. Broadway, Oklahoma City, OK 73125; Tel. (405) 232-3311.
National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound; Union.

3 - POPULATION:
Corp. City 80 Cen. 16,263; Loc. Est. 16,936
CZ-ABC: (80) 20,581; (83) 21,200
RTZ-ABC: (80) 24,886; (83) 26,500
County 80 Cen. 39,169; Loc. Est. 41,233
City & RTZ-ABC: (80) 45,467; (83) 47,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015; Loc. Est. 6,659
CZ-ABC: (80) 7,531; (83) 8,100
RTZ-ABC: (80) 9,245; (83) 10,100
County 80 Cen. 14,314; Loc. Est. 15,733
City & RTZ-ABC: (80) 16,776; (83) 18,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$24,122,400
Savings & Loan	2	$38,259,130

6 - PASSENGER AUTOS: County 19,028

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-30 blocks on eight sts; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Gibsons & Wal-Mart nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's.
Discount Stores-Wal-Mart Discount Center; Gibson's.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Bargain Basket; Mission Lane; Thrifty Wise; IGA 1; IGA 2.
Other Chain Stores-Sears Roebuck (order stores); Okla. Tire; Goodrich; S&H Green Stamps; Ramsay Dry Goods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 5,002; (S) 5,201; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Renfro, Gen. Mgr., TIMES, 114 E 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representative: Papert Companies.

PAULS VALLEY

1 - LOCATION: Garvin County, E&P Map D-3, County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; Loc. Est. 6,032
CZ-ABC: (80) 5,664; (83) 5,700
RTZ-ABC: (80) 24,008; (83) 25,700
County 80 Cen. 27,856; Loc. Est. 31,060
City & RTZ-ABC: (80) 29,672; (83) 31,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410; Loc. Est. 2,687
CZ-ABC: (80) 2,410; (83) 2,500
RTZ-ABC: (80) 8,780; (83) 9,800
County 80 Cen. 10,511; Loc. Est. 12,270
City & RTZ-ABC: (80) 11,190; (83) 12,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$76,054,000
Savings & Loan	3	$7,000,000

6 - PASSENGER AUTOS: County 16,261

7 - ELECTRIC METERS: Residence 2,465

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agri. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burr(7)	4	IGA, Winns, Anthony's
Valley Plaza(8)	NA	Dicus, TG&Y, Dollar General

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; JCPenney; Golden Rule; C.R. Anthony; Ashley's.
Variety Stores-Winns; TG&Y; Dollar General.
Chain Drug Stores-Reavis Rexall; Crabtree; Snyder's Discount.
Chain Supermarkets-Safeway; Ballard's; Dicus; Snyder's IGA.
Other Chain Stores-Automotive Inc.; Montgomery Ward (catalog); Oklahoma Tire; Sears (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 3,885; (S) 4,661; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roger Foil, Gen. Mgr., DEMOCRAT, 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 238-6464.
National Representative: Papert Companies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small mfg. 275 mi. from Dallas; 262 mi. from Kansas City; 440 mi. from St. Louis; 735 mi. from Chicago. U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-MKT; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,771; Loc. Est. 4,864
County 80 Cen. 39,327; Loc. Est. 41,973
MSA 80 Cen. 657,367; Loc. Est. 704,622
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; Loc. Est. 2,134
County 80 Cen. 14,382; Loc. Est. 16,042
MSA 80 Cen. 246,380; Loc. Est. 276,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 28,916

7 - ELECTRIC METERS: 2,397

8 - GAS METERS: 2,328

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fabr. 21 ($200); Oil & Oil Field Serv. 1,100 ($400); Oil Production 350 ($400); B.I.A. 300 ($500).

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th. **Principal Shopping Days**-Mon., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; JCPenney; Mode O'Day.
Variety Stores-TG&Y; Whitehair Trading Co.; Clifton's.
Other Chain Stores-Ladies Ready to Wear: The Prairie Flower; Lowry's Men's Clothing: Hub Clothiers; Automotive: Monger Bros.; Okla Tire; Western Auto; Foods: Safeway; Wells IGA Mkt; Wal-Mart.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri; (S) 2,670; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: T.D. Quinn, Gen. Mgr., JOURNAL-CAPITAL, Box 238, Pawhuska, OK 74056; Tel. (918) 287-1590.
National Representatives: Papert Companies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County, E&P Map D-1, County Seat. Shipping center for wheat & cattle. North central part of state. 60 mi. N of Oklahoma City; on I-35, US 77, 64. Light manufacturing.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; Loc. Est. 6,184
County 80 Cen. 11,573; Loc. Est. 12,605

4 - HOUSEHOLDS:
City 80 Cen. 2,385; Loc. Est. 2,604
County 80 Cen. 4,348; Loc. Est. 4,978

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$99,660,000

6 - PASSENGER AUTOS: County 6,289

7 - ELECTRIC METERS: Residence 2,598

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Field Supplies 150; Ditching Mach. Pit 800; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 8-74. First killing frost, Oct. 27. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thu. & Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thu.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-TG&Y Family Center.
Chain Supermarkets-Safeway; H 48; Best Yet.
Other Chain Stores-Okla. Tire; Western Auto; Zorba's; Maurine's House of Fashion; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 2,419; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and prod., manufacturing, stock raising, dairying & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; MK&O.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 26,238; Loc. Est. 27,000
CZ-ABC: (80) 26,238; (83) 26,700
RTZ-ABC: (80) 29,835; (83) 31,900
County 80 Cen. 49,852; Loc. Est. 51,733
City & RTZ-ABC: (80) 56,073; (83) 58,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,397; Loc. Est. 11,296
CZ-ABC: (80) 10,637; (83) 11,300
RTZ-ABC: (80) 10,936; (83) 12,100
County 80 Cen. 19,431; Loc. Est. 21,130
City & RTZ-ABC: (80) 21,573; (83) 23,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$314,759,077
Savings & Loan	2	$1,680,400,993

6 - PASSENGER AUTOS: County 31,622

7 - ELECTRIC METERS: Residence 16,052

8 - GAS METERS: Residence 14,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 844 ($508); Metal Mfg. 1,575 ($341); Agri. Processing 975 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland, Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponca Plaza(22)	NA	JCPenney, TG&Y, Bestyet
Hartford Sq.(8)	NA	Pickens Jewelry
Pioneer(8)	NA	Safeway, Walkers
Hartford Plz.(6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thu.
Stores Open Evenings-Department Stores-Thu. Food-Daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-TG&Y Family Center; K mart.
Discount Stores-Dollar Saver; Howard's; Gibson's.
Chain Drug Stores-Graves; Humpty Discount Center; Evan's.
Chain Supermarkets-Miller's 2; H & P Thrif-T-Wise; Safeway 2; Humpty Dumpty Discount; Consumer's IGA; Bestyet.
Other Chain Stores-Okla. Tire; Goodyear; Firestone; Sweetbriar (women's); Sherwin-Williams; Zale's; Brown Shoe Fit Co.; Boise Cascade; Wickes; Edwards' (women's); House of Fabrics; Page Sewing Center; PayLess Shoes; Western Auto; S&H Green Stamps; Turntable; Shafer's; Kinney Shoes.
14 - NEWSPAPERS: NEWS (e-mon to fri) 13,986; (S) 14,984; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N Third, Ponca City, OK 74601; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1, County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: **Railroads**-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; Loc. Est. 9,207
County 80 Cen. 32,261; Loc. Est. 36,377

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308; Loc. Est. 3,488
County 80 Cen. 11,622; Loc. Est. 13,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$70,220,000
Savings & Loan	2	$52,180,000

6 - PASSENGER AUTOS: County 15,672

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. 15; Clothing 500; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st; 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Dillon's).
Principal Shopping Days-Tues., Wed., Fri., Sat.
13 - RETAIL OUTLETS: **Department Stores**-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor; McCrory's.
Discount Stores-Tumble Inn; Wal-Mart.
Chain Supermarkets-Safeway; Dillon's; IGA.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.
14 - NEWSPAPERS: TIMES (e-tues to fri; S) 4,983; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74361; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2, County Seat 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75, I-44; State 33, 97.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; Loc. Est. 15,831
CZ-ABC: (80) 15,583; (83) 16,200
RTZ-ABC: (80) 26,434; (83) 30,700
MSA 80 Cen. 657,367; Loc. Est. 704,622
County 80 Cen. 59,210; Loc. Est. 63,224
City & RTZ-ABC: (80) 42,287; (83) 46,900

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; Loc. Est. 6,155
CZ-ABC: (80) 5,942; (83) 6,300
RTZ-ABC: (80) 8,956; (83) 10,800
City & RTZ-ABC: (80) 42,287; (83) 46,900
County 80 Cen. 20,960; Loc. Est. 23,412
MSA 80 Cen. 246,380; Loc. Est. 276,153

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$105,000,000
Savings & Loan	2	$47,000,000

6 - PASSENGER AUTOS: County 31,781

7 - ELECTRIC METERS: Residence 6,250

8 - GAS METERS: Residence 5,987

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 900 ($250); Meat Packing 90 ($260); Pottery 125 ($225); Pressure Vessel Fabricators 900 ($350); Tanks-Tools 130 ($225).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-27 blocks on eight streets, plus 6 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Cntr. nightly.
Stores Open Sundays-Shopping Centers & some Supermarkets.

13 - RETAIL OUTLETS: **Department Stores**-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
Discount Stores-Wal-Mart; TG&Y Family Center.
Chain Drug Stores-Humpty Drug; Wal-Mart Pharmacy; May's Drug.
Chain Supermarkets-Safeway; Family Market; Humpty-Dumpty; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zales.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,551; (S) 9,218; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Papert Companies; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. Southeast of Okla. City.

2 - TRANSPORTATION: **Railroads**-Rock Island; Okla. Trans.
Intercity Bus Lines-Okla. Bus; Midco
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 8,590; Loc. Est. 9,139
County 80 Cen. 27,473; Loc. Est. 29,267

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488; Loc. Est. 3,862
County 80 Cen. 10,158; Loc. Est. 11,329

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 13,084

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Serv. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48; First killing frost, Oct. 1. Last killing frost, Mar. 15

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. & 6 on Intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.
Stores Open-Some on Sat. Evgs.

13 - RETAIL OUTLETS: **Department Stores**-Anthony; JCPenney; Sharpes; Hammons; Newton Wall; Dollar Gen. Stores; Sears; Montgomery Ward.
Variety Stores-Otasco; Winns.
Discount Stores-Natl. Discount; Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-Walgreen; I.D.L.
Chain Supermarkets-IGA; Standard Humpty Dumpty; Cardinal; Safeway; Bestyet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto.
14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 5,753; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Adv. Dir., PRODUCER, 121 N. Main, Seminole, OK 74868; Tel. (405) 382-1100.
National Representative: Papert Companies; Oklahoma Press Service.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2, County Seat. Residential center. 42 mi. SE of Okla. City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3 & 18 & 99A.

2 - TRANSPORTATION: **Railroads**-Katy; AT&SF; OCA&A.
Motor Freight Carriers-8.
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches.

3 - POPULATION:
Corp. City 80 Cen. 26,506; Loc. Est. 27,499
CZ-ABC: (80) 26,506; (83) 27,200
RTZ-ABC: (80) 82,807; (83) 91,800
County 80 Cen. 55,239; Loc. Est. 60,800
MSA 80 Cen. 860,969; Loc. Est. 916,520
City & RTZ-ABC: (80) 109,313; (83) 119,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334; Loc. Est. 11,341
CZ-ABC: (80) 10,334; (83) 11,000
RTZ-ABC: (80) 29,535; (83) 34,100
County 80 Cen. 20,062; Loc. Est. 23,170
MSA 80 Cen. 321,546; Loc. Est. 357,682
City & RTZ-ABC: (80) 39,869; (83) 45,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$77,800,000
Commercial	3	$335,491,126

6 - PASSENGER AUTOS: County 32,166

7 - ELECTRIC METERS: Residence 10,414

8 - GAS METERS: Residence 9,166

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 265 ($250); Copper Tubing 350 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 355 (N.A.); Ceramic Magnets 500 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main St.
Neighborhood Shopping Centers-Kickapoo & Dill; 5 Kickapoo & Midland; Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 6; 2300 N. Harrison 4 (K mart).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Plaza(12)	NA	Ben Franklin
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Mon. and Thurs.; Food & Discount-nightly.
13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Gibson's; Cooks; Wal-Mart; K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Richards Rexall 6; Lantz Drug; Tom Coffey; Medical Arts; Campus Drug; Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco.
Chain Supermarkets-Humpty-Dumpty; Safeway; M&P 4; Brannon's IGA; Pratt's 4; Al-James IGA.
14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 14,714; (S) 15,748; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Papert Companies.

STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State U.), industrial, agricultural, oil, livestock and dairy center. State Hdqts. U.S. Dept. of Agriculture (Soil Conservation Service, Farm Home Adm., Production and Managing Adm., Agric. Stabilzing and Conservation, and Agric. Research Service), 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; Loc. Est. 41,126
CZ-ABC: (80) 38,268; (83) 41,500
RTZ-ABC: (80) 45,732; (83) 49,700
County 80 Cen. 62,435; Loc. Est. 67,129
City & RTZ-ABC: (80) 84,000; (83) 91,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829; Loc. Est. 14,432
CZ-ABC: (80) 12,829; (83) 91,200
RTZ-ABC: (80) 17,450; (83) 19,800
County 80 Cen. 22,119; Loc. Est. 24,925
City & RTZ-ABC: (80) 30,279; (83) 34,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$204,010,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 30,408

7 - ELECTRIC METERS: 11,392

8 - GAS METERS: 10,404

9 - PRINCIPAL INDUSTRIES: Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.
Principal Pay Days-1 & 15; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING:
Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square. **Principal Shopping Days**-Mon., Thu., Sat.
Stores Open Evenings-Thu.
13 - RETAIL OUTLETS: **Department Stores**-Katz; JCPenney; C. R. Anthony; Gibson's; Sears; Newton Wall; Montgomery Ward (catalog).
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Variety Stores-Otasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco.
Chain Supermarkets-Consumers IGA 2; 7-Eleven; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores-Goodrich; Goodyear; Firestone; Carpet City; Nelson Furn., Brown's Shoe Fit; Braum's; Quick Trip; Sherwin Williams; Zale's; S&H Stamps.
14 - NEWSPAPERS: NEWS PRESS (e-mon to fri) 10,192; (S) 10,847; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Nat. Adv. Dir., NEWS PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Papert Companies.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On US Hwy. 62, State Hwy. 51.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; Loc. Est. 9,774
County 80 Cen. 30,684; Loc. Est. 33,137

4 - HOUSEHOLDS:
City 80 Cen. 3,510; Loc. Est. 3,485
County 80 Cen. 10,595; Loc. Est. 11,963

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,000,000

6 - PASSENGER AUTOS: County 11,741

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Forestry; Machine Shops; Cannery.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square Plaza(8)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers.
Other Chain Stores-Doyles Shoes; Paulines (women's); Sirloin Stocade; Buddy's (men's); Merle Norman.

14 - NEWSPAPERS: PRESS (e-tues to fri; S) 4,250; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd, PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representative: Papert Companies.

TULSA

1 - LOCATION: Tulsa County (MSA), E&P Map E-2, County Seat. Admin. center for many oil companies; electronics & aviation maintenance ctr. 262 mi. SW of Kansas City; 276 mi. NE of Dallas; 519 mi. N of Housten; 1[illegible]0 mi. E of Okla. City; 174 mi. SE of Wichita. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailway; Greyhound; M.K.&O.; KG Lines.
Airlines-American; Continental; Delta; Frontier; TWA; Ozark; International Airport. (3 airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; Loc. Est. 375,267
CZ-ABC: (80) 467,563; (83) 501,100
RTZ-ABC: (80) 468,028; (83) 516,600
County 80 Cen. 470,593; Loc. Est. 500,916
MSA 80 Cen. 657,367; Loc. Est. 704,622
Citty & RTZ-ABC: (80) 935,591; (83) 1,017,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414; Loc. Est. 158,699
CZ-ABC: (80) 180,976; (83) 200,500
RTZ-ABC: (80) 167,288; (83) 191,900
County 80 Cen. 181,620; Loc. Est. 202,348
MSA 80 Cen. 246,380; Loc. Est. 276,153
City & RTZ-ABC: (80) 348,084; (83) 392,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$4,219,995,000
Commercial	30	$3,095,176,000

6 - PASSENGER AUTOS: County 313,757

7 - ELECTRIC METERS: Residence 171,300

8 - GAS METERS: Residence 136,100

9 - PRINCIPAL INDUSTRIES: Met. Area: Industry, Number of Wage Earners-Mfg. 50,700; Mining 14,000; Const. 12,400; Trans. & Pub. Utilities 18,200; Whol. and Ret. Trade 53,300; Fin. Ins. Real Estate 13,600; Service 39,900; Govt. 23,900; (Av. Wkly. Wage-All Mfg. $248.28).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90, Fall 47-69; Winter 35-51. First killing frost, Nov. 3. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; 71st & Memorial.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Admiral Place(13)	NA	C.R. Anthony, TG&Y
Boman Acres(16)	NA	Radio Shack
Briar Village(30)	NA	Safeway, TG&Y
Brook Plaza(28)	NA	TG&Y, Froug's
Brookside	NA	C.R. Anthony, Otasco
Country Club Plaza(48)	NA	Skaggs, Otasco
Crossbow(28)	NA	TG&Y, Eckerd's
Crossing Oaks(36)	NA	Pier 1, Target
Crosstown Mall	NA	Discount Foods
Crystal City(23)	NA	TG&Y, Otasco
Eastgate(7)	NA	Frougs, PayLess
Executive Mall (27)	NA	Baskin & Robbins, Sirloin Stockade
Farm Ctr.(52)	NA	Furr's, Reads
Fontana(78)	NA	OG Wilson, Froug's, Luby's
Garnett Plaza (32)	NA	Skaggs, Alpha Beta, Radio Shack
Harvard Hills(13)	NA	TG&Y, C.R. Anthony
Highland Plaza(32)	NA	Goodyear
Holiday Hills(12)	NA	Sipes Mkt.
Kensington(8)	NA	Sakowitz, Sipes
London Sq.(13)	NA	Rown & Petty Foods
London South(13)	NA	Argentine Steaks
Mall 31(29)	NA	Will Rogers, Catherine's
Mclain Vlg.(14)	NA	Safeway, TG&Y, Ward
Meadowood(18)	NA	Otasco, Red Bud Mkt.
Old Village Shoppes(14)	NA	TG&Y
Park Lane(17)	NA	TG&Y, Radio Shack
Park Plaza(20)	NA	TG&Y, Safeway
Perimeter Sq (10)	NA	Safeway
Ranch Acres(11)	NA	Safeway, TG&Y
1700 Yale Mall(10)	NA	Target, Radio Shack
Sheridan Vlg.(30)	NA	TG&Y, Buds
Southland(38)	NA	TG&Y, JCPenney
Southroads Mall (68)	NA	Zales, Woolf Bros. Vandevers
Springdale(19)	NA	Froug's, Otasco
Suburban Acres (14)	NA	IGA Foodliner, C.R. Anthony
Utica Square(77)	NA	TG&Y, J.A. Brown
Walnut Creek I & II(60)	NA	Cinderella Bootery, Med-x, Safeway
Woodland Hills (125)	NA	J.A. Brown, Sears, Dillards

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Vandever's; Dillard's 3; Woolf Bros.; Street's; M.M. Cohn 3; Renberg's 3; Froug's 10; Sears 3; C.R. Anthony 11; JCPenney 3; John A. Brown 2; Montgomery Ward 2; Sanger Harris.
Discount Stores-Sakowitz; Target 2; K mart 5.
Variety Stores-TG&Y 23.
Chain Drug Stores-Med-X 9; Walgreen 3; Rexall 3; Getman 2; Skaggs 5; Family Drugs 4; Eckerd 5.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 28; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 3; Superettes Git-N-Go 35; Quick-Trip 39; Okla. U-Tote-Um 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Shoes: Schiff's 3, Cinderella 3, Thom McAn 2, Kinney 5; Jewelry: Boswell's 3, Zales 4, Moody's, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2; Misc.: Singer Co. 4, Tall Fashions, S&H Green Stamps.

14 - NEWSPAPERS: WORLD (m) 135,835; TRIBUNE (e) 76,062; WORLD (S) 224,171; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, PO Box 1770, Tulsa, OK 74102; Tel. (918) 583-2161.
National Representative: Branham/Newspaper Sales.

VINITA

1 - LOCATION: Craig County, E&P Map F-1, County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-M.K.&T.; Burlington Northern.
Intercity Bus Lines-M.K.O.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,740; Loc. Est. 7,267
County 80 Cen. 15,614; Loc. Est. 15,557
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; Loc. Est. 2,745
County 80 Cen. 5,685; Loc. Est. 5,902

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$103,149,000
Savings & Loan	1	$275,616,481

6 - PASSENGER AUTOS: County 8,590

7 - ELECTRIC METERS: Residence 3,009

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Electrical Connector Mfg. (350); Agriculture; Mill & Elevator Feeds; Flag and Apron Mgr.; Eastern State Hospital (875); Tower Manufacturer; Fiberglass Boat Plant; Evans Bakery Products (56).

10 - CLIMATE: Average Temp.-Spring 60; Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: Principal Shopping Days-Sat., Thu., Fri.
Stores Open Evenings-Drug, supermarkets & discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Carters; Draper's; Anthony's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Parks; Carter's.
Other Chain Stores-Western Auto; Sherwin-Williams; Oklahoma Tire; Montgomery Ward (catalog); Sears (catalog); Goodyear; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 4,009; sworn Oct. 5, 1982.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representative: None.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2, University Community; Agriculture Area (wheat, cotton, feeds); Elevators; Nursery area; Southwestern State University. 73 mi. W of Oklahoma City. On Hwy I-40; State Hwy. 54.

2 - TRANSPORTATION: Railroads-Farmrail
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; Loc. Est. 10,839
County 80 Cen. 25,995; Loc. Est. 28,738

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438; Loc. Est. 3,932
County 80 Cen. 9,482; Loc. Est. 11,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$107,564,000

6 - PASSENGER AUTOS: County 16,261

7 - ELECTRIC METERS: Residence 5,480

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)-Education 450 ($250); Photo. Processing 100 (N.A.); Printing Prod. 270 ($150); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350).

10 - CLIMATE: Avg. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St. plus shopping center continuation.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weatherford(14)	NA	Coast to Coast, TG&Y
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dixie; Anthony's; In Crowd; Kloset; Toni's; Frankie's; Smart Shop; Otasco; Sears (catalog).
Discount Stores-Wal-Mart; TG&Y.
Chain Supermarkets-United; Puddin' Lane IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 4,048; (S) 4,748; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth [illegible]. Reid, Pub., NEWS, 118 S Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative: None.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Union; Oklahoma; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,480; Loc. Est. 5,731
County 80 Cen. 27,473; Loc. Est. 29,267

4 - HOUSEHOLDS:
City 80 Cen. 2,132; Loc. Est. 2,319
County 80 Cen. 10,158; Loc. Est. 11,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$45,922,090
Savings & Loan	NA	$23,651,499

6 - PASSENGER AUTOS: County 13,084

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wewoka St.; 4 blocks on Mekusukey St.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; General Dollar; Sharpe's.
Variety Stores Ben Franklin.
Chain Supermarkets-Redbud; Scott's IGA; Smith's.
Other Chain Stores-Goodrich; Nelson (furn.), Jack's (shoe); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri;S) 1,911; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Nancy Miller, Gen., Mgr., TIMES, Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Papert Companies.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270 and State Hwys. 3, 14 and 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 13,610; Loc. Est. 15,644
County 80 Cen. 21,172; Loc. Est. 24,336

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068; Loc. Est. 6,000
County 80 Cen. 7,582; Loc. Est. 9,111

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$86,495,000

6 - PASSENGER AUTOS: County 12,387

7 - ELECTRIC METERS: Residence 4,788

THERE'S NO GAMBLE WHEN YOU CHOOSE TULSA'S DAILY DOUBLE.

Two daily newspapers that deliver unduplicated readership of 280,350 in the Tulsa SMSA.

Newspaper Printing Corporation
Agent for

TULSA WORLD

The Tulsa Tribune

Two independently and separately owned newspapers represented nationally by Branham.

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.) Metal Working; Live Stock; Westwear; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.

Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct. Last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St. Downtown; Westgate (2); Plaza (4) & Southgate (3).

Stores Open Evenings-Food; Discount.

Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.

Variety Stores-TG&Y Family Store.

Discount Stores-Gibson's.

Chain Drug Stores-Bogdahn Rexall 2; Ideal; Gibson's; TG&Y.

Chain Supermarkets-Safeway; Ideal; United.

Other Chain Stores-Otasco; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Long Bell; Radio Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 5,720; sworn Sept. 30, 1982.

Local contact for Advertising and Merchandising Data: Walt Disney, Adv. Dir., PRESS, 1023 Main St., Woodward, OK 73801; Tel. (405) 256-3311.

National Representative: Oklahoma Press Service.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.

Medford-Jackson County.

Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1984
Under 5 Years	164	198	203
5-14 Years	406	392	402
15-24 Years	366	464	476
25-44 Years	481	785	806
45-64 Years	499	491	504
65 and Over	226	303	311
TOTAL	2,092	2,633	2,702

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	322	629	856
General Mdse	559	1,256	1,793
Food	1,206	1,822	2,931
Automobiles	1,130	2,083	2,907
Gasoline Stations	391	555	1,167
Apparel	215	391	564
Furniture	234	481	697
Eat-Drink Places	438	879	1,645
Drugs	171	307	503
TOTAL SALES	5,190	9,348	14,438

ALBANY

1 - LOCATION: Linn County, E&P Map A-2, County Seat. On navigable Willamette River, 75 mi. South of Portland. Wholesale and shipping center for lumber export, dairy and agricultural products. On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; SPS (freight).

Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; Loc. Est. 28,216
PMA-ABC: (80) 89,604; (83) 89,600
County 80 Cen. 89,495; Loc. Est. 90,791

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415; Loc. Est. 11,580
PMA-ABC: (80) 32,640; (83) 32,600
County 80 Cen. 32,773; Loc. Est. 34,744

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$144,300,000
Savings & Loan	3	$132,100,000

6 - PASSENGER AUTOS: County 68,054

7 - ELECTRIC METERS: Residence City 9,569

8 - GAS METERS: Residence (City) 4,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).

Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st Ave.; 5 on 2nd Ave.; 4 on 3rd; 5 on Broadalbin, Ellsworth, Lyon.

Neighborhood Shopping Centers-Santiam Hwy. & Waverly Dr.; Santiam Hwy. & Pacific Blvd.; Santiam Hwy. & Main St.; Spring Hill Rd. & Hickory Ave. NW; Pacific Blvd. & Calapooia St.; Pacific Blvd. & Albany Ave.

Principal Shopping Days-Wed., Fri. and Sat.

Stores Open Evenings-Mon. & Fri

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The Broadway; The Emporium.

Variety Stores-Safeway Economy Center.

Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart; PayLess.

Chain Drug Stores-PayLess; Fred Meyer.

Chain Supermarkets-Safeway; Roth's IGA; Fred Meyer; The Market Place; Shop-Rite 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 20,870; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: W. Clark Gallagher, Adv. Dir., DEMOCRAT-HERALD, 138 W 6th, Albany, OR 97321; Tel. (503) 926-2211.

National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-3, 12 mi. SE of Medford; 22 mi. N of the California boundary line on Interstate 5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco. Tourist & education center.

2 - TRANSPORTATION: **Motor Freight Carriers**-12.

Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.

Airlines-United; Horizon; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 14,943; Loc. Est. 15,200
CZ-ABC: (80) 14,943; (83) 14,900
RTZ-ABC: (80) 5,806; (83) 6,100
County/MSA 80 Cen. 132,456; Loc. Est. 133,725
City & RTZ-ABC: (80) 20,749; (83) 21,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909; Loc. Est. 6,228
CZ-ABC: (80) 5,909; (83) 6,100
RTZ-ABC: (80) 2,178; (83) 2,400
County/MSA 80 Cen. 49,011; Loc. Est. 53,429
City & RTZ-ABC: (80) 8,087; (83) 8,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 107,994

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)Lumbering-Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip.; Southern Oregon College (5,400 students); Ski Resort; Oregon Shakespeare Festival; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18. Last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.

Neighboring Shopping Centers-Pioneer Village, 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	2	Buy Rite
Commercial Center	2	Winans
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart

Principal Shopping Days-Tue., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Fortmiller's; Beno's.

Variety Stores-Sprouse Reitz.

Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.

Chain Drug Stores-Ashland Rexall; Bi-Mart; Thrifty.

Other Chain Stores-Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: TIDINGS (e) 5,667; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Robert J. Dickey, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.

National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 105 mi. NW of Portland.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.

Intercity Bus Lines-Greyhound.

Motor Freight Carriers-5.

Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 9,686
CZ-ABC: (80) 9,998; (83) 9,400
RTZ-ABC: (80) 37,699; (83) 38,000
County 80 Cen. 32,489; Loc. Est. 33,224
City & RTZ-ABC: (80) 47,967; (83) 47,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235; Loc. Est. 3,667
CZ-ABC: (80) 4,235; (83) 4,100
RTZ-ABC: (80) 14,705; (83) 15,600
County 80 Cen. 12,795; Loc. Est. 13,706
City & RTZ-ABC: (80) 18,940; (83) 19,700

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$85,000,000

6 - PASSENGER AUTOS: County 25,737

7 - ELECTRIC METERS: Residence 14,873

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.) -Fishing; Pulp Paper Mfg.; Seafood packing and canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Young's Bay Plaza(13)	NA	PayLess Drug, Radio Shack

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.

Chain Supermarkets-Safeway; Astoria Public; Sentry; Astoria IGA; Thriftway.

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,236; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN, 949 Exchange, Astoria, OR 97103; Tel. (503) 325-3211.

National Representative: Branham/Newspaper Sales.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Union Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; Loc. Est. 9,639
CZ-ABC: (80) 9,741; (83) 9,000
RTZ-ABC: (80) 7,093; (83) 7,100
County 80 Cen. 16,134; Loc. Est. 16,813
City & RTZ-ABC: (80) 16,564; (83) 16,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728; Loc. Est. 3,597
CZ-ABC: (80) 3,728; (83) 3,700
RTZ-ABC: (80) 2,602; (83) 2,700
County 80 Cen. 6,169; Loc. Est. 6,685
City & RTZ-ABC: (80) 6,330; (83) 6,400

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 13,775

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Woodwork, 710 ($210); ($200 wkly.); Agriculture, 500 ($175).

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Baker Mercantile; Neuberger & Heilner; Big V.

Variety Stores-True Value; Hirsch Value Center.

Chain Supermarkets-Safeway; Albertson's.

Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,154; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.

National Representative: None.

BEND

1 - LOCATION: Deschutes County, E&P Map B-2, County Seat. Wholesale lumber manufacturing, agricultural and tourist center. 160 mi. SE of Portland. On U.S. Hwys. 97 and 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific.

Motor Freight Carriers-3.

Intercity Bus Lines-Pacific Trailways.

Airlines-Republic; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 17,263; Loc. Est. 16,820
CZ-ABC: (80) 27,232; (83) 28,000
RTZ-ABC: (80) 54,404; (83) 62,500
County 80 Cen. 62,142; Loc. Est. 66,976
City & RTZ-ABC: (80) 81,636; (83) 90,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011; Loc. Est. 6,550
CZ-ABC: (80) 10,726; (83) 11,400
RTZ-ABC: (80) 19,405; (83) 23,300
County 80 Cen. 22,976; Loc. Est. 23,910
City & RTZ-ABC: (80) 30,131; (83) 34,700

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$168,742,000

6 - PASSENGER AUTOS: County 54,216

7 - ELECTRIC METERS: Residence 12,762

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 2,380; Mfg. and Other Durable Goods 750; Government 3,980;

Principal Pay Days-1st, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Wall St.; 5 blocks on Bond St.; 2 blocks on Oregon, Minnesota and Greenwood Ave.

Neighborhood Shopping Centers-South 3rd St.; Columbia St. and East 1st St.; East Greenwood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wagner Mall	1	Wagners, PayLess
Greenwood	1	Erickson's, Coast-to-Coast
Bend Plaza(25)	1	Safeway
Albertson's	2	Albertson's
Whistle Stop(19)	1	Longs
Mountain View(10)	2	G.I.Joe's, The Emporium
Bend River(53)	2	The Bon, Sears

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Smart Shop; Hatfield's; Outdoor Store; G.I.Joe's; The Emporium; The Bon; Sears.
Discount Stores-Bi-Mart.
Chain Drug Stores-PayLess; Longs Drug.
Chain Supermarkets-Wagner's; Safeway; Food Towne, Sentry Mkt.; Albertson's; Shop 'N Kart.
Other Chain Stores-Weisfield's Jewelers; Coast-to-Coast; Mode O'Day; Montgomery Ward (Catalog); Stretch & Sew; Radio Shack; Endicott-Johnson Shoes; Walden Books; Kinney Shoes; Jay Jacobs; Mr. Rags; Anita's; Command Performance; Zales; Weis Fields; Maurices; The Closet; V-J Sound City; Her New Image; The Jean Machine; Mr. Mark; Breslers; Pet-Porium; Vans Outdoor Stores; House of Fabrics; Garmentree.

14 - NEWSPAPERS: BULLETIN (e) 19,140; (S) 19,061; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Diekman, Adv. Mgr., BULLETIN, 1526 N.W. Hill St., Bend, OR 97701; Tel. (503) 382-1811.
National Representative: Branham/Newspaper Sales.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, land-locked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Air Oregon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; Loc. Est. 24,332
Coos Bay 80 Cen. 14,424; Loc. Est. 14,375
North Bend 80 Cen. 9,779; Loc. Est. 9,957
CZ-ABC: (80) 27,359; (83) 26,000
RTZ-ABC: (80) 61,095; (83) 61,500
County 80 Cen. 64,047; Loc. Est. 65,033
City & RTZ-ABC: (80) 88,454; (83) 88,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142; Loc. Est. 9,501
Coos Bay 80 Cen. 5,573; Loc. Est. 5,749
North Bend 80 Cen. 3,569; Loc. Est. 3,752
CZ-ABC: (80) 10,321; (83) 10,500
RTZ-ABC: (80) 23,137; (83) 24,100
County 80 Cen. 23,870; Loc. Est. 25,353
City & RTZ-ABC: (80) 33,458; (83) 34,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$347,709,923
Savings & Loan	4	$1,565,743

6 - PASSENGER AUTOS: County 46,921

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Construction 790 ($300); Food Products 460; (Wage Averages are State figures).
Principal Pay Days-Lbr. 10 & 25; Ret. 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15. Last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albertson's	NA	Albertson's
Bi-Mart (11)	NA	Bi-Mart, Mont. Ward
Pony Village(88)	NA	Sprouse Reitz, PayLess, Bon Marche, Safeway
Coos Bay Plz.(20)	NA	K mart

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. & Fri. Evg.; Food & Drug on Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium; JCPenney; Bon Marche.
Variety Stores-Sprouse Reitz 2; Big Value Store.
Chain Drug Stores-PayLess 2; K mart; Bi-Mart.
Chain Supermarkets-Safeway 2; McKays 5; Albertson's.
Other Chain Stores-Anita Shops; Mode O'Day; Western Auto; Coast-to-Coast; Firestone; Singer Co.; Uniroyal; Sears; Ward's; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: WORLD (e-mon to fri; m-sat) 16,357; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Baron, Gen. Mgr.; Wes Little, Adv. Dir., WORLD, 350 Commercial, PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative: None.

CORVALLIS

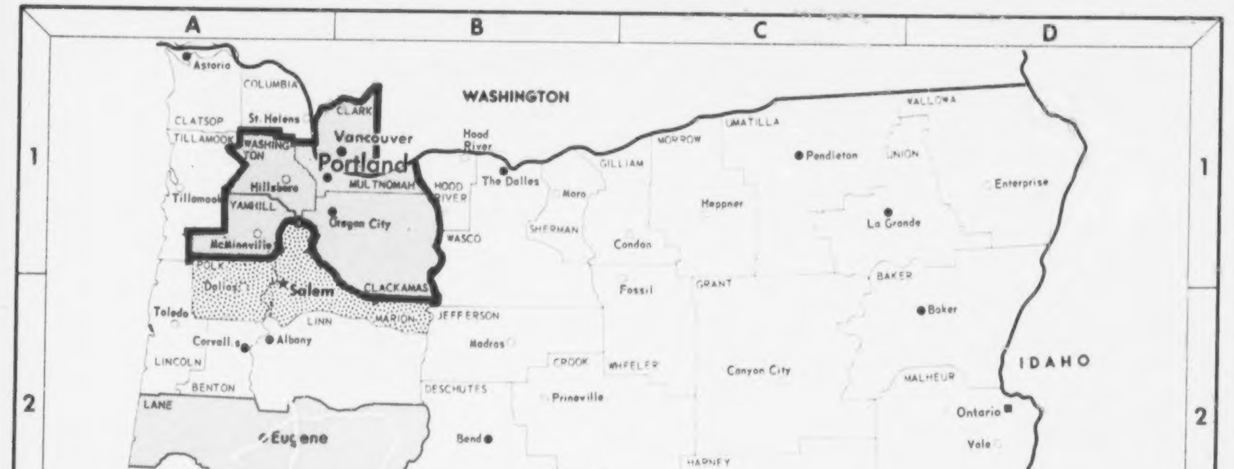
1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture, College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; Loc. Est. 41,859
CZ-ABC: (80) 40,960; (83) 40,700
RTZ-ABC: (80) 21,275; (83) 22,800
County 80 Cen. 68,211; Loc. Est. 71,373
City & RTZ-ABC: (80) 62,235; (83) 63,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 en. 14,637; Loc. Est. 15,676
CZ-ABC: (80) 14,637; (83) 15,100
RTZ-ABC: (80) 7,427; (83) 8,300
County 80 Cen. 23,973; Loc. Est. 26,280
City & RTZ-ABC: (80) 22,064; (83) 23,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$161,684,000


EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
A
B
C
D
1
2
3
4
WASHINGTON
IDAHO
CALIFORNIA
NEVADA
WASHOE
Astoria
COLUMBIA
CLATSOP
St. Helens
TILLAMOOK
WASHINGTON
CLARK
Vancouver
Portland
Hillsboro
MULTNOMAH
Tillamook
YAMHILL
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
MARION
LINN
Toledo
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
Hood River
HOOD RIVER
The Dalles
WASCO
SHERMAN
Moro
GILLIAM
Condon
MORROW
Heppner
UMATILLA
Pendleton
UNION
La Grande
WALLOWA
Enterprise
BAKER
Baker
GRANT
Fossil
JEFFERSON
Madras
CROOK
WHEELER
Prineville
Canyon City
DESCHUTES
Bend
HARNEY
Burns
MALHEUR
Ontario
Vale
KLAMATH
LAKE
Klamath Falls
Lakeview
SCALE IN MILES
0 25 50 75
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Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 44,953

7 - ELECTRIC METERS: Residence 15,200

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Gov't 11,000; Service & Misc. 4,530; Lumber & Wood 1,440; Machinery 2,850; Finance, Ins., Real Estate 1,030; Trade 4,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle 9(31)	3	PayLess, Richey's
Kings Circle(7)	4	Albertson's
Kings Road(9)	4	Fred Meyer
Northgate(9)	2	Richey's
Plaza 9(13)	2	Eliasons, Roth's IGA
The Old Cannery (23)	1	Everybody's Records

Principal Shopping Days-Sat., Fri., Wed.
Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's.
Discount Stores-Bi-Mart; Fred Meyer; Payless; Waremart.
Chain Drug Stores-PayLess 2.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 2; Prairie Market; Thriftway.

14 - NEWSPAPERS: GAZETTE-TIMES (e) 14,459; Mar. 31, 1983 ABC.
Note: The Gazette-Times converted to (mS) on Oct. 1, 1983. Circulation figures above reflect the previous evening frequency as of the March audit.
Local Contact for Advertising and Merchandising Data: Adrienne Gonia, Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson, PO box 368, Corvallis, OR 97339; Tel. (503) 753-2641.
National Representative: Branham/Newspaper Sales.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S. of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E. of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Oregon Electric.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; United; Frontier; Air Oregon; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 105,624; Loc. Est. 108,500
CZ-ABC: (80) 192,001; (83) 198,300
RTZ-ABC: (80) 98,245; (83) 98,500
County/MSA 80 Cen. 275,226; Loc. Est. 281,600
City & RTZ-ABC: (80) 290,246; (83) 296,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323; Loc. Est. 44,700
CZ-ABC: (80) 74,003; (83) 79,300
RTZ-ABC (80) 34,786; (83) 36,100
County/MSA 80 Cen. 103,525; Loc. Est. 109,000
City & RTZ-ABC: (80) 108,789; (83) 115,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 200,283

7 - ELECTRIC METERS: Residence 57,238

8 - GAS METERS: Residence 12,081

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,200 ($322); Lumber 10,800 ($458); Transp. 3,100 (N.A.); Whlse. 4,100 (N.A.); Retail 17,400 (N.A.); Govt. 21,000 (N.A.); Misc. 31,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7. Last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	NA	
Farmdale(10)	NA	Safeway, Sprouse Reitz
Gilbert(15)	4	Safeway, Sprouse Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	McKay, Tiffany-Davis
Springfield Mall	6	PayLess, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Mayfair Mkt., PayLess
Coburg Plaza(8)	NA	Safeway, Thrifty's

Principal Shopping Days-Thu., Fri., Sat.; Food-Weds., Thurs., Fri., Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Broadway; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson.
Discount Stores-Fred Meyer 3; Bi-Mart 4; PayLess 3; K mart 2; JAFCO; G.I. Joe's.
Variety Stores-Woolworth; Newberry; Tiffany-Davis.
Chain Drug Stores-Tiffany-Davis 5; Hirons 2; PayLess 3; Thrifty.
Chain Supermarkets-Mayfair 3; Safeway 14; Albertson's 5; McKay's 7; Thriftway 5.
Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Lerner's; Goodrich; Gallenkamps Shoes; Anita's; Arden's; Mode O'Day; Goodyear; Kaufman Bros.; Singer; J. K. Gill; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane, Inc.; Albert's Hosiery; Clark Jr.; Action Alley; The Clothes Tree; The Blade; Hallmark; House of Uniforms; Petries; Russell Stover Candies; See's Candies; Thom McAn Shoes; Topps & Trowsers; Viscount Records; Norm Thompson; Jared's Outdoor; Jafco.

14 - NEWSPAPERS: REGISTER-GUARD (e-mon to fri) 65,711; (m-sat) 73,277; (S) 70,485; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James A. McComb, Mktg. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997: Loc. Est. 14,512
CZ-ABC: (80) 22,936; (83) 23,500
RTZ-ABC: (80) 49,677; (83) 55,000
County 80 Cen. 58,820; Loc. Est. 61,406
City RTZ-ABC: (80) 72,613; (83) 78,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045; Loc. Est. 6,014
CZ-ABC: (80) 9,118; (83) 9,700
RTZ-ABC: (80) 17,634; (83) 20,300
County 80 Cen. 21,866; Loc. Est. 23,816
City & RTZ-ABC: (80) 26,752; (83) 30,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$65,056,000
Savings & Loan	7	$33,600,000

6 - PASSENGER AUTOS: County 49,173

7 - ELECTRIC METERS: Residence County 19,757

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prod., 4,617 emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th St.; 2 on G St.; 2 on H St.
Neighborhood Shopping Centers-1 blocks on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units; Montgomery Ward; Payless.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caveman Plz.(12)	NA	Mayfair
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless Drug, Montgomery Ward

Principal Shopping Days-Mon. and Sat., Fri.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward.; Griffiths.
Variety Stores-McGregor's; Sprouse Reitz.
Chain Supermarkets-Safeway, Independent 3; Drive 'N Save 2; Mayfair; Albertson's.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,051; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rod MacDonald; Adv. Dir., COURIER, Po Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas, Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak; So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Oregon; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 16,661; Loc. Est. 16,249
CZ-ABC: (80) 44,606; (83) 44,300
RTZ-ABC: (80) 33,765; (83) 34,600
County 8o Cen. 59,117; Loc. Est. 59,799
City & RTZ-ABC: (80) 78,371; (83) 78,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691; Loc. Est. 6,416
County 80 Cen. 21,688; Loc. Est. 22,909
CZ-ABC: (80) 16,619; (83) 17,200
RTZ-ABC: (80) 12,275; (83) 13,100
City & RTZ-ABC: (80) 28,894; (83) 30,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$203,726,000
Savings & Loan	5	$158,425,890

6 - PASSENGER AUTOS: County 48,617

7 - ELECTRIC METERS: Residence 23,880

8 - GAS METERS: Residence 6,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,760 ($370); Agriculture 3,000 ($160); Railroad 1,370 ($405); Education 1,590 ($310).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15. Last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on South Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Foods
Town & Country (50)	NA	PayLess Drug, Farms Mkt.
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Ward's, Woolworth,
Jefferson Sq.(20)	NA	Emporium, Pay Less
Campus Square	NA	Market Basket

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Montgomery Ward; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Miller's; Emporium.
Discount Stores-PayLess; Jefferson Square Town & Country; Downtown; Big R.; Bi-Mart; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-PayLess 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Albertson's.
Other Chain Stores-Firestone; Goodyear; Mode O'Day; Weisfields (jewelry); Singer Co.; McMahan's Furniture; Kirby Shoes; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 19,384; (S) 19,780; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4046.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, Idaho. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; Loc. Est. 11,920
CZ-ABC: (80) 11,831; (83) 11,900
RTZ-ABC: (80) 19,363; (83) 19,500
County 80 Cen. 23,921; Loc. Est. 24,817
City & RTZ-ABC: (80) 31,194; (83) 31,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375; Loc. Est. 4,533
County 80 Cen. 8,707; Loc. Est. 9,422
CZ-ABC: (80) 4,541; (83) 4,700
RTZ-ABC: (80) 6,979; (83) 7,300
City & RTZ-ABC: (80) 11,520; (83) 12,000

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$78,701,537
Savings & Loan	4	$39,930,000

6 - PASSENGER AUTOS: County 19,712

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 950 ($400); Feed Milling 12 ($150); Logging 300 ($500); Railroad 450 ($400); Food Pkg. 45 ($200); State & Fed. Govt. 1,050 ($300); Chemical 21 ($375); Trailer Mfg. 200 ($260).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grande Ronde(15)	1	Sprouse Reitz, PayLess
Island City	NA	Sentry Foods

Principal Shopping Days-Mon., Wed., Thu.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Keith O'Brien; Montgomery Ward; JCPenney; Quisenberry's.
Variety Stores-Sprouse Reitz; C&E.
Chain Drug Stores-Glass Rexall; PayLess; Graham's 2.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,360; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1710 6th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA, 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227 and 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-S. Pacific; White City.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Trailways; Agate Stages; Rogue Valley Transit.
Airlines-United; Horizon; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 39,603; Loc. Est. 41,000
CZ-ABC: (80) 54,394; (83) 55,200
Bal. in PMA-ABC: (80) 78,062; (83) 79,100
County/MSA 80 Cen. 132,456; Loc. Est. 139,700
Total PMA-ABC: (80) 132,456; (83) 134,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; Loc. Est. 16,400
County/MSA 80 Cen. 49,011; Loc. Est. 52,700
CZ-ABC: (80) 20,750; (83) 21,500
Bal. in PMA-ABC: (80) 28,261; (83) 28,800
Total PMA-ABC: (80) 49,011; (83) 50,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$508,800,000
Savings & Loan	6	$482,250,000

6 - PASSENGER AUTOS: County 107,994

7 - ELECTRIC METERS: County 48,000

8 - GAS METERS: County 14,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber 4,400 ($365); Wholesale 2,600 ($360); Ret. Trade 12,250 ($340); Pub. Utilities 2,200 ($390); Fab. Metals & Elec. Equip. 1,100 ($340); Tourism Svcs. 1,300 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. Temp. 54, annually.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford; Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th, Holly St. and Riverside Ave. Big Y Disctrict at North City Limits; W. Main at Lozier & Ross Lanes; K mart, Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Medford(42)	1	Sears
Medford Mall(52)	NA	JCPenney
Big Y	2	Big Y Mkt.
Westgate(4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	1	Albertson's
Sherms	1	Sherms
Black Oak	2	Drive 'N Save
Cottonwood Sq.	2	Buccaneer Pizza
Fred Meyer	3	Fred Meyer

Principal Shopping Days-Sat., Wed., Fri.
Stores Open Evenings-Mon., Wed., Fri.
Stores Open Sundays-Food; Discount; Drug; Department.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Sears; LaPointe's; Fred Meyer; Dunham's; Parker Woods; Beaver Electric; Lamonts; Pay 'N Pak; Robinsons.
Variety Stores-Newberry; Woolworth; Sprouse Reitz.
Discount Stores-Thunderbird; K mart; Bi-Mart; Black Bird; Big Bear; Sherms; Fred Meyer.
Chain Drug Stores-PayLess; Bi-Mart.
Chain Supermarkets-Drive 'N Save 5; Van Wey's; Safeway 2; Mayfair; Albertson's; Shop Rite; Sentry 2; U-Mark-It 2; Thriftway 4.
Other Chain Stores-Auto Supply; Firestone; Goodrich; Goodyear; Uni-Royal; Kinney's; Mode O'Day; Leed's; Lerner's; Gallenkamp's; Zale's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Sanford's; Home Fabrics; Fabric House; Drew's Manstore; General Tire; The Closet; McMahon's Furniture; Radio Shack 3; Bistrin's; Burch's; Hickory Farms.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thurs); 27,890; (e-fri) 35,471; (S) 31,109; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE, 6th at Fir St., PO Box 1108, Medford, OR 97501; Tel. (503) 776-4411.
National Representative: Branham/Newspaper Sales.

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 70 m. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84; U.S. 30; State 7, 86 & 30.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; Loc. Est. 9,663
CZ-ABC: (80) 8,814; (83) 9,100
RTZ-ABC: (80) 43,909; (83) 44,100
County 80 Cen. 26,896; Loc. Est. 28,254
City & RTZ-ABC: (80) 52,723; (83) 53,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305; Loc. Est. 3,607
CZ-ABC: (80) 3,305; (83) 3,500
RTZ-ABC: (80) 15,146; (83) 16,000
County 80 Cen. 9,279; Loc. Est. 10,216
City & RTZ-ABC: (80) 18,451; (83) 19,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Agriculture	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 24,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners N.A. (Av. Wkly. Wage N.A.)Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery; Lumber Processing & Finishing; Livestock Sale yard; Recreation; Education (Treasure Valley Community College); Agriculture/Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 10-58. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Center (7)	0	Bonanza Variety, F&F Sport Center
W. Park Plaza(30)	1	Albertson's, Sears, Keith O'Brien
Canyon Village	1	Best Showcase, Cider Mart
K mart Center	1	K mart
Bi Mart Ctr.	1	Bi-Mart, Paul's IGA

13 - RETAIL OUTLETS: Drug Stores-Skaggs; PayLess; Ontario Pharmacy.
Food Stores-Albertson's; Safeway; Ontario; Discount Food; IGA Stores 3; Smith's.
Variety Stores-MFRC; Sprouse Reitz; Merc; Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Montgomery Ward; Les Schwab; Shakey's; Pietro's; K-G (Mens, Miss, Bootery,); Hudson's; Handy House; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,556; (S) 7,199; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub., ARGUS OBSERVER, 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland OR PMSA). E&P Map A-1, County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; Loc. Est. 15,382
County 80 Cen. 241,919; Loc. Est. 248,502
PMSA 80 Cen. 1,105,292; Loc. Est. 1,137,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348; Loc. Est. 5,766
County 80 Cen. 84,698; Loc. Est. 91,091
PMSA 80 Cen. 383,321; Loc. Est. 449,780

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial Br.	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 181,744

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tuesday; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington, 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oregon City (36)	NA	Ben Franklin, Montgomery Ward, PayLess Drugs
Southridge	NA	Bi-Mart, Albertsons

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shopping Centers; Drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred Meyer; K mart; G. I. Joes; Bi-Mart.
Variety Stores-Ben Franklin; Boyd's 88 Center; Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Center.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell; Keinows; Prairie Mkts.; Albertsons; Safeway.
Other Chain Stores: Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks; Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 5,879; June 30, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Jon White, Adv. Dir., ENTERPRISE-COURIER, 10th & Main, Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative: U.S. Suburban Press, Inc.

PENDLETON

1 - LOCATION: Umatilla County, E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi. from Portland. On Old Oregon Trail and Interstate 84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-United; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; Loc. Est. 14,639
CZ-ABC: (80) 14,521; (83) 14,100
RTZ-ABC: (80) 51,859; (83) 54,700
County 80 Cen. 58,861; Loc. Est. 62,480
City & RTZ-ABC: (80) 66,380; (83) 68,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534; Loc. Est. 5,740
CZ-ABC: (80) 5,534; (83) 5,600
RTZ-ABC: (80) 18,185; (83) 19,900
County 80 Cen. 21,077; Loc. Est. 23,395
City & RTZ-ABC: (80) 23,719; (83) 25,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 49,667

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.
Principal Shopping Days-Department Stores-Mon., Fri. Sat.; Food-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Quisinberry's; Hatfields; K mart; Bi-Mart.
Chain Drug Stores-PayLess.
Chain Supermarkets-Albertson's; Safeway.
Other Chain Stores-Mode O'Day; Sherwin-Williams; Les Schwab (tires); Radio Shack.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,536; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Anderson, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendelton, OR 97801; Tel. (503) 276-2211.
National Representative: Branham/Newspaper Sales.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem 173 mi. S of Seattle; 639 mi. N of San Francisco. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Milwaukee Road; Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-67.
Steamship Lines-23.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines- Alaska; American; Eastern; Northwest Orient; United; Western; Republic Airlines; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Wien Air Alaska; Cascade; Horizon; Air Oregon; TWA; Pacific Express; Pacific Southwest.

3 - POPULATION:
Corp. City 80 Cen. 366,383; Loc. Est. 368,100
CZ-ABC: (80) 810,920; (83) 796,600
RTZ-ABC: (80) 576,164; (83) 620,300
County 80 Cen. 562,640; Loc. Est. 564,500
PMSA 80 Cen. 1,105,292; Loc. Est. 1,137,427
City & RTZ-ABC: (80) 1,387,084; (83) 1,416,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847; Loc. Est. 159,350
CZ-ABC: (80) 327,725; (83) 333,300
RTZ-ABC: (80) 200,712; (83) 224,300
County 80 Cen. 233,135; Loc. Est. 245,107
PMSA 80 Cen. 383,321; Loc. Est. 449,780
City & RTZ-ABC: (80) 528,437; (83) 557,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$9,530,000,000
Savings	1	$241,382,000
Savings & Loan	7	$4,719,366,287

6 - PASSENGER AUTOS: City Est. 249,000; County 350,000

7 - ELECTRIC METERS: Residence 172,000

8 - GAS METERS: Residence 49,966

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Lumber & Wood 7,700 ($367); Metals 12,400 ($414); Food 7,900 ($374); Paper Prod. 6,500 ($463); Textiles & Apparel 4,500 ($189); Machinery 10,400 ($418); Printing & Publishing 6,000 ($499).
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-100; Summer 45-99; Fall 25-84; Winter 25-63. First killing frost, Nov. 2. Last killing frost, Feb. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE

Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz.(50)	4	JCPenney, Newberry's
Gateway(40)	5	Fred Mayer
Lloyd Center(94)	1	Meier & Frank, Frederick & Nelson, Nordstrom, JCPenney
Oregon City(30)	13	PayLess, JCPenney
Washington Square(111)	9	Sears, Frederick & Nelson, JCPenney, Nordstrom
Mall 205 (75)	6	Montgomery Ward, PayLess, Emporium
Jantzen Beach(117)	7	Frederick & Nelson, Montgomery Ward, K mart, PayLess
Beaverton Mall(85)	8	PayLess, Emporium, G.I. Joe's
Vancouver Mall(111)	21	Meier & Frank, Sears JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall (28)	12	Emporium, Jafco

Principal Shopping Days-Department Stores Mon., Fri., Sat.; Food Wed., Thurs., Fri., Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn. Mon. & Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 4; Montgomery Ward 4; Frederick & Nelson 4; JCPenney 8; Sears 3; Teeny's; Emporium 3; Mervyn's 3; Nordstrom 4; Jafco 3.
Discount Stores-Disco Mart; G.I. Joe's 5; K mart 7.
Variety Stores-Sprouse Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 8.
Chain Drug Stores-Fred Meyer 24; PayLess 7; Cent-Wise; Century 4.
Chain Supermarkets-Safeway 28; Fred Meyer 23; Kienow's 13; Thriftway 44; Tradewell 6; Albertson's 22; AG Stores 9; Sentry 6; 8 to 1 Stores; Plaid Pantry's 58; Swift Mart 7; Quick Shop Minute Mart 6; 7-Eleven Food Stores 40; Prairie Market 13; IGA 6.
Other Chain Stores-Bart's Hush Puppies 4; Naturalizer 5; Volume Shoe 5; Goodyear 6; Goodrich 3; Zell Bros. 3; La Rug 2; House of Fabric 7; Firestone 7; Florsheim Shoes 4; Gallenkamp Shoes 2; Pay & Pak 4; Kinney Shoes 9; Lerner Shops 5; Thom McAn 4; Van Duyn Candy 13; Weisfield's (jewelers) 5; Fred Meyer's (apparel, hardware, automotive) 25; J.K. Gill 8; B. Dalton 5; Maurices 2; Toys R' Us 3; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day) 289,194; (m-sat) 273,610; (S) 409,693; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Millison, Adv. Dir., OREGONIAN, 1320 SW Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers.
JOURNAL OF COMMERCE (m-mon to fri) 4,914; sworn Sept. 22, 1982.
Local Contact for Advertising and Merchandising Data: Linda Sterling, Dir. of Sales & Mktg., JOURNAL OF COMMERCE, 2014 NW 24th Ave., Portland, OR 97210; Tel. (503) 226-1311.
National Representative: None.

ROSEBURG

1 - LOCATION: Douglas County, E&P Map A-3, County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean, 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; Loc. Est. 17,700
PMA-ABC: (80) 93,748; (83) 96,500
County 80 Cen. 93,748; Loc. Est. 99,927
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,406; Loc. Est. 6,366
County 80 Cen. 33,367; Loc. Est. 34,938
PMA-ABC: (80) 33,367; (83) 35,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$382,700,000
Savings & Loan	4	$131,000,000

6 - PASSENGER AUTOS: County 72,297

7 - ELECTRIC METERS: Residence 32,089

8 - GAS METERS: Residence 4,950

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Average Wkly. Wage)-Lumber & Wood Prod. 9,030 ($329); Primary Metals 480 ($360); Printing & Publishing 206 ($275); Construction 1,570 ($400); Transportation, Communications & Utilities 1,440 ($347); Wholesale Trade 730 ($240); Retail Trade 5,220 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13. Last killing frost, Apr. 5

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 4 (Fairhaven District) on Harvard Ave. in West Roseburg; 7 blocks radiating from Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. East of City Center; Shopping Center on Harvard Ave., 2 mi. West of City; Roseburg Plaza, 1 1/2 block area; North Roseburg Plaza, 1 mile North of city, 4 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, PayLess
W. Roseburg	2	Mark'N Save
No. Roseburg(31)	2	Safeway, Wards
N.W. Roseburg	2	Drive-N-Save Mkt.
Garden Valley(30)	2	Drive-N-Save Mkt., Valley Dept. Store
No. Roseburg Plaza(31)	1	Albertson's, PayLess

Principal Shopping Days-Department Stores-Mon., Fri. and Sat.; Food-Fri., Sat. and Sun. in Winter; Fri. and Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Montgomery Ward; PayLess 3; Valley Dept. Store; Bi-Mart; Sears; The Bon; K mart.
Variety Stores-J. J. Newberry.
Chain Drug Stores-Fullerton's Rexall; PayLess; Roseburg (Rexall); Bi-Mart.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Drive-N-Save 3; Albertson's; Mark'N Save 2; Dee's; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e) 18,834; (S) 18,534; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6, County Seat. Capital of state in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center. On Interstate 5 and navigable Willamette River.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways; Hamman Stages.
Airlines-Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; Loc. Est. 93,663
CZ-ABC: (80) 168,700; (83) 167,700
Bal. in PMA-ABC: (80) 258,506; (83) 224,000
Counties/MSA 80 Cen. 249,895; Loc. Est. 262,106
Marion 80 Cen. 204,692; Loc. Est. 216,796
Polk 80 Cen. 45,203; Loc. Est. 45,310
Total PMA-ABC: (80) 427,377; (83) 441,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183; Loc. Est. 38,081
CZ-ABC: (80) 62,952; (83) 64,400
Bal. in PMA-ABC: (80) 93,241; (83) 103,100
Counties/MSA 80 Cen. 90,656; Loc. Est. 99,563
Marion 80 Cen. 74,246; Loc. Est. 82,402
Polk 80 Cen. 16,410; Loc. Est. 17,161
Total PMA-ABC: (80) 156,193; (83) 167,500

5 - BANKS	NUMBER	DEPOSITS
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties Marion 152,340; Polk 32,943

7 - ELECTRIC METERS: Residence 49,944

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly Wage N.A.)-Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700.
Principal Pay Days-Canneries, Thurs. & Fri.; Pulp, Paper, Ins., 1st & 15th; Gov't., 1st.

10 - CLIMATE: Avg. Temp., Jan. 39; Avg. Temp. June 61; First killing frost, Oct. 28; Last killing frost, Apr. 14.

11 - TAP WATER: Abundant soft mountain water.

12 - RETAILING: Principal Shopping Center-14 square blocks from Marion St. S to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers-4 blocks at Center & Capitol Sts.; Hollywood District Shpg. Area, 1 mile along Hwy. 99E N. of city; S. Salem Business District about 4 miles along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 miles at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, Coast-to-Coast
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	Mayfair
Oak Hills(32)	2	Safeway
Roseland(6)	3	Mayfair
Keizer Village	4	Orcutt's IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyers Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plaza N	NA	K mart
K mart Plaza S (4)	NA	K mart
Salem Plaza	NA	Zale's, Radio Shack
Nordstrom Mall(44)	NA	Nordstrom

Principal Shopping Days-Department Stores: Fri., Sat. & Mon.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Mon. Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores-Metropolitan; Sprouse Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay'N Pak; PayLess 2; G. I. Joe's; Smith's Furnishing; Jafco; Bi-Mart 2.
Chain Drug Stores-Rexall 5; PayLess 2; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 4; Fred Meyer 3; Albertson's; Mayfair 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; Prairie Market 2.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Dunkin' Donuts; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers; Sure-Fit-Seat Covers; Fabric House; Fabric World; LaPointe's 2; Hickory Farms; Baskin-Robbins 3; Stevens and Son Jewelers; Blade; Rubenstein Furniture; Norris Paint; Nadeau's Jr. Shoes; Action Alley 2; The Cover Up; Fabric Wholesaler; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Clark, Jr.; Harry Ritchies.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 59,599; (S) 60,171; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Hawkins, Adv. Dir., STATESMAN-JOURNAL, PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative: Gannett Newspaper Advertising Sales.

THE DALLES

1 - LOCATION: Wasco County, E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (Ore.); Interstate 84 (Boise-Portland) U.S. 830 (Wash.), with U.S. 197 in The Dalles.

2 - TRANSPORTATION: Railroads-Union Pacific; S&PS; Gt. Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; Loc. Est. 11,220
County 80 Cen. 8,212; Loc. Est. 8,992
CZ-ABC: (80) 4,309; (83) 4,200
RTZ-ABC: (80) 11,255; (83) 12,000
City & RTZ-ABC: (80) 41,783; (83) 42,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309; Loc. Est. 4,760
CZ-ABC: (80) 4,309; (83) 4,200
RTZ-ABC: (80) 11,255; (83) 12,000
County 80 Cen. 8,212; Loc. Est. 8,992
City & RTZ-ABC: (80) 15,564; (83) 16,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,503

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 850

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 500 ($350); Fruit proc. 300 ($200); Trans.& Utilities 370 ($300); Wood products 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-100; Summer 32-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-2nd, 3rd, 4th and W. 6th streets.
Neighborhood Shopping Centers-W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; West Sunset Drive; Cascade Square.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Williams 1870; JCPenney; Sawyer's.
Variety Stores-Coast-to-Coast; Newberry's; Fred Meyer.
Chain Drug Store-PayLess.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; Super-on 6th; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,128; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mark Williamson, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa.; Warren County, N.J.
Altoona-Blair County.
Erie-Erie County.
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Reading-Berks County.
Scranton-Wilkes Barre, Pa.-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, Pa.-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md.

Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	927	748	760
5-14 Years	2,254	1,738	1,767
15-24 Years	1,931	2,141	2,177
25-44 Years	2,686	3,068	3,119
45-64 Years	2,736	2,641	2,685
65 and Over	1,267	1,531	1,556
TOTAL	11,801	11,867	12,064

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	1,156	1,720	2,303
General Mdse	3,683	5,097	7,151
Food	5,664	8,304	13,136
Automobiles	4,636	7,386	10,133
Gasoline Stations	1,799	2,857	5,006
Apparel	1,341	1,832	2,603
Furniture	1,265	1,616	2,302
Eat-Drink Places	1,902	2,992	5,504
Drugs	748	1,092	1,759
TOTAL SALES	28,182	37,244	56,852

ALIQUIPPA

See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; N.E. Ext., Pa. Turnpike.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carl Biebier Bus Co.; Eastern Greyhound; (Public Service Coordinated Transfer); Lanta; Edwards Lakes to Sea Motor; Perkiomen Valley; Trailways; Boro; Grayline; Trans Bridge.
Airlines-United; Eastern; USAir; Suburban; Allegheny; Wings; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 103,758; Loc. Est. 102,800
CZ-ABC: (80) 187,333; (83) 186,900
RTZ-ABC: (80) 318,936; (83) 331,600
County 80 Cen. 273,785; Loc. Est. 277,500
MSA 80 Cen. 636,714; Loc. Est. 647,800
City & RTZ-ABC: (80) 506,269; (83) 518,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307; Loc. Est. 41,900
CZ-ABC: (80) 71,920; (83) 74,400
RTZ-ABC: (80) 110,786; (83) 119,400
County 80 Cen. 101,684; Loc. Est. 106,300
MSA 80 Cen. 230,764; Loc. Est. 246,100
City & RTZ-ABC: (80) 182,706; (83) 193,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$26,849,000,000
Savings & Loan	7	$2,092,000,000

6 - PASSENGER AUTOS: County 117,081

7 - ELECTRIC METERS: County 101,800

8 - GAS METERS: County 35,023

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage)-Stone, Clay & Glass 2,200 ($434); Metals 14,000 ($457); Non-elect. Mach. 5,600 ($415); Electrical Equip. 8,300 ($456); Trans. Equip. & Misc. Mfg. 6,400 ($449); Other Durable 2,300 ($342); Food 7,400 ($439); Textile 3,800 ($228); Apparel 19,900 ($173); Paper products 1,900 ($351); Printing & Publ. 5,100 ($355); Chemical Products 6,700 ($447); Rubber & Plastics 1,600 ($301); Total Employment 242,300; Ave. Wkly. Wage $334.

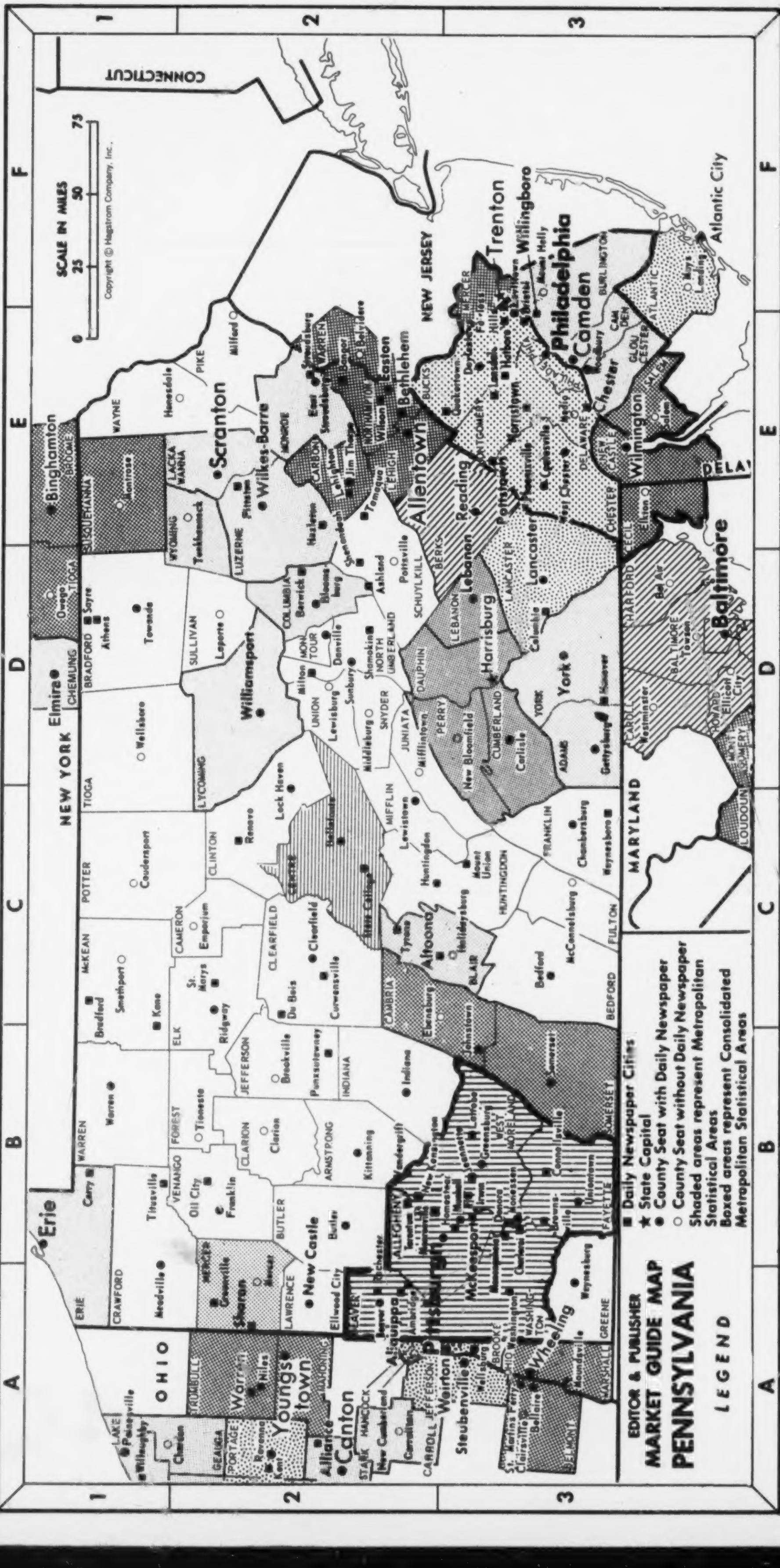
10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, Hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
15th St. Plz.(10)	1	Thrift Drug, Food Lane
Crest Plaza(22)	5	Woolworth, Rickels, Food Lane, Acme,
Hamilton Mall(70)	NA	Hess, Leh's Dept.
Mountainville(16)	3	Channel Home Ctr., Woolworth
Parkway(25)	2	Woolworth, Rea & Derick


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
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Harrisburg
Philadelphia
Camden
Trenton
Allentown
Bethlehem
Easton
Reading
Lancaster
York
Scranton
Wilkes-Barre
Williamsport
Altoona
Johnstown
Binghamton
Elmira
Youngstown
Warren
Canton
Wheeling
Steubenville
Weirton
New Castle
Sharon
Baltimore
Wilmington
Atlantic City
A B C D E F
1 2 3

Whitehall Mall(77)	2	Sears, Woolworth, Weis Mkt., Leh's
Shopper's Village(8)	4	Rea & Derick, Weis Mkt.
Trexler Mall(50)	8	Hess, Thrift Drug, Lane's
Lehigh Valley Mall(150)	2	Bamberger's, John Wanamaker, JCPenney

Principal Shopping Days-Mon., Thu., Sun.
Stores Open Evenings-Thu. & Fri.
Shopping Centers-Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Hess's; Leh's; Sears; Bamberger's; JCPenney; John Wanamaker.
Discount Stores-Lane; Jefferson Ward; K mart; Clover.
Variety Stores-Woolworth 4; McCrory; Ben Franklin 2.
Chain Drug Stores-Revco 2; Rea & Derick 2; Thrift Drug 4; Rite-Aid Discount; Walters 2.
Chain Supermarkets-Acme 7; Weis 3; 7-Eleven 6; Food Lane 6; Wawa 3; Pathmark; Jewel-T; Giant; Shop Rite; Thrift Way.
Other Chain Stores-Auto Acc.: Firestone, Pep Boys, Penn Jersey 2; Shoes: Baker's 2, Dollar Shoe 2, Endicott-Johnson 2, Fayva 2, Father & Son 2, Kinney 2, Shoe Rack 3, Thom McAn, Hanover; Jewelers: Baily, Banks & Biddle, Freeman's, Gordon, Kay 2, Zales; Others: Stover Candies; Allentown Paints; Glidden Paints; Fashion Fair; Maid Kitchens; Singer Co.; White Cross 2; S&H Green Stamps; Pittsburgh Plate Glass; Spencer Gifts; Ormond's; Mother-To-Be; Fabric Center; Levitz Furn.; Moore's; Dries; Triangle Home Centers; Kiddie City; Sherwin-Williams; Goodyear.

14 - NEWSPAPERS: CALL (m) 127,269; (sat) 128,823; CALL-CHRONICLE (S) 163,705; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank L. Shields, Adv. Dir., CALL-CHRONICLE NEWSPAPERS, 6th & Linden Sts., Allentown, PA 18105; (215) 820-6645.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

It'll Sell In
ALTOONA

Immediate Results

In this dynamic $600 million dollar plus market annually 10%-15% ABOVE STATE AVERAGE in FOOD SALES! New cars and liquors move almost as fast.
All within Central Penna.'s largest and most popular shopping area.

Great Mkt. for TESTING, too!

Altoona Mirror
P.O. Box 2008, Altoona, Pa.
16603 (814) 946-7501

ALTOONA

1 - LOCATION: Blair County (MSA). E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of Penna. Tpke. on Routes 22,220.

2 - TRANSPORTATION: Railroads-Amtrak (Passengers); Conrail (Freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Amtrak; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.

3 - POPULATION:
Corp. City 80 Cen. 57,078; Loc. Est. 55,046
CZ-ABC: (80) 94,785; (83) 94,000
RTZ-ABC: (80) 44,510; (83) 45,400
County/MSA 80 Cen. 136,621; Loc. Est. 137,362
City & RTZ-ABC: (80) 139,295; (83) 139,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,156; Loc. Est. 21,456
CZ-ABC: (80) 34,456; (83) 35,400
RTZ-ABC: (80) 15,581; (83) 16,500
County/MSA 80 Cen. 49,088; Loc. Est. 51,672
City & RTZ-ABC: (80) 50,037; (83) 51,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$588,909,000
Savings & Loan	4	$221,668,015

6 - PASSENGER AUTOS: County 53,216

7 - ELECTRIC METERS: Residence 44,593

8 - GAS METERS: Residence 32,609

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Conrail 2,800; Mach. & Elec. Prod. 2,680 ($320); Food 298 ($315); Apparel 1,990 ($168); Shoe Mfg. 687 ($168); Metal Prod. 1,013 ($339); Clothes Patterns 522; Glass 607, Textile 275 ($340), Toys 106 ($206); Paper 1,304 ($280); Quarry & Related 449 ($255); Chemicals 31 ($346); Motor Rebuilding 73 ($350); Tank Car, Boiler Coating 48; Mobile Home Mfg. 105; Heavy Repair 138.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Logan Valley Mall, 90 stores (4 miles from downtown). Principal Stores: Sears, JCPenney, Murphys, Hess, Weis Mkt.
Downtown Area-75 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: Wolf Furn., Penn Furn., Monarchs, Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant Valley Ctr.(35)	NA	Kresge, Fishers
Pleasant Valley Area(28)	NA	Thrift Drug, David Weis
Park Hills Plz.(20)	NA	Value City, Riverside Mkt.
Valley View(2)	NA	A&P, Gee Bee
Station Mall(30)	NA	Weis Mkt.
Wissinger's Vlg.(3)	NA	Hills, Wissinger's
Cricket Field Plaza(2)	NA	IGA Mkt., Thrift Drug

Principal Shopping Days-Department Stores: Sat. and Mon; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., & some open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon. & Thu.; Super Mkts. & Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Monarchs; Sears; Fisher's; Hills; Hess.
Discount Stores-Unkel Joe's Woodshed; Value City; Revco 3; K mart; Pic-Way Shoe Mart; Gee Bee; David Weis; Ames.
Variety Stores-McCrory's; Woolworth; Kresge's; G. C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 3.
Chain Supermarkets-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale.
Other Chain Stores-Hanover Shoes; Gallenkamp Shoes; Kinney Shoes; Sherwin-Williams; Firestone; Singer Co.; S&H Green Stamps; Mary Carter Paints; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Miller's Auto Supplies; Pittsburgh Paint; General Tire; Fanny Farmer; Father & Son Shoes; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Giants Shoes; The Bottom Half; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Pants 'N Stuff Shed House; Radio Shack; Red Cross Shoe; Standard Sportswear; Teeks; Waldenbooks; No Name Stores; Lowery Organs; Athlete's World; Motherhood Maternity; Spencer Gifts; Hart's Home Center; B. Dalton; David's Cookies; Athlete's Foot.

14 - NEWSPAPERS: MIRROR (e) 36,354; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR, PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County, (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: Railroads-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; Loc. Est. 4,878
County 80 Cen. 225,418; Loc. Est. 230,640
MSA 80 Cen. 636,714; Loc. Est. 649,583

4 - HOUSEHOLDS:
City 80 Cen. 1,975; Loc. Est. 2,025
County 80 Cen. 80,032; Loc. Est. 85,727
MSA 80 Cen. 230,764; Loc. Est. 246,312

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 115,111

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Located within city-Slate for Roofing and Blackboards; Textile Products; Heyer Industries (electronics).

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Center; Laneco; Windgap. Shopping Centers-Capitol Plaza (Acme Mkt.); Bangor
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-G. C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's Drugs; Smith's Drugs; Ronco Drugs; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American (Acme); A&P; Food Lane.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 2,700; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18013; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (In Pittsburgh PMSA). E&P Map A-2, County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, Ohio. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expressway; Rte. 60.

2 - TRANSPORTATION: Railroads-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio River Waterway Carriers-32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 80 Cen. 36,869; Loc. Est. 34,592
Beaver 80 Cen. 5,441; Loc. Est. 5,223
Rochester 80 Cen. 4,759; Loc. Est. 4,738
Ambridge 80 Cen. 9,575; Loc. Est. 9,023
Aliquippa 80 Cen. 17,094; Loc. Est. 15,608
CZ-ABC: (80) 109,055; (83) 106,700
RTZ-ABC: (80) 25,054; (83) 25,100
County 80 Cen. 204,441; Loc. Est. 203,695
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 134,109; (83) 131,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; Loc. Est. 14,578
Beaver 80 Cen. 2,341; Loc. Est. 2,372
Rochester 80 Cen. 1,904; Loc. Est. 2,037
Ambridge 80 Cen. 4,054; Loc. Est. 4,087
Aliquippa 80 Cen. 6,383; Loc. Est. 6,082
CZ-ABC: (80) 38,854; (83) 39,200
RTZ-ABC: (80) 9,138; (83) 9,600
County 80 Cen. 71,691; Loc. Est. 74,762
PMSA 80 Cen. 810,037; Loc. Est. 839,647
City & RTZ-ABC: (80) 47,992; (83) 48,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$220,779,292
Savings & Loan	17	$184,800,000

6 - PASSENGER AUTOS: County 78,950

7 - ELECTRIC METERS: Est. 59,000

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms, (Number of Employees)-Basic Steel 17, (30,000); Steel Fabrication 19, (7,150). Electrical Machy. 2, (3,750); Stone-Clay-Glass 25, (1,820); Chemicals 9, (1,270); Non-Elect. Machy. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39 in. First Frost: Oct. 10-20. Last Frost; Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies in communities from 4 to 15 gr.; Not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin Av., Aliquippa: 3 on Third St., Beaver; 6 on Merchant St., Ambridge: 5 on Brighton Ave., Rochester: 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 3 on Main St., W., Aliquippa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Gimbels, Hornes, Sears, Woolworth
Northern Lights(56)	NA	JCPenney, Kroger, Shop-N-Save, Hill's
Big Beaver(11)	NA	Jamesway
Hopewell(23)	NA	G.C. Murphy, Super Dollar
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	Kroger
Fisher's Big Wheel(2)	NA	Fisher's, Shop-N-Save
Chippewa Mall(21)	NA	K mart, Kroger

Principal Shopping Days-Mon., Wed., Thu., Fri., Sat.
Stores Open Evenings-Aliquippa-Thu., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Mid-land-Tues.; Sat., Mon.; Ambridge-Mon. & Sat., Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kaufman's; Gimbels; Jos. Horne.
Discount Stores-K mart; Zayre's; Fisher's; Jamesway; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco.
Chain Supermarkets-Giant Eagle 2; Kroger 5; Economy 4; Golden Dawn 2; Foodland; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2; Super Dollar.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney's, McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Lisle T. Miller, Fishers, Richman's.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 49,732; (S) 52,988; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY

TIMES, PO Box 400, Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and Pa. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Lincoln Coach.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; Loc. Est. 3,263
County 80 Cen. 46,784; Loc. Est. 47,381

4 - HOUSEHOLDS:
City 80 Cen. 1,430; Loc. Est. 1,319
County 80 Cen. 16,301; Loc. Est. 17,264

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$74,281,876
Savings & Loan	1	$24,500,000

6 - PASSENGER AUTOS: County 19,159

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse Electric 75; JL Co. Industries 100; Rockland Mfg. 125.
Principal Pay Days-Every second Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bedford Plaza(6)	NA	Riverside Mkt., Murphy's Mart

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food: Mon. thru Sat. Other stores: Fri.

13 - RETAIL OUTLETS: Discount Stores-Surplus Outlet; American Outfitters.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift Drug.
Chain Supermarkets-A&P; Lowry's IGA; Riverside.
Other Chain Stores-Sears (catalog); JCPenney (catalog); High's Dairy; Western Auto; HP Store.

14 - NEWSPAPERS: GAZETTE (m) 8,459; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: John W. Zembower, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Mutual city line (contiguous) with Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; Altair; USAir; Allegheny Commuter; Holiday; Suburban; Freedom.

3 - POPULATION:
Corp. City 80 Cen. 70,419; Loc. Est. 69,835
CZ-ABC: (80) 108,667; (83) 108,900
RTZ-ABC: (80) 93,675; (83) 99,000
Counties 80 Cen. 499,000; Loc. Est. 509,186
Lehigh 80 Cen. 273,582; Loc. Est. 278,546
Northampton 80 Cen. 225,418; Loc. Est. 230,640
MSA 80 Cen. 636,714; Loc. Est. 649,583
City & RTZ-ABC: (80) 202,342; (83) 207,900
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,177; Loc. Est. 27,066
CZ-ABC: (80) 39,366; (83) 40,900
RTZ-ABC. (80) 32,050; (83) 35,000
Counties 80 Cen. 181,716; Loc. Est. 190,061
Lehigh 80 Cen. 101,684; Loc. Est. 108,334
Northampton 80 Cen. 80,032; Loc. Est. 85,727
MSA 80 Cen. 230,764; Loc. Est. 246,312
City & RTZ-ABC: (80) 71,416 (83) 75,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties-Lehigh 117,081; Northampton 115,111

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Transportation 9,500 ($475); Fabricated Metals 8,900 ($515); Food Products 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Machinery 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thu., & bi-wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 43-98; Fall 9-83; Winter 5-58. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blks of W. Broad St.; 700-800 blks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Center; Shoppers Village; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lehigh(17)	3	Acme, Food Fair, Shop-Well
Shoppers Vlg.(8)	3	
Stefco Blvd.(19)	3	G.C. Murphy IGA,
Westgate(50)	3	Hess's Dept., Thrift Drug.
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Orr's; Sears; King's; Hess's.
Variety Stores-Woolworth; McCrory's; G.C. Murphy.
Discount Stores-Jefferson-Ward; K mart; Lane's; Rickel's.
Chain Drug Stores-Rite Aid; Thrift Drug; Regal; Rea & Derick.
Chain Supermarkets-Acme-American 5; IGA 5; A&P; Shop-Rite; Mkt. Operators 2; Food Lane 5.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Miles Shoes; Pic-Way Shoes; Tag Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e) 34,134; (S) 31,673; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Noctor, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County, (In Scranton Wilkes-Barre MSA), E&P Map D-2 (Bloomsburg is County Seat). Along Susquehanna River; on U.S Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: Railroads-Erie Lackawanna; Reading; Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,806; Loc. Est. 22,956
Bloomsburg 80 Cen. 11,717; Loc. Est. 11,500
Berwick 80 Cen. 12,189; Loc. Est. 11,456
County 80 Cen. 61,967; Loc. Est. 63,223
MSA 80 Cen. 728,796; Loc. Est. 731,416

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; Loc. Est. 8,276
Bloomsburg 80 Cen. 3,705; Loc. Est. 3,627
Berwick 80 Cen. 4,744; Loc. Est. 4,649
County 80 Cen. 21,678; Loc. Est. 23,124
MSA 80 Cen. 263,271; Loc. Est. 276,365

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$10,058,450

6 - PASSENGER AUTOS: County 26,314

7 - ELECTRIC METERS: Res. Est. 9,500

8 - GAS METERS: Res. Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-In Berwick: 4 blocks on Front, Market and Mulberry Sts. In Bloomsburg; 8 blocks on Main St.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek. In Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Scott Town(3)	1	K mart, Rea & Derick, D & H Sports
Nichols Mall	2	Giant Food, Nichols
Berwick (Front St.)(5)	2	Acme, K mart, Revco Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Store-J. J. Newberry.
Chain Drug Stores-Eppley Moyer; Rea & Derick; Medicine Shoppe; Rite-Aid; Revco.
Chain Supermarkets-Weis; Acme; Giant; IGA.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Sharping Shoes; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 20,974 sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Bluebird.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 11,211; Loc. Est. 10,795
CZ-ABC: (80) 22,288; (83) 21,700
RTZ-ABC: (80) 106,356; (83) 106,500
County 80 Cen. 50,635; Loc. Est. 50,546
City & RTZ-ABC: (80) 128,644; (83) 128,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,505; Loc. Est. 4,161
CZ-ABC: (80) 8,236; (83) 8,300
RTZ-ABC: (80) 37,207; (83) 38,500
County 80 Cen. 18,294; Loc. Est. 19,084
City & RTZ-ABC: (80) 45,443; (83) 46,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 17,180

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production; 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.- Tues. & Thu.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bradford Mall(30)	NA	JCPenney, K mart
Jacob Moses	NA	A&P, Clinton Drug

Principal Shopping Days-Tues., Thu., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth's.
Variety Stores-McCrory.
Discount Stores-Clarks; Revco.; Big Wheel; K mart.
Chain Drug Stores-Rea & Derick 2; Ott & McHenry 2; Eckerd's.
Chain Supermarkets-Bells 2; Sal's; Tops.
Other Chain Stores-Browns Boot; Ash Shoe; Sears (catalog); Montgomery Ward (catalog); Gray Auto; Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,286; sworn Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St., Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BROWNSVILLE

1 - LOCATION: Fayette County (In Pittsburgh PMSA), E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On Natl. Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads-Monongahela; P&LE; Conrail.
Intercity Bus Lines-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; Loc. Est. 3,701
CZ-ABC: (80) 7,989; (83) 7,800
RTZ-ABC: (80) 58,288; (83) 58,800
County 80 Cen. 160,395; Loc. Est. 158,922
City & RTZ-ABC: (80) 66,277; (83) 66,600
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593; Loc. Est. 1,615
CZ-ABC: (80) 3,116; (83) 3,100
RTZ-ABC: (80) 20,794; (83) 21,500
County 80 Cen. 56,925; Loc. Est. 58,969
City & RTZ-ABC: (80) 23,910; (83) 24,600
PMSA 80 Cen. 810,037; Loc. Est. 839,647

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 64,625

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Karts, Krause's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-A&P; Foodland; Super Dollar; Gee Bee.

14 - NEWSPAPERS: TELEGRAPH (e) 6,832; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative: None.

BUTLER

1 - LOCATION: Butler County, E&P Map B-2, County Seat. 30 mi. N of Pittsburgh, 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8

(Wm. Penn) and 422 (Benj. Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; Loc. Est. 15,762
CZ-ABC: (80) 55,926; (83) 56,500
RTZ-ABC: (80) 112,158; (83) 117,600
County 80 Cen. 147,912; Loc. Est. 148,904
City & RTZ-ABC: (80) 168,084; (83) 174,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500; Loc. Est. 6,759
CZ-ABC: (80) 20,078; (83) 20,900
RTZ-ABC: (80) 36,007; (83) 39,200
County 80 Cen. 49,352; Loc. Est. 51,909
City & RTZ-ABC: (80) 56,085; (83) 60,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 60,540

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Poultry & Dairy; Hdwr. Auto Supplies 350; Staples 200; Paper 140; Packaging 100.

10 - CLIMATE: Average Temp.-Annual Average 50; Jan., Feb., Mar. 31; Apr.; May, June 58; July, Aug., Sept. 69; Oct., Nov., Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bon Aire(15)	NA	Sears, Thorofare
Butler Mall(34)	NA	Mont. Ward, Murphy
Clearview Mall(80)	NA	Bon-Ton, Hill's, Sears, JCPenny
Greater Butler Mart(26)	NA	Acme's Mkt.
Point Plaza(28)	NA	K mart, Thorofare

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. thru Fri. to 9; Malls-9:30 to 10.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Associated Hdwr.; K mart; Murphy Mart; Zayre; Gaylords; Hill's.
Variety Stores-Woolworth.
Chain Drug Stores-Eckerd's; Thrift 3; White Cross; Rite Aid 2; Revco Drug Center.
Chain Supermarkets-Foodland 9; Kroger 3; Shop 'N Save 4; IGA Super Dollar.
Other Chain Stores-Singer Co.; G.R. Kinney; Gallenkamp; Kelly & Cohen.

14 - NEWSPAPERS: EAGLE (e) 31,415; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (in Harrisburg MSA). E&P Map D-3, County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 33, 34, 74, 641 I-76 (Pennsylvania Turnpike).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-5.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir; Commuter; Altair.

3 - POPULATION:
Corp. City 80 Cen. 18,314; Loc. Est. 18,190
CZ-ABC: (80) 28,099; (83) 29,100
RTZ-ABC: (80) 30,327; (83) 32,500
County 80 Cen. 178,037; Loc. Est. 183,446
MSA 80 Cen. 555,907; Loc. Est. 565,909
City & RTZ-ABC: (80) 58,426; (83) 61,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879; Loc. Est. 7,238
CZ-ABC: (80) 9,971; (83) 10,700
RTZ-ABC: (80) 10,300; (83) 11,400
County 80 Cen. 62,624; Loc. Est. 67,577
MSA 80 Cen. 200,990; Loc. Est. 214,680
City & RTZ-ABC: (80) 20,271; (83) 22,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$324,000,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 87,122

7 - ELECTRIC METERS: 16,790

8 - GAS METERS: 5,823

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rugs-Carpets 1,450; Shoes 688; Tires 725; Crystals 518; Misc. 1,074. (Av. Wkly. Wage-$325).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Average Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5. Last killing frost, Apr. 15.

11. - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carlisle Plz.(50)	1	K mart, Giant Food, Bon-Ton, JCPenney, Rea & Derick
M.J.Carlisle(42)	1	Montgomery Ward, Peoples Drug, Hills, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples; Rea & Derick 2; Drug Fair; MGM Pharm. 2; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis Mkt; Handy Mkt. 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear.

14 - NEWSPAPERS: SENTINEL (e) 15,661; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Giarrow, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30; Interstate 81, and five Pa. Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; Loc. Est. 15,277
CZ-ABC: (80) 16,174; (83) 15,700
RTZ-ABC: (80) 82,489; (83) 86,200
County 80 Cen. 113,629; Loc. Est. 114,736
City & RTZ-ABC: (80) 98,663; (83) 101,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656; Loc. Est. 6,441
CZ-ABC: (80) 6,656; (83) 6,700
RTZ-ABC: (80) 27,759; (83) 30,100
County 80 Cen. 39,952; Loc. Est. 42,196
City & RTZ-ABC: (80) 34,415; (83) 36,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$624,960,000
Savings & Loan	2	$45,039,000
Credit Unions	2	$25,157,000

6 - PASSENGER AUTOS: County 46,159

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Processing & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31. Last killing frost, May 9.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate Mall(22)	NA	JCPenney, People's Drug
Lincoln Way(16)	NA	Eyerly's, Thrift Drug, Kennie's
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(24)	NA	Hess's, Gee Bees

Principal Shopping Days-Fri., & Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Eyerly's; Hess's.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bees.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-A&P; Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe.
Other Chain Stores-Agway, Inc.; Carvel Corp.; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Montgomery Ward (mail order); Essis & Sons; Firestone General Tire; Waldenbook; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe.

14 - NEWSPAPERS: PUBLIC OPINION (e) 20,456; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sara M. Bentley, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett Newspaper Advertising Sales.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Penna. Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia International Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 43,973
PMA-ABC: (80) 314,071; (83) 306,600
County 80 Cen. 555,007; Loc. Est. 556,952
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637; Loc. Est. 17,100
PMA-ABC: (80) 106,678; (83) 108,100
County 80 Cen. 192,332; Loc. Est. 201,870
PMSA 80 Cen. 1,639,330; Loc. Est. 1,773,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 245,634

7 - ELECTRIC METERS: Res., County 139,507

8 - GAS METERS: Residence, County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical Prod. 1,525 ($260); Electrical Machy. 1,309 ($219); Fabricated Metal Prod. 2,378 ($206); Food 1,844 ($203); Non-Elect. Machy. 7,809 ($315); Petroleum Refining 2,552 (NA); Paper Prod. 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area 30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End	3	Pickwell
Granite Run(131)	7	Sears, Gimbels, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Village Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Jefferson Ward
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. and Fri.; Food Stores-Tues. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Strawbridge & Clothier; Wanamaker; Gimbel's; JCPenney; Bamberger's.
Discount Stores-Jefferson Ward; Clover; Jamesway; K mart.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; C.V.S.
Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.
Other Chain Stores-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet, Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DEWAWARE COUNTY TIMES (m-mon to fri) 58,770; (S) 45,570; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Gen. Mgr. DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings.

CLAIRTON
See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322 and 153. Shortest route from Buffalo to Washington, 90 miles from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail.
Intercity Bus Lines-Fullington's; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; Loc. Est. 10,079
  Clearfield 80 Cen. 7,580; Loc. Est. 7,103
  Curwensville 80 Cen. 3,116; Loc. Est. 2,976
County 80 Cen. 83,578; Loc. Est. 83,803
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; Loc. Est. 3,934
  Clearfield 80 Cen. 3,085; Loc. Est. 2,850
  Curwensville 80 Cen. 1,169; Loc. Est. 1,094
County 80 Cen. 29,151; Loc. Est. 30,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 29,195

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City Zone 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2. Last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.: Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 17 stores located one mile east of Clearfield, JCPenney, Murphy's Mart, Fashion Bug, New K mart Plaza, Wolf Run Interchange K mart, Kroger, Revco Drug, Holiday Hair, Hallmark Cards.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Lertzinger's: JCPenney; Sears; Montgomery Ward; Ames.
Discount Stores-Sam's; Widmann's; Laurel; K mart; Murphy's Mart.
Variety Stores-McCrory; Murphy.
Chain Drug Stores-L. F. Widmann; Cowdrick's, Walgreen; Rea & Derick; Revco; Rite-Aid.
Chain Supermarkets-A&P; Riverside 4; AG Mkts. 9; IGA Foodliner 3: Super Duper; Comet Mkt; Kroger.
Other Chain Stores-Singer Co.; J.S. Raub; Brown's Boot Shops; Wolf Furniture; Sherwin-Williams; Penn Furniture; Pennshire.

14 - NEWSPAPERS: PROGRESS (e) 18,223; Pub. Statement June 15, 1983.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS, 206 E. Locust St., Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy. U.S. 82 and State Hwys. 162 and 273.

2 - TRANSPORTATION: Railroads-Conrail; Reading (freight).
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,698: Loc. Est. 10,049
PMA-ABC: (80) 76,576; (83) 81,000
County 80 Cen. 316,660; Loc. Est. 327,350
PMSA 80 Cen 4,716,818; Loc. Est. 4,770,943

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928; Loc. Est. 3,912
PMA-ABC: (80) 25,247; (83) 27,500
County 80 Cen. 104,752; Loc. Est. 113,321
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 134,233

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avge. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shopping Center, furniture, automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale Shopping Center 4 mi. E. of Rt. 30 (9 stores-Thorndale IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K Mart; Downingtown Farmers Market, 4 mi. E on Lincoln Hwy.; K mart, 11 mi. east, 15 mi. S.E., mi. S.E.; Exton Square Mall, 11 mi. east.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears Roebuck; Jamesway; K mart.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrift, SavRite; Rite Aid.
Chain Supermarkets-A&P; Acme; Super-Thrift Food Bank; Thorndale IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Penn Jersey; Atomic Tires Stores; Colonial Village Meat Markets.

14 - NEWSPAPERS: RECORD (e) 8,176; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Moore, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; Loc. Est. 9,854
County/MSA 80 Cen. 362,346; Loc. Est. 365,543

4 - HOUSEHOLDS:
City 80 Cen. 3,877; Loc. Est. 3,866
County/MSA 80 Cen. 123,864; Loc. Est. 130,753

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 152,810

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plaza and Columbia Shopping Center.
Principal Shopping Days-Thu., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: Discount Stores-Jamesway.
Chain Drug Stores-Rea & Derick; Hinkle's; Rite Aid; Drug Fair.
Chain Supermarkets-Andy's; Weis Markets; Musser's Market.
Other Chain Stores-Western Auto; C.A. Herr Howe.

14 - NEWSPAPERS: NEWS (e) 4,797; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE
SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from Penna. Tpke. On State Hwys. 119, 711, 201.

2 - TRANSPORTATION: Railroads-B&O (Main line); Conrail; Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Grenaldo.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; Loc. Est. 11,860
Connellsville 80 Cen. 10,319; Loc. Est. 9,649
S. Connellsville 80 Cen. 2,296; Loc. Est. 2,211
CZ-ABC: (80) 12,615; (83) 12,200
RTZ-ABC: (80) 61,391; (83) 63,000
County 80 Cen. 160,395; Loc. Est. 158,922
City & RTZ-ABC: (80) 74,006; (83) 75,200
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925.

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; Loc. Est. 4,472
Connellsville 80 Cen. 5,211; Loc. Est. 3,680
S. Connellsville 80 Cen. 806; Loc. Est. 792
CZ-ABC: (80) 4,636; (83) 4,600
RTZ-ABC: (80) 21,224; (83) 22,[illegible]00
County 80 Cen. 56,925; Loc. Est. 58,969
City & RTZ-ABC. (80) 25,860; (83) 27,300
PMSA 80 Cen. 810,037; Loc. Est. 839,647

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 64,625

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: RR Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; RR. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 Units). 4 mi. S. on 4 Lane Hwy. (38 Units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Laurel Mall(34)	4	Murphy Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Fisher's; Montgomery Ward; Metzler's.
Variety Stores-G.C. Murphy; McCrory; Green; McLellan.
Discount Stores-Ames; Murphy's; Fisher Big Wheel.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Red & White 4; Foodland 2; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Davis; Warehouse Grocery.
Other Chain Stores-Sears; Firestone.

14 - NEWSPAPERS: COURIER (e) 14,067; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Lind, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; Loc. Est. 6,995
County/MSA 80 Cen. 279,780; Loc. Est. 282,414

4 - HOUSEHOLDS:
City 80 Cen. 2,690; Loc. Est. 2,830
County/MSA 80 Cen. 96,820; Loc. Est. 102,210

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$21,580,000
Commercial	2	$385,100,000

6 - PASSENGER AUTOS: County 104,895

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($290); Springs 654 ($260); Aircraft Parts 350 ($205); Engines & Pumps 310 ($290); Steel Fab. 138 ($220); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Center St.; 6 on Main St.; 3 on 1st Ave.; Two Plazas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown Plaza(6)	0	A&P, Rite Aid Drug
Corry Plaza(8)	NA	Buyers Fair, G.C. Murphy, Loblaw

Principal Shopping Days-Fri., Sat., Mon.
Store Close-Wed. afternoon.
Stores Open Evenings-Fri., Mon., Thu.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Fisher's Big Wheel; Rite Aid; Eckerd's.
Variety Stores-G.C. Murphy; Widmann's.
Chain Drug Stores-Eckerd's; Rite-Aid.
Chain Supermarkets-Loblaw's; Quality Master; Market Basket; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (e) 4,410; sworn Mar. 31, 1983.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-Conrail; DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; Loc. Est. 5,004
County 80 Cen. 16,675; Loc. Est. 17,009

4 - HOUSEHOLDS:
City 80 Cen. 2,125; Loc. Est. 2,098
County 80 Cen. 5,551; Loc. Est. 5,881

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 6,765

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chem 550; Auto Valves 603; Machinery 506; Hospitals 3,300; Textiles 120; Woodworking 225

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food Thu., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Dist.
Variety Stores-J.J. Newberry; Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derick; Thrift Drug.
Chain Supermarkets-Weis; IGA.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,205; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., or Tom Sperrazza, Mktg. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates, inc.

DONORA
See MONONGAHELA

DOYLESTOWN-HATBORO

1 - LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from N.Y.C.; 32 mi. S of Easton; WNW of Trenton. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA.

3 - POPULATION:
Corp. Cities 80 Cen. 16,296; Loc. Est. 15,894
Doylestown 80 Cen. 8,717; Loc. Est. 8,642
Hatboro 80 Cen. 7,579; Loc. Est. 7,252
PMA-ABC: (80) 184,328; (83) 192,800
Counties 80 Cen. 1,122,832; Loc. Est. 1,149,036
Bucks 80 Cen. 479,211; Loc. Est. 489,600
Montgomery 80 Cen. 643,621; Loc. Est. 659,436
PMSA 80 Cen 4,716,818; Loc. Est. 4,770,943

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,368; Loc. Est. 6,378
  Doylestown 80 Cen. 3,516; Loc. Est. 3,568
  Hatboro 80 Cen. 2,852; Loc. Est. 2,810
PMA-ABC: (80) 61,645; (83) 66,700
Counties 80 Cen. 379,938; Loc. Est. 406,821
  Bucks 80 Cen. 156,648; Loc. Est. 167,439
  Montgomery 80 Cen. 223,290; Loc. Est. 239,382
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: Counties: Bucks 227,852; Montgomery 334,954

7 - ELECTRIC METERS: Residence 2,891

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prod.; Building Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, King's, Direct Drug, Girard Bank.)
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Keys Mall	NA	Hess, K mart
Doylestown(20)	NA	A&P, Acme, Sears
Montgomery Mall(120)	NA	Bambergers, JCPenney, Wanamaker
Willow Grove(170)	NA	Bloomingdale's, Altman's, Abraham & Straus

13 - RETAIL OUTLETS: Department Stores-J. K Musselman; Sears; King's; K mart; Acme 10; Hess's; JCPenney; Bambergers; John Wanamaker; Bloomingdales; B. Altman's; Abraham & Strauss.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Schulman's.
Chain Supermarkets-A&P 5; Acme 9; Shopping Center 3; IGA Foodliner; Shop-Rite; Pathmark; Thriftway; Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 28,320; (S) 29,601; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Billy Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broadway, Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Landon Associates.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-At Du Bois-Jefferson County Airport; USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; Loc. Est. 8,677
County 80 Cen. 83,578; Loc. Est. 83,803

4 - HOUSEHOLDS:
City 80 Cen. 3,593; Loc. Est. 3,305
County 80 Cen. 29,151; Loc. Est. 30,519

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 29,195

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($300); Machine Shop 200 ($240); Meter Mfg. 750 ($240); Chinaware 400 ($225); Auto Springs 225 ($250); Gas Drilling 250 ($340); Graphic Arts 75 ($230); Refractories 40 ($200); Hospitals (2) 500 ($300).
Principal Pay Days-1st. 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2. Last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Twp. (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sandy Plaza(8)	NA	Kroger, Revco, K mart
DuBois Mall(52)	NA	Montgomery Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thu., Fri. and Sat.
Stores Open Evenings-Mon. & Fri. downtown; daily at Mall & Plaza.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Town & Country (Ladies).
Variety Store-J.G. McCrory.
Chain Drug Stores-Cowdricks; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Market; Kroger; Himes Country Market.
Other Chain Stores-Brown's Boot; Sherwin-Williams; Western Auto; J. S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 11,884 sworn Sept. 21, 1982.
Local Contact for Advertising and Merchandising Data: W. Dock Lias, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See MCKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON-WILSON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Suburban.

3 - POPULATION:
Corp. Cities 80 Cen. 50,238; Loc. Est. 49,530
  Easton 80 Cen. 26,027; Loc. Est. 25,900
  Wilson 80 Cen. 7,564; Loc. Est. 7,700
  Phillipsburg 80 Cen. 16,647; Loc. Est. 15,930
CZ-ABC: (80) 88,068; (83) 88,500
RTZ-ABC: (80) 205,703; (83) 217,100
Counties 80 Cen. 309,847; Loc. Est. 315,544
  Northampton 80 Cen. 225,418; Loc. Est. 230,376
  Warren 80 Cen. 84,429; Loc. Est. 85,168
MSA 80 Cen. 636,714; Loc. Est. 649,583
City & RTZ-ABC: (80) 293,771; (83) 305,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,617; Loc. Est. 18,452
  Easton 80 Cen. 9,363; Loc. Est. 9,300
  Wilson 80 Cen. 3,012; Loc. Est. 3,000
  Phillipsburg 80 Cen. 6,242; Loc. Est. 6,152
CZ-ABC: (80) 31,844; (83) 33,200
RTZ-ABC: (80) 69,696; (83) 76,500
Counties 80 Cen. 109,438; Loc. Est. 116,727
  Northampton 80 Cen. 80,032; Loc. Est. 85,727
  Warren 80 Cen. 29,406; Loc. Est. 31,000
MSA 80 Cen. 230,764; Loc. Est. 246,312
City & RTZ-ABC: (80) 101,540; (83) 109,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$561,546,000
Savings & Loan	5	$262,518,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 115,111; Warren, NJ, N.A.

7 - ELECTRIC METERS: Residence 35,800

8 - GAS METERS: Residence 17,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Machinery 7,293 ($424); Textile & Apparel 5,316 ($201); Paper & Printing 3,956 ($355); Elect. 1,944 ($452); Chemical Prod. 2,026 ($425); Food 525 ($397).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter -4-72. First killing frost, Nov. 3. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 1 on Second St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, N.J.: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palmer Park(50)	4	Hess's, Clover
25th St. (Easton)(20)	3	Woolworth, Acme
K mart Plaza (Easton)	3	K mart, Weis
Hillcrest Mall (Phillipsburg)(2)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Shop Rite, A&P, Grand Union

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Tues., Wed., Thu. & Fri.; Shopping Centers-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Hess; Orr's 2; Clover.
Discount Stores-Laneco 4; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 2; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Acme 2; Super Fresh; Weis Mkt.; Food Lane 5; Shop Rite 2.
Other Chain Stores-Sears; Farr's; Kinney's; Firestone 2; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 46,668; (S) 47,739; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St., PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.
National Representative: Story & Kelly-Smith.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA), E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 9,774
CZ-ABC: (80) 12,628; (83) 12,300
RTZ-ABC: (80) 17,899; (83) 18,200
Counties 80 Cen. 311,591; Loc. Est. 311,824
  Beaver/PMSA 80 Cen. 204,441; Loc. Est. 203,695
  Lawrence 80 Cen. 107,150; Loc. Est. 108,129
City & RTZ-ABC: (80) 30,527; (83) 30,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,885; Loc. Est. 3,959
CZ-ABC: (80) 4,792; (83) 5,000
RTZ-ABC: (80) 5,910; (83) 6,100
Counties 80 Cen. 109,192; Loc. Est. 114,342
  Beaver/PMSA 80 Cen. 71,691; Loc. Est. 74,762
  Lawrence 80 Cen. 37,501; Loc. Est. 39,586
City & RTZ-ABC: (80) 10,702; (83) 11,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$295,000,000
Savings & Loan	2	$453,000,000

6 - PASSENGER AUTOS: Beaver County 78,950; Lawrence County 44,710

7 - ELECTRIC METERS: Residence 3,602

8 - GAS METERS: Residence 3,504

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 900 ($375); Crankshafts for Diesel 410 ($300); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Washers, Hose Clamps 290 ($200); Water Softener 60 (N.A.); Sand & Stone 70 ($240); Powdered Metal Parts 90; Mattresses & Ironing Bd. Covers 90 (N.A.); Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns 10 ($240); Chem. Mfg. 5 ($240); Grey Iron & Bronze Castings 25 ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. north of Ellwood; Big Beaver Blvd.; Rt. 18, 5 miles south of Ellwood; Christy's Plaza, Rt. 65, 1 mile south of Ellwood; Franklin Plaza, 1 mile east on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fisher's Big Wheel.
Variety Stores-G.C. Murphy.
Discount Stores-Gen. Sales; Keystone; K mart; Murphy Mart; Jamesway.
Chain Drug Stores-Rexall; Cresway.
Chain Supermarkets-Shop 'n Save, Valu-King; Golden Dawn; Kroger.

14 - NEWSPAPERS: LEDGER (e) 7,551; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representative: Landon Associates.

ERIE

1 - LOCATION: Erie County (MSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and tourist, resort center.

2 - TRANSPORTATION: Railroads-New York; Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir; Vee Neal.

3 - POPULATION:
Corp. City 80 Cen. 119,123; Loc. Est. 111,135
CZ-ABC: (80) 199,551; (83) 199,900
RTZ-ABC: (80) 110,595; (83) 115,100
County/MSA 80 Cen. 279,780; Loc. Est. 282,414
City & RTZ-ABC: (80) 310,146; (83) 315,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,639; Loc. Est. 43,928
CZ-ABC: (80) 70,803; (83) 73,500
RTZ-ABC: (80) 36,809; (83) 40,000
County/MSA 80 Cen. 96,820; Loc. Est. 102,210
City & RTZ-ABC: (80) 107,612; (83) 113,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$710,503,000

6 - PASSENGER AUTOS: County 104,895

7 - ELECTRIC METERS: Residence 81,201

8 - GAS METERS: Residence 73,741

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Products 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Machy. & Transp. Equip. 14,100 ($285); Electrical Machy. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-State St. from 6th to 18th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th 15th, 16th, 17th and 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(25)	NA	Hornes
Perry Plaza(18)	NA	Loblaw's
Liberty Plaza(27)	NA	Carlisle
The Colony(26)	NA	Colony Foodtown
Eastway Plaza(23)	NA	Loblaw's, K mart
Central Mall(27)	NA	Loblaw's
Grandview(8)	NA	Thrift Drug, K mart
Park Plaza(18)	NA	Arrow, D&R Mart
Zuck Rd. Pl.(2)	NA	Loblaw's, Eckerd's
Kimco(2)	NA	Loblaw's
Millcreek Mall(145)	NA	Sears, JCPenney, Horne's, Kaufmanns

Principal Shopping Days-Sat., Mon. Fri., Thu.
Stores Open Evenings-Dept.-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; JCPenney; Kauffman's:
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth; Scott's 2; McCrory's.
Chain Drug Stores-Rea & Derick 5; Eckerd's 8; Arrow 2; Sun; White Cross 2; Thrift.
Chain Supermarkets-Loblaw's 15; Super Saver 2; Super Duper 3; Golden Dawn 10.
Other Chain Stores-Ladies Apparel: Lynn's, Fashion Flair, Ormand's; Men's: Richman Bros., Shoes: Thom McAn 2, Kinney's, Nobil's, Giant Shoes, PickWay, Hanover, Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; American Auto; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 24,091; TIMES (e-mon to fri) 45,361; TIMES-NEWS (m-sat) 62,158; (S) 98,443; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Nat'l. Adv. Mgr., or Owen Toale Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL

See SHARON

FRANKLIN

See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, Md.; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Reading (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; Loc. Est. 7,014
CZ-ABC: (80) 11,260; (83) 11,100
RTZ-ABC: (80) 68,253; (83) 72,800
County 80 Cen. 68,292; Loc. Est. 71,043
MSA 80 Cen. 381,255; Loc. Est. 389,100
City & RTZ-ABC: (80) 79,513; (83) 83,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523; Loc. Est. 2,513
CZ-ABC: (80) 3,865; (83) 4,000
RTZ-ABC: (80) 22,229; (83) 24,600
County 80 Cen. 22,897; Loc. Est. 24,938
MSA 80 Cen. 135,210; Loc. Est. 144,386
City & RTZ-ABC: (80) 26,094; (83) 28,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 28,338

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; Gettysburg National Park 300; Gettysburg College and Gettysburg Lutheran Seminary 750; Westinghouse 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated: chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
No. Gettysburg(10)	NA	Ames, Rea & Derick
Springs Ave.(9)	NA	Big D Discount Fabric
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney
Chambersburg Mall	17	Hess's, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-King's.
Discount Stores-Big D; Bargaintown.
Variety Store-Murphy.
Chain Drug Stores-Rea & Derick 2; People's; Rite Aid.
Chain Supermarkets-A&P; Kennies 2; Giant.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Tobey's; Martins Shoes; Wall & Ochs; Get-Mor Factory Outlet.

14 - NEWSPAPERS: TIMES (m) 8,988; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward G. Puhl, Adv. Mgr., TIMES, 18 Carlisle St., PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3, County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to Pa. Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lincoln; Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558; Loc. Est. 17,974
PMA-ABC: (80) 284,774; (83) 289,600
County 80 Cen. 392,294; Loc. Est. 393,998
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 7,534
PMA-ABC: (80) 99,416; (83) 104,900
County 80 Cen. 139,233; Loc. Est 146,352
PMSA 80 Cen. 810,037; Loc. Est. 839,647

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 156,220

7 - ELECTRIC METERS: (Residence) County Est. 125,000

8 - GAS METERS: (Residence) Co. Est. 90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg.; Primary Metal Prod.; Fabricated Metal Prod.; Elect. Machy.; Stone, Clay and Glass Prod.; Scientific Instruments and Automatic Temp. Controls; Non-Elect. Machy.; Food Prod.; Rubber and Plastic Prod.; Apparel; Printing and Publishing; Paper Prod.; Bituminous Coal; Natural Gas.
Principal Pay Days-Fri., 1 & 15, 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

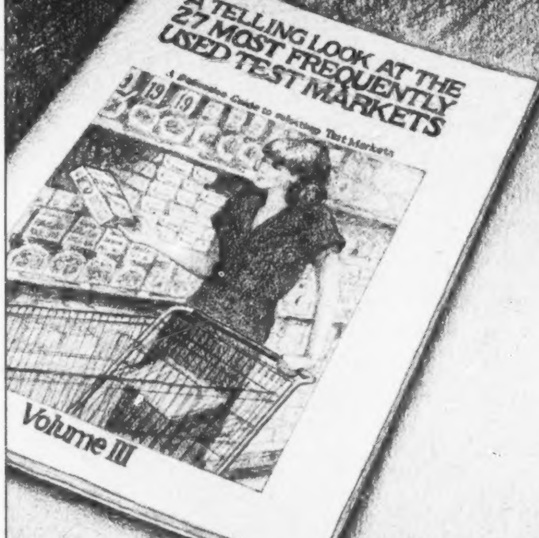
12 - RETAILING: **Principal Shopping Center**-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall(90)	NA	JCPenney, Hornes, Montgomery Ward
Greensburg Plaza(10)	NA	K mart, Foodland
Eastgate Plaza	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(130)	NA	Troutman's, Sears, Murphy Mart, Kaufman's, Shop-N-Save

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Troutman 5; (Allied); Langs; Montgomery Ward; Hornes; JCPenney 3; Bon-Ton; Kaufmann's.
Variety Stores-G.C. Murphy 2.
Discount Stores-Gee Bee 2; K mart 4; Murphy Mart 4; Jamesway; Hills 6; Fishers Big Wheel.
Chain Drug Stores-Thrift 4; Widmann; Rite Aid 5.
Chain Supermarkets-Kroger; Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9.
Other Chain Stores-Thom McAn 3; Kinney's 2; Gatling Auto 2; Wayne; Weil; Singer Co.; S&H Green Stamps; Islays 2; Kamps Shoes 3; Sun Tile; Joe Workman; Richman Bros.; Firestone;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14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 49,895; (S) 85,219; Mar. 31, 1983 ABC. (On Jan. 1, 1983 the Greensburg TRIBUNE-REVIEW merged with the Monroeville TRIBUNE.)
Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, Mkt. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15644; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 18 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.

3 - POPULATION:
Corp. City 80 Cen. 7,730; Loc. Est. 7,429
CZ-ABC: (80) 7,730; (83) 7,400
RTZ-ABC: (80) 35,391; (83) 36,400
County/MSA 80 Cen. 128,299; Loc. Est. 129,620
City & RTZ-ABC: (80) 43,121; (83) 43,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,806
CZ-ABC: (80) 2,787; (83) 2,800
RTZ-ABC: (80) 11,897; (83) 12,800
County/MSA 80 Cen. 44,657; Loc. Est. 47,176
City & RTZ-ABC: (80) 14,684; (83) 15,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 49,293

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Transformers; Iron Castings; Aluminum Ladders; Stainless Steel Pipe.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plaza(22)	NA	Murphy's, Jamesway, Riverside Mkt.
Colonial Plaza(5)	NA	Valu King

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L. L. Keck; JCPenney; N. N. Moss; Jamesway.
Variety Store-Murphy Mart.
Chain Supermarkets-Golden Dawn; Valu King; Riverside; Foodland.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,121; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Turner, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; Loc. Est. 14,169
CZ-ABC: (80) 25,660; (83) 26,500
RTZ-ABC: (80) 193,068; (83) 208,700
County 80 Cen. 312,963; Loc. Est. 318,057
MSA 80 Cen. 381,255; Loc. Est. 389,100
City & RTZ-ABC: (80) 218,728; (83) 235,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149; Loc. Est. 6,060
CZ-ABC: (80) 9,980; (83) 10,700
RTZ-ABC: (80) 62,653; (83) 70,200
County 80 Cen. 112,313; Loc. Est. 119,448
MSA 80 Cen. 135,210; Loc. Est. 144,386
City & RTZ-ABC: (80) 72,633; (83) 80,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$402,944,942
Savings & Loan	2	$50,172,000

6 - PASSENGER AUTOS: County 138,836

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Processing 1,999; Primary & Fabricated Metal 3,705; Furniture 748; Chemical, Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	Rea & Derick, Woolworth, A&P
Hanover Plaza(3)	2	Value City, Toytown U.S.A.
No. Hanover Mall(66)	2	K mart
South Hanover(8)	3	King's Dept., Nichols, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shopping Centers: every night.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Leggett's; JCPenney.
Discount Stores-Nichols; King's; Value City; K mart.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Rea & Derick (Rexall); Thrift Drug; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Co-op Consumers; Safeway.
Other Chain Stores-Firestone; Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames; Dahnken.

14 - NEWSPAPERS: SUN (e) 22,927; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Andrew Groft, Adv. Mgr., SUN, 135 Baltimore St., PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3, State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore. Wholesale center for Central Penna. on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line; Western terminus of Reading, which is linked with B&O. Largest freight classification yards on Penna. System.
Motor Freight-100 Motor Common Carriers have authority to serve the area. 65 maintain terminals here.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 53,264; Loc. Est. 48,837
CZ-ABC: (80) 309,537; (83) 315,600
RTZ-ABC: (80) 167,034; (83) 173,900
County 80 Cen. 232,317; Loc. Est. 236,309
MSA 80 Cen. 555,907; Loc. Est. 565,909
City & RTZ-ABC; (80) 476,571; (83) 489,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; Loc. Est. 23,117
County 80 Cen. 88,088; Loc. Est. 93,788
MSA 80 Cen. 200,990; Loc. Est. 214,680
CZ-ABC: (80) 116,427; (83) 123,000
RTZ-ABC: (80) 57,000; (83) 61,700
City & RTZ-ABC: (80) 173,427; (83) 184,700

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	125 Br.	$2,216,781,000

6 - PASSENGER AUTOS: County 143,210

7 - ELECTRIC METERS: Residence 64,125

8 - GAS METERS: Residence 57,656

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Durable Goods 17,700 ($387); Primary Metals 4,400 ($479); Electric Machinery 1,600 ($202); Non-Durable Goods 20,400 ($288); Food Products 9,200 ($354); Transportation, Public Utilities 14,800 ($294); Printing & Publishing 2,300 ($321); State-Local Government 46,100; Federal Service 10,600.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-62; Summer 61-88; Fall 43-70; Winter 10. First killing frost, Sept. 28. Last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Strawberry Square Complex, Market Square, three blocks on 3rd St., 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Plaza (Colonial Park); The Point (Union Deposit).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), M. J. Mall (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East(80)	3	John Wanamaker, Hess's, JCPenney
Kline Village(17)	2	People's Drug
West Shore Plz.(24)	2	Montgomery Ward
Camp Hill(19)	2	People's Drug
Colonial Park(74)	6	Sears, Pomeroy's
Olmsted Plz.(20)	7	Kresge
Cedar Cliff Mall(14)	4	Rea & Derick
The Point(35)	5	Murphy's Mart
Capital City Mall(85)	5	Hess's, Sears, Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess's 2; Montgomery Ward.
Discount Stores-K mart 4; Hills 3; Murphy's Mart 2.
Variety Stores-Woolworth; Kresge; Bills.
Chain Drug Stores-Rea & Derick 12; People's 9; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 3; Giant 12; Super Thrift 3; IGA 3; 7-Eleven 9; Boulevard Save Rite 3; Pathmark; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 3; Konhaus 3.
Other Chain Stores-Irvings; Kinney's; Stuarts; Stephenson's; Uncle Millers; Moore's; Kelly & Cohen; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 47,292; NEWS (e-mon to fri) 59,134; (sat) 92,993; PATRIOT-NEWS (S) 161,972; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HATBORO-WARMINSTER

1 - LOCATION: Hatboro in Montgomery County, Warminster in Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 10 miles north of Philadelphia on U.S. Hwy. 263.

2 - TRANSPORTATION: Railroads-Septa.
Motor Freight Carriers-12.
Intercity Bus Lines-Septa; Martz; Trailways; Greyhound; Huntingdon Valley Trans.
Airlines-At Philadelphia Airport: American; British Airways; Eastern; Delta; Lufthansa; National; Northeast; Northwest Orient; Pan American; TWA; United; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 43,122; Loc. Est. 41,948
Hatboro 80 Cen. 7,579; Loc. Est. 7,250
Warminster 80 Cen. 35,543; Loc. Est. 34,698
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Counties:
Montgomery Co. 80 Cen. 643,621; Loc. Est. 659,436
Bucks Co. 80 Cen. 479,211; Loc. Est. 489,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 13,061; Loc. Est. 13,139
Warminster 80 Cen. 10,209; Loc. Est. 10,329
Hatboro 80 Cen. 2,852; Loc. Est. 2,810
Counties:
Montgomery Co. 80 Cen. 223,290; Loc. Est. 239,382
Bucks Co. 80 Cen. 156,648; Loc. Est. 167,439
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	N.A.
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Counties: Montgomery 334,954; Bucks 227,852

7 - ELECTRIC METERS: Residence 400,210

8 - GAS METERS: Residence 126,500

9 - PRINCIPAL INDUSTRIES: Electronics, small diversified.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct 23. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on York Rd. Neighborhood Shopping Center-Village Mall (42 units); King's Plaza (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rosemore(17)	2	Shop 'N' Save
Willow Grove Park(140)	5	B. Altman, A&S, Bloomingdales
Village Mall(40)	2	Thrift Drug
Warminster Plaza(17)	4	Rickels

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Abraham-Strauss; Bloomingdales.
Discount Stores-K mart; Rickels; Clover; Jefferson Ward; King's.
Variety Store-Berlins.
Chain Drug Stores-Thrift Drug; Rite Aid.
Chain Supermarkets-Acme; Super Saver; Genuardi's; Pathmark; Shop'n Save; Shop'n Bag.

14 - NEWSPAPERS: TODAY'S SPIRIT (m) 7,368; Dec. 31, 1982 CAC.
Local Contact for Advertising and Merchandising Data: Gordon Bechtle, V.P./Mkt. Dir., TODAY'S SPIRIT, 530 W. Street Rd., Warminster, PA 18974; Tel. (215) 675-3430.
National Representatives: Robert Hitchings; U.S. Suburban Press, Inc.

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-34.
Intercity Bus Lines-Capitol; Continental Trailways; Luzerne & Carbon County; Motor Transportation; Valley Transit.

LUZERNE COUNTY
COLUMBIA COUNTY
MONROE COUNTY
East Side
Freeland
White Haven
Rock Glen
W Hazleton
Jeddo
HAZLETON
Sheppton
Weatherly
McAdoo
Hudsondale
Delano
SCHUYLKILL COUNTY
Tamaqua
CARBON COUNTY

Hazleton Standard-Speaker (all day) 24,410 ABC 3 / 31 / 83

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 26,222
CZ-ABC: (80) 47,398; (83) 45,800
RTZ-ABC: (80) 37,362; (83) 39,100
County 80 Cen. 343,079; Loc. Est. 343,517
MSA 80 Cen. 728,796; Loc. Est. 731,416
City & RTZ-ABC: (80) 84,760; (83) 84,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762; Loc. Est. 10,627
CZ-ABC. (80) 18,432; (83) 18,400
RTZ-ABC: (80) 12,911; (83) 14,100
County 80 Cen. 125,502; Loc. Est. 131,428
MSA 80 Cen. 263,271; Loc. Est. 276,365
City & RTZ-ABC: (80) 31,343; (83) 32,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$4,191,491,000
Savings & Loan	3	$201,280,306

6 - PASSENGER AUTOS: County 138,879

7 - ELECTRIC METERS: Residence 60,407

8 - GAS METERS: Residence 5,317

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Primary 11,639; Machine Shops 1,567; Mining & Stripping 906.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20. Last killing frost, June 1.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Church Hill Mall(14)	2	McCrory, Gaylord's, Super Saver
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Super Saver, Sears, McCrory

Principal Shopping Days-Department Stores-Wed., Fri., Sat.; Food-Wed., Thurs., Fri.
Stores Open Evenings-Department Stores-Wed. and Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's.
Discount Stores-Discountland U.S.A.; Gaylord's; K mart; Zayre.
Variety Stores-Kresge; McCrory.
Chain Drug Stores-Rea & Derick; Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Supermarkets-Super-Saver 2; Martin's; Pantry Quik 4; Weis; Discountland USA; IGA 4; Joseph's Holiday Mkt.; Giant Markets; Freeland Food Mart; Economy Markets; Hazle Park Meats; A-1 Supermarket; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Raub's Glick's; Sherwin-Williams; Women's Apparel: Shroyers, Junior Colony, Fashion Colony, Colony II, Fashion Bug; Men's Stores: The Hub, Sarno & Son, Metallo's; Furn. Stores: Rosen's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,410; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; Loc. Est. 9,939
Huntingdon 80 Cen. 7,042; Loc. Est. 7,030
Mount Union 80 Cen. 3,101; Loc. Est. 2,909
County 80 Cen. 42,695; Loc. Est. 43,262

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; Loc. Est. 3,545
Huntingdon 80 Cen. 2,552; Loc. Est. 2,409
Mount Union 80 Cen. 1,244; Loc. Est. 1,136
County 80 Cen. 14,459; Loc. Est. 15,474

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 16,131

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engrg. & Mach. Pts. 100; RR & Util. 325; State Gov't 450; Sand-Stone 265; Wood Prod. 400.
Principal Industrial Pay Days-Textiles, Thurs.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66; First killing frost, Oct. 6. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Fri., Sat., Thurs.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Poser's; Miller's.
Variety Stores-G.C. Murphy 2; McCrory.
Chain Drug Stores-Hilly's; Rite-Aid; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside Mkt; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward (catalog) 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,320; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2, County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White Lines; Grove City Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 16,051; Loc. Est. 16,200
CZ-ABC: (80) 29,228; (83) 30,500
RTZ-ABC: (80) 63,053; (83) 65,500
County 80 Cen. 92,281; Loc. Est. 96,985
City & RTZ-ABC: (80) 92,281; (83) 96,000
Demographic Information available form Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473; Loc. Est. 4,628
CZ-ABC: (80) 9,054; (83) 9,900
RTZ-ABC: (80) 20,944; (83) 22,500
County 80 Cen. 29,998; Loc. Est. 32,600
City & RTZ-ABC: (80) 29,998; (83) 32,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	7	$517,937,000
Savings & Loan	3	over $100,000,000

6 - PASSENGER AUTOS: County 33,652

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Tires 480 ($398); Aluminum Doors 858 ($329); Medical Instruments 450 ($576); University 1,400 ($329); Coal Mining 4,687 ($507); Highway & Construction 595 ($330); Generating 994 ($516); Riot Control 350 ($300); Mining Equipment 885 ($333); Coal Gasification 154 ($394); Steel Building 150 ($291); Chalkboards 127 ($275); Cardiac Pacemakers 50 ($289); Conveyors Equip. 700 ($325); Fabricated Metal 1,192 ($306); Electric-Gas-Telephone Employees 1,18[illegible] ($499).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10. Last killing frost, May 1st.

11 - TAP WATER: Slightly acid, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension. Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 286 S.	NA	David Weis
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Foodland, Thrift Drug, Mont. Ward, Murphy's, Hill's
Indiana Mall(48)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: Department Stores-Brody Bros., Troutman (Allied); Montgomery Ward; JCPenney; Hills; Murphy Mart; Sears; Bon Ton.
Discount Stores-Distributors; Hills; David Weis; Murphy Mart; K mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-Riverside 2; Foodland 4; Shop & Save 2; Comet; Kroger.
Other Chain Stores-Ben Franklin; Brown's Boot; Penn Furniture, Heck's.

14 - NEWSPAPERS: GAZETTE (e) 21,294; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE, PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area, 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Airlines-USAir; American; Eastern; Nordair, Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; Loc. Est. 5,282
County 80 Cen. 392,294; Loc. Est. 393,988
PMSA 80 Cen. 2,424,289; Loc. Est. 2,421,596

4 - HOUSEHOLDS:
City 80 Cen. 2,201; Loc. Est. 2,489
County 80 Cen. 139,233; Loc. Est. 146,352
PMSA 80 Cen. 885,070; Loc. Est. 925,104

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$39,282,000
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 156,220

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing machine tools, electrical equipment, mine cars; foundry and castings: farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall 1-102; Winter 20-77. First killing frost Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Norwin(41)	NA	Thrift Drug, Foodland
Murphy Mart	NA	Murphy Mart, Giant Eagle
Norwin Hills(20)	NA	Hills, Kroger

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 13,443; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: None.

JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River; headquarters for the Gallitzin State Park; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, Md. Steel and coal.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset Bus.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 [illegible]5,496; Loc. Est. 33,290
CZ-ABC: (80) [illegible]; (83) 98,000
RTZ-ABC: (80) 25[illegible],887; (83) 256,600
County 80 Cen. 183,263; Loc. Est. 182,261
MSA 80 Cen. 264,506; Loc. Est. 264,084
City & RTZ-ABC: (80) 351,343; (83) 354,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211; Loc. Est. 14,083
CZ-ABC: (80) 37,135; (83) 37,400
RTZ-ABC: (80) 84,111; (83) 89,400
County 80 Cen. 63,375; Loc. Est. 65,935
MSA 80 Cen. 91,924; Loc. Est. 95,964
City & RTZ-ABC: (80) 121,246; (83) 126,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$878,358,041
Savings & Loan	3	$580,770,540

6 - PASSENGER AUTOS: County 66,906

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 12,078

9 - PRINCIPAL INDUSTRIES: Industry, Numbef of Wage Earners (Av. Wkly. Wage)-Primary Metals 5,700 ($460); Mining 6,500 ($525), Apparel 3,800 ($165); Agriculture 2,042 (N.A.).
Principal Pay Days-Thu., Fri.; 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31. Last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers-4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Mart	6	Riverside
Geistown(11)	3	Ideal, IGA
Westmont(41)	3	Gee-Bee
Bel-Air(14)	3	Wolf Furniture
Richland(60)	5	Riverside, Giant Eagle
Westwood(23)	3	Gee Bee, Hess
University Park(10)	7	JCPenney, Gee-Bee, Hills
Richland Mall(105)	7	Sears, Hess, K mart, Shop'N Save

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Downtown-Thu.; Shopping Cntrs. Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Glossers; Hess 2; Sears; JCPenney.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Rite-Aid; Thrift 3; Eckerd; Keystone Discount; Rexall Group 4; Newman's; Revco 2.
Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food 2; Shop-N-Save 4; Riverside 8; Gee-Bee 5; Foodland 2; Food-Rite 2.
Discount Stores-Gee Bee; King's; K mart; Hills.
Other Chain Stores-Auto: Gatlings, Goodyear, Firestone; Shoes: Kinney's, Thom McAn, Gallenkamp's, Hanover, Pic-Way; Clothing: Richman's, Ormond's; Jewelry: Kay Jewelers, Gordon's Jewelers; Furniture: Penn, Wolf Furniture; Misc.: Singer Co., S&H Green Stamps, Top Value Stamps.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 53,856; (S) 52,166; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Miss Jean Block, Nat'l. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15905; Tel. (814) 536-4554.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; Pa. Hwy. 321; 66.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Blue Bird.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,916; Loc. Est. 4,916
County 80 Cen. 50,635; Loc. Est. 50,546

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919; Loc. Est. 1,838
County 80 Cen. 18,294; Loc. Est. 19,084

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$245,725,369
Savings & Loan	1	$36,646,954

6 - PASSENGER AUTOS: County 17,180

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Abundant supply pure spring and well water; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on 8 sts. Plaza Shopping Center (3 Stores-Market Basket) at west end of Kane on Route 6.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food, Wed., Thu. & Fri.; General, Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Mclellan; McCrory.
Chain Drug Stores-Widmann; Eckerd.
Chain Supermarkets-A&P; Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 3,002; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Charles Bodine, Adv., Joseph C. Piccirillo, Gen. Mgr., or Richard Coleman, Editor, REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2, County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Conrail; Pgh. & Shawmut, B&O with 3 mi. connects via Pgh. & Shawmut.
Motor Freight Carriers-2.
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 5,432; Loc. Est. 5,105
CZ-ABC: (80) 18,552; (83) 18,200
RTZ-ABC: (80) 67,506; (83) 68,300
County 80 Cen. 77,768; Loc. Est. 77,613
City & RTZ-ABC: (80) 86,058; (83) 86,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,287; Loc. Est. 2,171
CZ-ABC: (80) 7,283; (83) 7,300
RTZ-ABC: (80) 23,785; (83) 25,000
County 80 Cen. 28,066; Loc. Est. 29,333
City & RTZ-ABC: (80) 31,068; (83) 32,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 32,895

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plate Glass 500; Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City; 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands; Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Murphy's Mart; JCPenney (catalog); Montgomery Ward; Sears.
Discount Stores-Shoppers' Mart; Jamesway.
Variety Store-Murphy.
Chain Drug Stores-Thrift; Gil's.
Chain Supermarkets-Shop n' Save; Riverside; Foodland 2; Kroger.
Other Chain Stores-Rocket Markets 75 (county); Firestone; Sherwin-Williams; Winky's; Radio Shack; Agway; JoAnn Fabrics.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,650; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: None.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3, County Seat. Widely diversified manufacturing, tourist and agricultural area. College center. 67 RR mi., 65 hwy. mi., 59 air mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.) and U.S. 283.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-19.
Airlines-Suburban; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 54,725; Loc. Est. 54,500
CZ-ABC: (80) 188,602; (83) 192,000
RTZ-ABC: (80) 247,509; (83) 258,100
County/MSA 80 Cen. 362,346; Loc. Est. 377,400
City & RTZ-ABC: (80) 436,111; (83) 450,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746; Loc. Est. 20,629
CZ-ABC: (80) 67,178; (83) 71,000
RTZ-ABC: (80) 81,117; (83) 87,700
County/MSA 80 Cen. 123,864; Loc. Est. 133,000
City & RTZ-ABC: (80) 148,295; (83) 158,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$6,000,000,000
Savings & Loan	5	$600,000,000

6 - PASSENGER AUTOS: County 152,810

7 - ELECTRIC METERS: County 153,127

8 - GAS METERS: County 32,666

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 4,700 ($382); Elect. Equip. 5,600 ($324); Textiles 1,600 ($219); Apparel 4,500 ($175); Fab. Metal Prod 7,700 ($357); Print & Pub. 4,500 ($354); Primary Metal Ind. 3,000 ($279); Stone, Clay, Glass Prods. 2,000 ($382); Lumber & Furniture 2,000 ($308); Food Prods. 6,500 ($398); Leather Prods. 1,300 ($147); Other Durable Goods 6,700 ($346); Other Non-Durable Goods 3,700 ($326); Contract Const. 5,700; Trans. & Public Util. 6,400; Wholesale Trade 8,200; Retail Trade 26,800; Fin., Ins. & Real Estate 5,500; Services & Mining 28,100; Govt. 14,600.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St.
Neighborhood Shopping Area-2 blocks on Columbia Ave., 3 blocks on Manor St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lancaster(32)	2	Weis, Kresge, Rea & Derick, Giant
Wheatland(23)	3	Thrift Drug, Dollar General
Manor(30)	2	Acme, Weis, Cloth World, Radio Shack
Lincoln Plaza(22)	3	Weis, Rea & Derick Jamesway
Bridgeport(6)	2	Jewel T, Weis
Park City(160)	3	Sears, Gimbels, Woolworth, Watt & Shand, Peoples
K mart Plaza(27)	2	K mart, Rite-Aid, Mill Store, Weis
East Towne Mall(42)	4	Mailman's, Weis K mart, Radio Shack, Channel, Kinney
Willow Valley Square(24)	4	Willow Valley Farms IGA, Rea & Derick

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thu., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Tues., Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Watt & Shand 2; Sears; JCPenney; Gimbels.
Variety Stores-Woolworth 2; H.L. Green; McCrory's; Kresge.
Discount Stores-Nichols 2; K mart 4; Mailman's 2; Jamesway 2; Silo.
Chain Drug Stores-Rea & Derick 9; Peoples 3; Thrift; Thrift-D; Rite-Aid 2; White Shield 2; Drug Fair.
Chain Supermarkets-Acme 2; Weis 15; Jewel T 3; IGA 10; Food Rite 2; Giant 3; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2, General, Uncle Miller's 2, Goodrich, Goodyear 2; Shoes: Endicott-Johnson, Hanover, Thom McAn 3, Buster Brown, Irving's, Barett, Naturalizer, Father & Son, Kinney's 4, Super Shoe; Men's Clothing: Hamburgers, Double Image, Fillings, Anderson-Little, Chess King, Glah Bros., National Shirt; Women's Apparel: Country Casuals, Logan's, Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Jack's III, Marianne, Junior Colony 2, Fashion Bug, Gap, Wrangler Wranch; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's; Carter Cashway 2, Channel, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Coles; Catalog Stores: Montgomery Ward, Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 41,562; NEW ERA (e) 58,457; NEWS (S) 141,773; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Nat'l Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; Loc. Est. 16,071
CZ-ABC: (80) 62,178; (83) 66,300
RTZ-ABC: (80) 64,821; (83) 66,800
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
County 80 Cen. 643,621; Loc. Est. 659,436
City & RTZ-ABC: (80) 126,999; (83) 133,100

4 - HOUSEHOLDS:
City 80 Cen. 6,216; Loc. Est. 6,333
County 80 Cen. 223,290; Loc. Est. 239,382
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
CZ-ABC: (80) 22,161; (83) 24,400
RTZ-ABC: (80) 21,444; (83) 23,000
City & RTZ-ABC: (80) 43,605; (83) 47,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 334,954

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Tile Mfg. 1,000; Electronic Equip. [illegible] Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Montgomery Mall(122)	NA	Bamberger, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plaza(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Square(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best, Marshalls

Neighborhood Shopping Center-S. Broad St. Hillcrest Shopping Center, E. Main St.; English Village Rts. 309 & 63, North Wales; Lansdale Shopping Center, West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Village Bethlehem Pike, Spring House; Pennwood Plaza, N. Broad St., Lansdale; Chal-Britt Plaza; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shopping Center.
Principal Shopping Days-Mon., Fri., & Sat.
Stores Open Evenings-Every evening & Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Clover; JCPenney; Wanamakers; Bambergers; Sears, Marshalls.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Ames.
Chain Supermarkets-Acme 3; Clemens 5; Genuardi's; Stop'N Shop; Shop N Bag, Ralph's; Super Fresh; Weiss'.
Other Chain Stores-Penn-Jersey Auto; Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chanolers; Zales; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 20,650; Mar. 26, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bob Stefanowski, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett Newspaper Advertising Sales; Robert Hitchings; U.S. Suburban Press, Inc.

LANSFORD

See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Chestnut Ridge; Latrobe; Mt. View; Lincoln.
Airlines-Tri-City Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,799; Loc. Est. 10,347
CZ-ABC: (80) 18,003; (83) 17,800
RTZ-ABC: (80) 48,974; (83) 50,000
County 80 Cen. 392,294; Loc. Est. 393,988
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 66,377; (83) 67,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336; Loc. Est. 4,226
CZ-ABC: (80) 6,899; (83) 7,100
RTZ-ABC: (80) 6,508; (83) 7,700
County 80 Cen. 139,233; Loc. Est. 146,352
PMSA 80 Cen. 810,037; Loc. Est. 839,647
City & RTZ-ABC: (80) 23,407; (83) 24,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$10,367,000
Savings & Loan	1	$5,236,597

6 - PASSENGER AUTOS: County 156,220

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: Residence 10,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg 9,500; Mining 147; Commercial 1,200; Constr. 911; Tool & Die 4,000; Blasting 450; RR & Ind. 980; Neoprene Foam Rubber 260; Ceramics 900; Ingot Molds 450; Brick & Concrete 200; Primary Metal 4,046.
Principal Industrial Pay Days-1&15, 10&25.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Ligonier St., 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Latrobe(25)	NA	Shop'N Save
Lincoln Road(10)	NA	A&P, McCrory's

Principal Shopping Days-Dept. Thu. & Sat.; Food & Shopping Centers Daily until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Troutmans (Allied).
Discount Stores-Keystone Candy.
Variety Stores-Murphys.
Chain Drug Stores-Strickler Walgreen; Thrift 2; Rite-Aid.
Chain Supermarkets-Foodland; Shop'N Save; Red & White.
Other Chain Stores-Shoes: Henry's, Keystone, Kamps; Furniture: Penn; Auto Supplies; Weiss

Goodyear, Goodrich, Airland, Lincoln Service; Montgomery Ward.

14 - NEWSPAPERS: BULLETIN (e) 10,576; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County, (In Harrisburg-Lebanon-Carlisle MSA), E&P Map D-3, County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. South central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; Loc. Est. 23,780
CZ-ABC: (80) 53,269; (83) 52,900
RTZ-ABC: (80) 55,313; (83) 58,200
County 80 Cen. 109,829; Loc. Est. 109,294
City & RTZ-ABC: (80) 108,582; (83) 111,100
MSA 80 Cen. 555,907; Loc. Est. 565,909

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121; Loc. Est. 9,972
CZ-ABC: (80) 19,186; (83) 19,700
RTZ-ABC: (80) 18,747; (83) 20,600
County 80 Cen. 38,327; Loc. Est. 39,954
City & RTZ-ABC: (80) 37,933; (83) 40,300
MSA 80 Cen. 200,990; Loc. Est. 214,680

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$288,900,000

6 - PASSENGER AUTOS: County 45,802

7 - ELECTRIC METERS: Residence 11,205

8 - GAS METERS: Residence 4,640

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal Prod. 3,600 ($260); Apparel-Textiles 3,583 ($140); Food Prods. 1,700 (130); Chem-Pharmaceuticals 1,000 ($180); Leather products 1,100 ($140); Machine Industries 1,100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Plaza	36	Sears, JCPenney, Hess's
Lebanon Mall	32	Murphy's Mart, Boscov's
Palmyra	10	Weis
Plaza 422	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tue. & Fri.; Shopping Centers every night and Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's (Allied); JCPenney; Boscov's; Murphy's Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Rea & Derick; Thrift; Revco.
Chain Supermarkets-Plus; Weis 2; Acme; Giant.
Other Chain Stores-G.R. Kinney; Firestone; Miller's Auto; Gordon's Jewelry; DeVono's; Ormond's; Montgomery Ward (Catalog); Waldenbooks; Radio Shack; Feel Fine; The Hub; Zales Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin Williams.

14 - NEWSPAPERS: NEWS (e) 27,539; (S) 30,521; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.G. Carpenter, Mkt. Dir., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Landon Associates.

LEHIGHTON-JIM THORPE-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound, East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; Loc. Est. 20,295
Lehighton 80 Cen. 5,826; Loc. Est. 5,657
Jim Thorpe 80 Cen. 5,263; Loc. Est. 5,127
Lansford 80 Cen. 4,466; Loc. Est. 4,185
Palmerton 80 Cen. 5,455; Loc. Est. 5,326
MSA 80 Cen. 636,714; Loc. Est. 649,583
County 80 Cen. 53,285; Loc. Est. 53,644
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; Loc. Est. 7,350
Lehighton 80 Cen. 2,181; Loc. Est. 1,952
Jim Thorpe 80 Cen. 1,880; Loc. Est. 1,738
Lansford 80 Cen. 1,883; Loc. Est. 1,742
Palmerton 80 Cen. 2,135; Loc. Est. 1,918
County 80 Cen. 19,642; Loc. Est. 20,698
MSA 80 Cen. 230,764; Loc. Est. 246,312

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 22,799

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furniture & Wood Working; Clothing & Textiles; Fur Processing; Lamp Making; Chemicals; Furniture.; Zinc Refinery.
Principal Pay Days-R.R. 15 & 30; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10. Last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Shopping Center-Carbon Plaza -Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. Some Tues., Thu. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Allan's Shoes; Surefine Prods.; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,336; sworn Mar. 31, 1983. Application for ABC membership Apr. 20, 1983.
Local Contact for Advertising and Merchandising Data: David P. Schlenker, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:
Area 80 Cen. 66,738; Loc. Est. 66,762
Bristol 80 Cen. 10,867; Loc. Est. 10,170
Langhorne 80 Cen. 1,697; Loc. Est. 1,659
Levittown 80 Cen. 54,174; Loc. Est. 54,933
CZ-ABC: (80) 148,723; (83) 146,400
RTZ-ABC: (80) 157,461; (83) 170,800
County 80 Cen. 479,211; Loc. Est. 489,600
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
City & RTZ-ABC: (80) 306,184; (83) 317,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Area 80 Cen. 20,820; Loc. Est. 22,622
Bristol 80 Cen. 4,033; Loc. Est. 3,988
Langhorne 80 Cen. 542; Loc. Est. 541
Levittown 80 Cen. 16,245; Loc. Est. 18,093
CZ-ABC: (80) 48,026; (83) 49,200
RTZ-ABC: (80) 51,684; (83) 58,100
County 80 Cen. 156,648; Loc. Est. 167,439
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
City & RTZ-ABC: (80) 99,710; (83) 107,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 227,852

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives. 34,073 Indus. emp. only. Av. Wkly. Wage N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairless Hills(31)	2	Plus Foods
Falls(6)	3	Best, Clover, Super Fresh
Country Club(25)	6	Goodyear, Levine's, Jefferson Ward, Marshall's
Morrisville(25)	6	Acme
Midway(3)	5	Quality Drug, Schaal's
5-Points	3	Towne Phcy., Farm Mart
Leeper Village	2	Buckley Hdwr.,
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'n Bag, Thrift Drug
Southampton Mall(24)	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshamin Mall(100)	12	Woolworth, Sears, Pathmark
Levittown(60)	NA	Woolworth, Thriftway
Oxford Valley(140)	4	Bamberger's, Acme, Wanamaker's, JCPenney, Gimbels, Woolworth

Principal Shopping Days-Mon., Thu., Sun.
Stores Open Evenings-Mon., Thu., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Gimbel's; Bamberger's.
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Jefferson Ward 2; Jamesway 2.
Variety Stores-Woolworth 3; McCrory's 2.
Chain Drug Stores-York 2; Quality 2; Thrift 7; Rite-Aid 2.
Chain Supermarkets-Acme/Super Saver 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'n Bag 10; Harvest.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbook; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 65,305; (S) 68,926; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Moore, Jr., Gen. Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19058; Tel. (215) 752-6778.
National Representatives: Sawyer-Ferguson-Walker Co.; Robert Hitchings & Co.

LEWISTOWN

1 - LOCATION: Mifflin County, E&P Map C-2. County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; Loc. Est. 9,447
County 80 Cen. 46,908; Loc. Est. 47,756
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322; Loc. Est. 4,177
County 80 Cen. 16,813; Loc. Est. 17,905

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 16,143

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 ($127); Farm Mach. 1,100 ($192); Electronic 717(N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, Peoples, Millers, Fashion Bug, Radio Shack.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2.
Variety Stores-McCrory's; G.C. Murphy.
Chain Drug Stores-Peoples; Rea & Derick; Rite Aid; Thift Drug; White Shield.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears (Catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,622; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mark Conrad, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewiston, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; Loc. Est. 13,537
Lock Haven 80 Cen. 9,617; Loc. Est. 9,184
Jersey Shore 80 Cen. 4,631; Loc. Est. 4,353
PMA-ABC: (80) 50,797; (83) 51,300
Counties 80 Cen. 157,387; Loc. Est. 159,363
Clinton 80 Cen. 38,971; Loc. Est. 40,255
Lycoming/MSA 80 Cen. 118,416; Loc. Est. 119,108

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947; Loc. Est. 4,454
Lock Haven 80 Cen. 3,261; Loc. Est. 2,899
Jersey Shore 80 Cen. 1,686; Loc. Est. 1,555
Counties 80 Cen. 55,631; Loc. Est. 58,930
Clinton 80 Cen. 13,534; Loc. Est. 14,619
Lycoming/MSA 80 Cen. 42,097; Loc. Est. 44,311
PMA-ABC: (80) 17,630; (83) 18,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 12,878; Lycoming 44,589

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Pdts. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Electrical Machinery 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoeware 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears, Montgomery Ward
Clinton Plaza	NA	Acme, K mart Rea & Derick
Plaza Mall(15)	30	Gee-Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess'
Nittany Mall(42)	30	Sears, Hess'

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney 2; Sears.
Discount Stores-K mart; Ames.
Variety Stores-Woolworth; J.J. Newberry 2.
Chain Drug Stores-Widmann 4; Revco; Thrift; Rea & Derick; Weis.
Chain Supermarkets-Weis 3; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone, Clasters.

14 - NEWSPAPERS: EXPRESS (e) 11,557; sworn Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; Loc. Est. 51,450
McKeesport 80 Cen. 31,012; Loc. Est. 29,803
Duquesne 80 Cen. 10,094; Loc. Est. 9,966
Clairton 80 Cen. 12,188; Loc. Est. 11,681
CZ-ABC: (80) 102,597; (83) 97,800
RTZ-ABC: (80) 123,885; (83) 124,100
County 80 Cen. 1,450,085; Loc. Est. 1,446,649
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 226,482; (83) 221,900

RT. 22
MONROEVILLE
ALLEGHENY CO
WESTMORELAND CO.
DUQUESNE
WEST MIFFLIN
McKEESPORT
IRWIN
RT. 30
CLAIRTON
RT
RT. 51
WASHINGTON CO

McKeesport News (e)
34,332 ABC 3 / 31 / 83

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; Loc. Est. 21,722
McKeesport 80 Cen. 12,321; Loc. Est. 12,627
Duquesne 80 Cen. 4,069; Loc. Est. 4,253
Clairton 80 Cen. 4,789; Loc. Est. 4,842
CZ-ABC: (80) 39,777; (83) 39,400
RTZ-ABC: (80) 43,096; (83) 44,700
County 80 Cen. 540,547; Loc. Est. 564,057
PMSA 80 Cen. 810,037; Loc. Est. 839,647
City & RTZ-ABC: (80) 82,873; (83) 84,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 568,427

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville; Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Gimbel's, Gee Bee, JCPenney
Olympia(37)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plaza(15)	NA	K mart, Revco
Southland(54)	NA	Shop & Save
Gold Circle(21)	NA	Gold Circle, Kroger
Century III(130)	NA	Gimbels, Sears, Kaufmann's, JCPenney, Wards
Hills Plaza	NA	Hills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thu. & Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Gimbel's; Kaufmann's; Sears; Horne's; Jaison's; Skapik's.
Variety Stores-Murphy; Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 2; Eckerd's.
Chain Supermarkets-Kroger 2; Giant Eagle 2; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 34,332; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1, County Seat. Industrial, tourist, vacation & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 15,544; Loc. Est. 14,783
CZ-ABC: (80) 22,336; (83) 22,200
RTZ-ABC: (80) 48,761; (83) 50,300
County 80 Cen. 88,869; Loc. Est. 89,331
City & RTZ-ABC: (80) 71,097; (83) 72,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972; Loc. Est. 5,081
CZ-ABC: (80) 8,315; (83) 8,600
RTZ-ABC: (80) 16,550; (83) 17,900
County 80 Cen. 30,960; Loc. Est. 32,617
City & RTZ-ABC: (80) 24,865; (83) 26,500

5 - BANKS	NUMBER	DEPOSITS
Commerical	4	$1,922,253,989
Savings & Loan	4	$659,037,557

6 - PASSENGER AUTOS: County 30,426

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 15,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Metal Forgings & Stampings 1,921 ($345); Flat Glass 500-999 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 55-92; Fall 33-72; Winter 3-54.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Wards, Loblaw's
Park Ave. Plaza(26)	NA	Carlisle's, Jamesway
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's
Saegertown	NA	Super Duper
Plaza(5)	NA	
Penn-Plaza(7)	NA	Kroger's

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Murphy; K mart; Dahlkempers.
Discount Stores-Jamesway, Fisher Big Wheel, K mart.
Chain Drug Stores-Eckerd; Thrift; Rea & Derick.
Chain Supermarkets-Kroger; Golden Dawn; Riverside; Quality Mkt.; Loblaw's; Foodland.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 17,123; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jon M. Noel, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; Loc. Est. 6,463
County 80 Cen. 100,381; Loc. Est. 101,904

4 - HOUSEHOLDS:
City 80 Cen. 2,628; Loc. Est. 2,547
County 80 Cen. 37,846; Loc. Est. 40,215

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,469,329,000
Savings & Loan	2	$27,715,863

6 - PASSENGER AUTOS: County 38,402

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tank Cars 645 ($400); Steel 575 ($300); Food Processing 1,400 ($250); Textiles 180 ($200); Furniture 900 ($240); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plaza(18)	14	Acme, Wards, Zayre, McCrory
Plaza 15(5)	5	Acme, Super Saver, Murphy Mart, Rea & Derick Drugs,
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JCPenney
Lycoming Valley(71)	16	Hess's, Gee-Bee, Rea & Derick, Sears

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-J.J. Newberry.
Discount Stores-Plaza Discount, K mart.
Chain Drug Stores-Rea & Derick, Rite-Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth's; Montgomery Ward; Murphy Mart; Fashion Bug; Bon Ton; Sears.

14 - NEWSPAPERS: STANDARD (e) 4,644; (sat) 4,644; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (N.Y.C.); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; Loc. Est. 23,718
Monessen 80 Cen. 11,928; Loc. Est. 10,830
Charleroi 80 Cen. 5,717; Loc. Est. 5,364
Donora 80 Cen. 7,524; Loc. Est. 7,524
CZ-ABC: (80) 26,929; (83) 25,100
RTZ-ABC: (80) 46,641; (83) 46,300
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
Counties 80 Cen. 609,368; Loc. Est. 612,330
Washington 80 Cen. 217,074; Loc. Est. 218,342
Westmoreland 80 Cen. 392,294; Loc. Est. 393,988
City & RTZ-ABC: (80) 73,570; (83) 71,400

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; Loc. Est. 10,009
Monessen 80 Cen. 4,715; Loc. Est. 4,522
Charleroi 80 Cen. 2,552; Loc. Est. 2,578
Donora 80 Cen. 2,911; Loc. Est. 2,909
CZ-ABC: (80) 10,886; (83) 10,600
RTZ-ABC: (80) 17,127; (83) 17,700
PMSA 80 Cen. 810,037; Loc. Est. 839,647
Counties 80 Cen. 216,266; Loc. Est. 227,316
Washington 80 Cen. 77,033; Loc. Est. 80,964
Westmoreland 80 Cen. 139,233; Loc. Est. 146,352
City & RTZ-ABC: (80) 28,013; (83) 28,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savingsoan	2	N.A.

6 - PASSENGER AUTOS: Counties: Westmoreland 156,220; Washington 87,006.

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Manufacturing 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282); Clothing Manufacturing 360 (N.A.); Steel Fabrication 334 ($268).

10 - CLIMATE: Min. & Max. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi; Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen;

Eastgate, Park Plan, Grand Blvd.; Charleroi; Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Murphy's Revco, Hills, Shop 'N Save
K mart Plaza	3	Kroger, Thrift, K mart
Rostraver	8	American Hardware, Foodland
Mon-Valley Plaza(13)	1	Eckerd, Ben Franklin

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Monessen-Wed. & Fri.; Charleroi-Mon., Thu., & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Roxs; David Israel; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas; K mart.
Variety Stores-Murphy 2; Ben Franklin; McCrory's.
Chain Drug Stores-Eckerd; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 4; Open Pantry (4); Kroger.
Other Chain Stores-Sherwin-Williams; Singer; Radio Shack; Pic Way; Busy Beaver; 84 Lumber; Kelley and Cohen; Jo Ann Fabric.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 16,885; sworn Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati; Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MONONGAHELA-DONORA

1 - LOCATION: Washington County (In Pittsburgh PMSA). E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys. 136, 88, 837; I-70.

2 - TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers-7.
Intercity Bus Lines-88 Transit Lines, Inc.

3 - POPULATION:
Corp. Cities 80 Cen. 13,474; Loc. Est. 12,704
Donora 80 Cen. 7,524; Loc. Est. 7,320
Monongahela 80 Cen. 5,950; Loc. Est. 5,384
County 80 Cen. 217,074; Loc. Est. 218,342
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Cities 80 Cen. 5,323; Loc. Est. 5,224
Donora 80 Cen. 2,911; Loc. Est. 2,922
Monongahela 80 Cen. 2,412; Loc. Est. 2,302
County 80 Cen. 77,033; Loc. Est. 80,964
PMSA 80 Cen. 810,037; Loc. Est. 839,647

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 87,006

7 - ELECTRIC METERS: Res/County 18,654

8 - GAS METERS: Monongahela only 3,222

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly. Wage)-Steel 7,800 ($235); Coal Mining 4,140 ($255); Build. Supplies 410 (N.A.); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Monongahela-Acid, hard; Donora-Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monongahela: 12 blocks on Main St.; 4 on Chess St.; 4 on Marne Ave.; 2 on 2nd, 3rd & 4th Sts. Donora: 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets.
Neighborhood Shopping Centers-3 blocks on Main St. in New Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century III Mall(165)	11	Gimbel's, Kaufman's
South Hills Vlg.(120)		Gimbel's, Horne's
Southland(54)	9	Kroger, JCPenney
Eastland(68)	15	Gimbel's, JCPenney
Greengate(95)	20	Horne's
Charleroi	6	Fisher, Wards, Shop & Save
Mon Valley	7	Shop 'N Save, Wards, Fisher's Big Wheel
Tri County Plaza		Hills, K mart, Kroger
Westmoreland(120) Mall(120)	20	Kaufmans, Sears

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Monongahela: Mon. & Fri.; Donora: Mon. & Fri. All Food every night.

13 - RETAIL OUTLETS: Department Stores-Abel's; Joseph's Fine Men's Clothing; Becker's Men's Wear; JCPenney; Boston Store: Montgomery Ward; Fisher's Big Wheel; Eisenbergs; Miller's; Cox's; Hill's.
Variety Stores-McCrory; G.C. Murphy 2.
Chain Drug Stores-Span & Tayler (Rexall); Health Mart 2; West Main Phcy; Cost's; Dierken's; Rite Aide.
Chain Supermarkets-Shop & Save 2; A&S Mkt.; Smith's Clover Farm; Foodland 2.
Other Chain Stores-Endicott-Johnson; Key Auto; Valley Cleaning; Sherwin-Williams; Singer Co.

14 - NEWSPAPERS: HERALD (e) 4,867; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data:Carl Hanford, Adv. Dir., HERALD, 440 W. Main St, Monongahela. PA 15063; Tel. (412) 258-7000.
National Representative: None.

MOUNT CARMEL
See SHAMOKIN

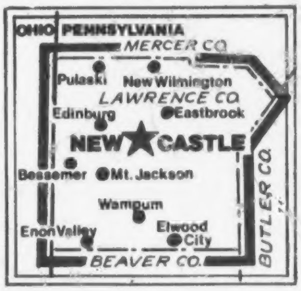
MOUNT UNION
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 108, 168, 88.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Smeal; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; Loc. Est. 32,248
CZ-ABC: (80) 39,525; (83) 38,100
RTZ-ABC: (80) 68,420; (83) 69,500
County 80 Cen. 107,150; Loc. Est. 108,129
City & RTZ-ABC: (80) 107,945; (83) 107,600



New Castle News (e)
22,158 ABC 3 / 31 / 83

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581; Loc. Est. 12,696
CZ-ABC: (80) 14,638; (83) 14,600
RTZ-ABC: (80) 23,155; (83) 24,500
County 80 Cen. 37,501; Loc. Est. 39,586
City & RTZ-ABC: (80) 37,793; (83) 39,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$761,363,168
Savings & Loan	2	$289,591,273

6 - PASSENGER AUTOS: County 44,710

7 - ELECTRIC METERS: 36,019

8 - GAS METERS: 18,600

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage-N.A.)-Primary Metal 157; Machy 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18N, 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N, 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Village(30)	4	K mart
Westgate Plaza(14)	4	A&M Supermkt.
Call's Plaza(8)	2	Thrift Drug, Nate & Ralph's
Towne Mall(31)	1	Sears, Valu-King
Neshannock Plz.(8)	2	Union Prescription, Betty's Bridal
North City Plz.(11)	2	Value King, K mart
Union Plaza(8)	4	Spiegels

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's (Allied); Strouss-Hirshberg (May Co.); JCPenney; Fisher Bros.; Kantz.
Discount Stores-Fisher's Big Wheel; Treasure Island; K mart.
Variety Store-G.C. Murphy.
Chain Drug Stores-Eckerd's; Thrift 2; Sun Drug; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-A&M; J.J. Dean; Joseph's; Tic Tock 2; Nate & Ralph's; Value King 4.
Other Chain Stores-Sears; Nobil Shoes; G.R. Kinney Shoes; Spiegel Catalog.

14 - NEWSPAPERS: NEWS (e) 22,158; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Bartholic, Adv. Dir., NEWS, 27-35 N. Mercer St., New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County. Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and Industrial center 20 miles NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 366, 780 & 88; U.S. Hwy. 22 and Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902; Loc. Est. 29,301
New Kensington 80 Cen. 17,660; Loc. Est. 16,595
Tarentum 80 Cen. 6,419; Loc. Est. 6,301
Vandergrift 80 Cen. 6,823; Loc. Est. 6,405
PMA-ABC: (80) 178,306; (83) 175,200
Counties 80 Cen. 1,842,379; Loc. Est. 1,840,637
Allegheny County 80 Cen. 1,450,085; Loc. Est. 1,446,649
Westmoreland County 80 Cen. 392,294; Loc. Est. 393,988
PMSA 80 Cen. 2,424,289; Loc. Est. 2,421,596

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481; Loc. Est. 12,339
New Kensington 80 Cen. 7,147; Loc. Est. 6,922
Tarentum 80 Cen. 2,584; Loc. Est. 2,692
Vandergrift 80 Cen. 2,750; Loc. Est. 2,725
Counties 80 Cen. 679,780; Loc. Est. 710,409
Allegheny 80 Cen. 540,547; Loc. Est. 564,057
Westmoreland 80 Cen. 139,233; Loc. Est. 146,352
PMA-ABC: (80) 64,566; (83) 66,000
PMSA 80 Cen. 885,070; Loc. Est. 925,104

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 568,427; Westmoreland 156,220

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aluminum Fabricator, Technical 293; Glass Products 763; Paint Products 357; Steelmaking, Fab. 9,286; Tool & Die, 341; Plastic Mfg. 357; Nuclear Prod. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Dist. 189.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown-New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plaza(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plaza(15)	NA	Ben Franklin
Riverview Plaza(13)	NA	K mart
Allegheny Plaza(10)	NA	Fishers Big Wheel
Apollo Plaza(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy Mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.
Variety Stores-G.C. Murphy Co.; Ben Franklin.
Chain Drug Stores-Thrift Drug 3; Eckerd's; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Kroger's 2; Shop 'N Save 7; Golden Dawn 2; Foodland 4; Gee Bee; Giant Eagle 2; IGA 3.
Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears Catalog 2; Singer; Thom McAn; Kelly & Cohen; Nobil Shoes; Sherwin Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 42,267; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Nat'l. Adv. Mgr. VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett Newspaper Advertising Sales; U.S. Suburban Press, Inc.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3, County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of New York; 41 mi. W of Trenton; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422 and 202; State Hwys. 23,73 and 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of Pa. Turnpike.

2 - TRANSPORTATION: Railroads-Reading; Conrail; Phila. Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; Loc. Est. 33,901
PMA-ABC: (80) 194,895; (83) 197,400
County 80 Cen. 643,621; Loc. Est. 659,436
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 13,005
PMA-ABC: (80) 65,946; (83) 69,400
County 80 Cen. 223,290; Loc. Est. 239,382
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$1,320,176,000

Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 334,954

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food and Bevarages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12,172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery Equipment & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring; 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10. Last killing frost, April 20.

11 - TAP WATER: Alkaline, nard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Square(35)	1	Sears Rite Aid
Plymouth Sq.(22)	2	Woolworth's, Super Fresh
Valley Forge(55)		Marshalls, Kiddie City, Thriftway Foods
Norriton Square(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Zummo's,
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Wanamaker, Acme,ham Woolworth, Gimbels, JCPenney, Sears, Bloomingdales
Sandy Hill(9)	2	Genuardi's
Swede Square(24)	2	Genuardi's, Channell's
Plymouth Mall(114)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thurs., Fri., Sat
Stores Open Evenings-Dept.-Fri.; Food-every evg. ex. Sat.; Shopping Centers-every evg.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; John Wanamaker; Gimbel's; Strawbridge & Clothier; Bambergers; Abraham & Straus; Bloomingdales; Hess.
Discount Stores-K mart; Clover; Silo's; Dee's Appliance.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4.
Chain Supermarkets-Acme 4; Super Fresh 3; Plus Discount; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite; Jewel T 2.
Other Chain Stores-Channel; Grossmans; Clover.

14 - NEWSPAPERS: TIMES-HERALD (e) 32,144; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County, E&P Map B-2. Adjacent cities in N.W. Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; Loc. Est. 21,494
Franklin 80 Cen. 8,146; Loc. Est. 7,989
Oil City 80 Cen. 13,881; Loc. Est. 13,505
Oil City Derrick PMA-ABC: (80) 104,967; (83) 106,500
Franklin News-Herald PMA-ABC: (80) 82,544; (83) 83,300
County 80 Cen. 64,444; Loc. Est. 65,367
Total PMA-ABC: (80) 132,999; (83) 135,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; Loc. Est. 8,088
Franklin 80 Cen. 3,246; Loc. Est. 3,205
Oil City 80 Cen. 5,331; Loc. Est. 4,883
County 80 Cen. 22,700; Loc. Est. 24,093
Oil City Derrick PMA-ABC: (80) 36,070; (83) 38,200
Franklin News Herald PMA-ABC: (80) 28,621; (83) 30,200
Total PMA-ABC: (80) 45,399; (83) 48,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,092,997,929
Savings & Loan	3	$126,222,187

6 - PASSENGER AUTOS: County 22,060

7 - ELECTRIC METERS: 36,000

8 - GAS METERS: 21,604

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp. (Av. Wkly. Wage)-Petroleum 1,800 ($340); Steel 1,068 ($565); Glass 475 ($340); Printing 300 ($330); Chemical 191 ($330); Machine 3,123 ($355); Transp. & Pub. Utilities 1,000 ($340); Whlse. & Retail 3,000 (N.A.); Services 2,500 ($210); Gov. 2,500 (N.A.); Misc. 7,043 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; some red water in County.

12 - RETAILING: **Principal Shopping Area**-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thurs., Fri
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Weiker & Maxwell; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth 2; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; Jamesway; McCrory's.
Chain Drug Stores-Thrift 3; Eckerds; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-Foodland 3; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; IGA; Country Fair 4; Lil' Shopper 2; Kroger's 2.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,383; OIL CITY DERRICK (m) 16,477; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, PO Box 928, Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON
See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 14-County Philadelphia Primary Market hub of over 5.8 million people. 90 mi. from New York; 136 mi. from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: **Railroads**-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-250.
Freight Steamship Lines-101.
Intercity Bus Lines-SEPTA; Red Arrow; 19 smaller bus companies.
Airlines-29; Air Freight-8.

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210; Loc. Est. 1,677,052
CZ-ABC: (80) 1,898,614; (83) 1,806,500
RTZ-ABC: (80) 3,998,109; (83) 4,075,700
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
City & RTZ-ABC: (80) 5,896,723; (83) 5,882,200

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; Loc. Est. 643,805
CZ-ABC: (80) 695,807; (83) 687,200
RTZ ABC: (80) 1,359,056; (83) 1,437,500
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
City & RTZ-ABC: (80) 2,054,863; (83) 2,124,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$24,900,000,000
Savings	4	$11,440,000,000
Savings & Loan	25	$5,200,000,000

6 - PASSENGER AUTOS: County 476,576

7 - ELECTRIC METERS: 1,335,400

8 - GAS METERS: Residential 1,500,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Durable Goods: Furniture & Fixtures 6,700 ($292); Stone, Clay & Glass 11,000 ($463); Primary Metals 18,100 ($359); Fabricated Metals 31,800 ($365); Non-electrical Machinery 44,200 ($366); Electrical Machinery 41,200 ($292); Transportation Equip. 20,900 ($441); Instruments & Related Prod. 19,600 ($325); Other Durable Products 8,100 ($289); Textile Products 9,500 ($199); Apparel & Related Products 26,700 ($182); Paper Products 17,200 ($306); Printing & Publishing 37,800 ($349); Chemical Products 34,500 ($429); Oil & Coal Products 12,100 ($583); Rubber & Misc. Plastic Products 12,200 ($330); Other Nondurable Goods 900 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16. Last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: **Principal Shopping Center**-Philadelphia Central Business District-Vine Street to South Street between Front and 24th Streets (Includes The Gallery I and Gallery II, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Square; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plaza, Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Square; Suburban Square; Wynnewood Center; Logan Square; Abington/Jenkintown, Willow Grove Park; (Burlington County) Moorestown Mall; Burlington Center; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.

Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thu., Fri. and Sat.
Stores Open Evenings-Major suburban stores open all evenings and Sunday. Most chain

ANOTHER GREAT YEAR IN HAZLETON!

Northeastern Pennsylvania is the 60th SMSA in Population

HAZLETON IS THE GROWING PART OF THAT MARKET, WITH $269,583,000* IN DISPOSABLE INCOME

Hazleton, Pa.

Standard-Speaker

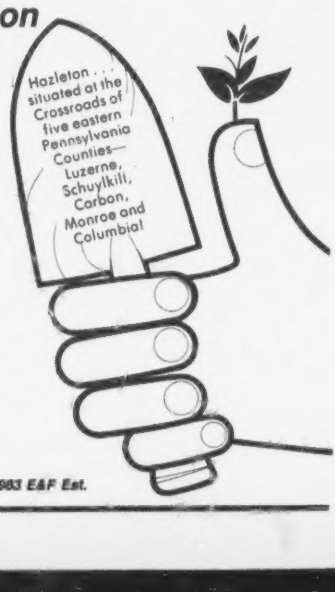
. . . communicates effectively with 95% of free-spending Hazleton Households. Where the Wilkes-Barre paper sells less than a hundred a day. And Scranton sells none.

Our advertising linage has grown too—17% over the past three years. 1980 linage 17,874,248 lines and still growing. 1981 total was 19,738,810 lines—up 1,864,562. 307,636 line gain over 1981 for first six months of 1982. Makes your sales grow with the Standard-Speaker.

Ed Gunshore, Advertising Director
21 N. Wyoming St., Hazleton, Pa. 18201 • 17-455-3636

Nationally Represented by Landon Associates

*1983 E&F Est.


Hazleton . . . situated at the Crossroads of five eastern Pennsylvania Counties— Luzerne, Schuylkill, Carbon, Monroe and Columbia!

groceries-Mon. to Sat. until 9 or 10 p.m. plus limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus (2 in suburbs); Bambergers' (6 in suburbs); Bloomingdales (2 in suburbs); Gimbel's 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); JCPenney, 13 (2 in Phila., 11 in suburbs); Pomeroy's (3 in suburbs); Sears 14 (2 in Phila., 12 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).
Major General Merchandise Stores-Clover, K mart; Jefferson-Ward.
Variety Stores-H.L. Green/McCrory; Kresge; Kress; G.C. Murphy; J.J. Newberry; Valu Stores; Woolworth.
Chain Drug Stores-Brooks; CVS; Eckerd; Holiday; Medic-Fair; People's; Quality: Rite Aid; Sun Ray; Thrift; Rexall.
Chain Supermarkets-Acme: Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; Jewel T; Mister Grocer, Pathmark; Pickwell; Plus Foods; 7-Eleven; Shop 'N Bag; Shop Rite; Super Fresh; Thriftway Wawa.
Other Chain Stores-Women's Apparel-B. Altman; Bonwit Teller; Cameo Stores; Casual Corner; Deb Shops; Fashion Bug; Frederick's of Hollywood; The Gap; Hit or Miss; Ladybug; Lane Bryant; Lerner Shops; The Limited; Loehmann's; Lord & Taylor; Marianne; Roaman's; Saks Fifth Avenue; Talbot's.
Men's Apparel-Anderson Little; Brooks Brothers; The Hub; Eugene Jacobs; Jack Lang; Mitchell Daroff; Morville; Today's Man.
Shoe Stores-Baker's; Bally; Beck's; Burt's; Chandler; Endicott Johnson; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kinney; Knapp; Lloyd & Haig; Massey; Naturalizer; Pappagallo; Shoe Factory; Shoe Town; Steigerwalt; Stride-Rite; Thayer McNeil; Thom McAn.
Automotive-Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 544,777; (sat) 471,280; (S) 1,036,717; Mar. 31, 1983 ABC.
NEWS (e-mon to fri) 295,732; (sat) 203,645; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Jerry Parichy, Adv. Dir., INQUIRER; Rod Wishart, Adv. Dir., NEWS, 440 N. Broad St., Philadelphia, PA 19101; Te. (215) 854-5425 (Inquirer); (215) 854-5650 (News).
National Representatives: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: Railroads-Conrail, Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; Loc. Est. 13,767
CZ-ABC: (80) 14,165; (83) 13,800
RTZ-ABC: (80) 62,774; (83) 64,800
County 80 Cen. 316,660; Loc. Est. 327,350
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
City & RTZ-ABC: (80) 76,939; (83) 78,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415; Loc. Est. 5,534
CZ-ABC: (80) 5,415; (83) 5,500
RTZ-ABC: (80) 20,338; (83) 21,700
County 80 Cen. 104,752; Loc. Est. 113,321
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
City & RTZ-ABC: (80) 25,753; (83) 27,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 134,233

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20. Last killing frost, April 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.
Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
King of Prussia Plz.	10	Gimbels, JCPenney, Sears, Conrans, Wanamakers
Norco Mall(42)	8	Britts, Fields, Sears
Phoenix/Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdales, A&S Bamberger's

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thurs. & Fri.
Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Stores-Jamesway.
Chain Drug Stores-White Shield; Thrift.
Chain Supermarkets-Acme; Genuardi; Mad Grocer; Super Fresh.
Other Chain Stores-Sherwin-Williams; S.B. Harris; B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHEONIX (e) 7,281; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Schaiata, Retail Adv. Mgr. EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives: Landon Associates, Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads-20 railroads including Conrail, Pittsburgh & Lake Erie, Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.
Motor Freight Carriers-163.
Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 423,938; Loc. Est. 407,195
CZ-ABC: (80) 1,136,038; (83) 1,090,200
RTZ-ABC: (80) 1,562,749; (83) 1,573,000
County 80 Cen. 1,450,085; Loc. Est. 1,446,649
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 2,698,787; (83) 2,663,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067; Loc. Est. 171,378
CZ-ABC: (80) 427,738; (83) 425,200
RTZ-ABC: (80) 551,861; (83) 577,000
County 80 Cen. 540,547; Loc. Est. 564,057
PMSA 80 Cen. 810,037; Loc. Est. 839,647
City & RTZ-ABC: (80) 979,599; (83) 1,002,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 568,427

7 - ELECTRIC METERS: Residence 140,861

8 - GAS METERS: Residence 122,343

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Washington & Westmoreland Counties): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Products 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Pdts. 2,100 ($295); Printing & Pub. 9,200 ($353); Chemical Pdts. 10,500 ($413); Oil & Coal Pdts. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fabricated Metal 19,100 ($4[illegible]); Non-Electrical Machy. 22,700 ($417); Electrical Machy. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug); fluoridated.

12 - RETAILING: Principal Shopping Center-Bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.
Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin: North Side-East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.

Nearby Shopping Centers

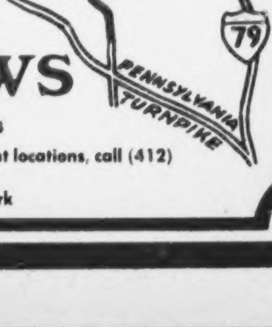
Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Gimbles, Sears, Woolworth
Century III Mall(145)	8	Gimbels, JCPenney, Sears, Wards
East Hills(63)	8	Eckerd, Zayre
Eastland(68)	10	Gimbels, JCPenney, Woolworth, Gee Bee
Franklin Mall(46)	35	Sears, Hills, Troutman's
Great Southern(45)	7	JCPenney, Wards
Great Valley(45)	6	Kroger, Sun Drug
Greengate Mall(95)	23	Hornes, JCPenney, Wards, Radio Shack
Heights Plaza(56)	20	Hornes, Kroger, Murphy, Eckerd
Hillcrest	17	JCPenney, Kroger, Wards, Super Dollar
Miracle Mile(47)	13	Kinney's, Kroger, Woolworth
Monroeville Mall(125)	12	Gimbels, Hornes, JCPenney, Murphys
Northern Lights	18	JCPenney, Kroger, Thrift Drugs
North Hills Village	7	Gimbels, Giant Eagle Gee Be
Northway Mall(35)	8	Hornes, Woolworth, Isaly's, A&P
Norwin Cntr.(41)	15	Isaly's, Cox's, Woolworth
Penn Cntr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Isaly's, Gold Circle
South Hills Vlg.(120)	8	Gimbels, Sears, Hornes, Woolworth
Southland(54)	9	Thrift Drug, Gee Bee, Hahn Furn.
Washington Mall(100)	23	JCPenney, Giant Eagle, Kinney's
Westmoreland Mall(90)	30	Kaufmann's, Sears, Troutman's
Whitehall Terrace	6	Hornes, Murphy's

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $935,015,000*

*E & P Market Guide '83 Est.

- ● ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- ● 3 DEVELOPING INDUSTRIAL PARKS
- ★ NEW DOWNTOWN SHOPPING MALL
- ● CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.



NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Gimbels; Joseph Horne; Sears; JCPenney; Montgomery Ward.
Discount Stores-Gee Bee; Zayre; Murphy Mart; K mart; Buyer's Mart; Gold Circle; Hill's.
Variety Stores-McCrory's; Murphy; Woolworth.
Chain Drug Stores-Thrift 47; Revco 28; Rite Aide 15; Gil's 17; Leader 21; Eckerd 24.
Chain Supermarkets-Foodland 55; Giant Eagle 44; Kroger 35; Shop 'N Save 61; Golden Dawn 10; IGA 30.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (Catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 177,276; (sat) 168,242; Mar. 31, 1983 ABC. PRESS (e-mon to fri) 255,482; (sat) 221,659; (S) 613,799; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas R. Gormley, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1368.
National Representatives: Story & Kelley-Smith, Inc.; Metropolitan Publishers Representives

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy.; State Hwys. 724, 100 & 663 (to Pa. Tpk. & I-80).

2 - TRANSPORTATION: Railroads-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.
Motor Freight Carriers-11.
Airlines-Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; Loc. Est. 22,110
PMA-ABC: (80) 137,697; (83) 140,900
County 80 Cen. 643,621; Loc. Est. 659,436
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867; Loc. Est. 9,226
PMA-ABC: (80) 47,458; (83) 50,600
County 80 Cen. 223,290; Loc. Est. 239,382
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 334,954

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Products Metal Products, Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Service 1,000.
Principal Industrial Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Route 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Route 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Cntr.	2	K mart
Coventry Mall(42)	1	Sears, Hess's, Jefferson Ward
North End Cntr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Tues., Wed., Thu., Fri.; Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: Department Stores-Ellis-Mills; JCPenney; Sears; Jefferson-Ward; Hess's; LeFevre Bros.; New York Store; Boscov's.
Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift Drug 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-Super Fresh; Acme 2; Thriftway 3; Weis 3; Shop Rite; IGA; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Jewel T.
Other Chain Stores-A.D. Moyer Lumber; Penn Jersey; Western Auto 2; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Father & Son; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Feel Fine; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickel.

14 - NEWSPAPERS: MERCURY (m) 28,902; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY, Hanover & King, Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates; Robert Hitchings & Co.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; Loc. Est. 17,580
PMA-ABC: (80) 97,470; (83) 97,800
County 80 Cen. 160,630; Loc. Est. 160,163
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; Loc. Est. 6,951
County 80 Cen. 59,948; Loc. Est. 62,567
PMA-ABC: (80) 35,589; (83) 37,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,698,423,033
Savings & Loan	5	$252,618,476

6 - PASSENGER AUTOS: County 64,679

7 - ELECTRIC METERS: Residence 7,214

8 - GAS METERS: Residence 2,199

9 - PRINCIPAL INDUSTRIES: Aluminum Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Men's Wear; Plastic Extrusion; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers; Women's Wear.
Principal Industrial Pay Days-Thu. and Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plaza(6)	1	Miller Auto, Acme
Pottsville-Minersville(4)	3	A&P
Cressona Mall(26)	3	Hills, Acme, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Weis, Gee Bee, Rea & Derick
Schuylkill Mall(90)	8	Sears, Hess's, Weis, Rea & Derick, Radio Shack, K mart, Pomeroy's

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thu & Fri.; Food; Mon. through Sat.; Shopping Centers: Mon. through Sat. Most malls and food markets open Sundays.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; Sears; Boscov's; Hess's.
Discount Stores-Hills; Gee Bee; K mart.
Variety Store-McCrory's.
Chain Drug Stores-Rite-Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; A&P; UGA 2; Weis Market 2; Boyer's IGA 3; Giant Food.
Other Chain Stores-Firestone; Miller Auto; Fashion Colony; Junior Colony; Radio Shack; Kays; Zales; Kinney; Glick; Thom McAn; Listening Post.

14 - NEWSPAPERS: REPUBLICAN (e) 28,714; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County, E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Railroads-B&O; Shops of B&O are located here.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; Loc. Est. 7,160
County 80 Cen. 48,303; Loc. Est. 48,632
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950; Loc. Est. 2,719
County 80 Cen. 17,260; Loc. Est. 18,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 18,351

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz.(10)	NA	Sears, Thrift Drug
Jamesway(5)	NA	Rea & Derick

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Fri.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Murphy's Mart; Jamesway.
Chain Drug Stores-Thrift; Rite-Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores-Wolf; Western Auto; Brown's.

14 - NEWSPAPERS: SPIRIT (m) 6,487; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates, Inc.

QUAKERTOWN

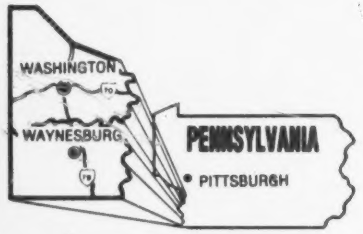
1 - LOCATION: Bucks County. (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 45 mi. N of Phila.; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: Airlines-At Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867; Loc. Est. 9,205
PMA-ABC: (80) 80,511; (83) 84,800
County 80 Cen. 479,211; Loc. Est. 489,600
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415; Loc. Est. 3,699
PMA-ABC: (80) 27,609; (83) 30.100

Energy Rich Corner
Of Pennsylvania



Washington & Greene Counties

Part of the Pittsburgh Metro Area *
* 13th Largest Metro Area in the Nation

81.61% Penetration Of City Zone *

Observer Reporter

Washington, PA 15301
Represented by Landon Associates

Member Pittsburgh Area Major Market Group and Pittsburgh ADI Network

ABC

Daily Circulation 36,557

* Source: ABC Fas-Fax Mar. 31, 1983

County 80 Cen. 156,648; Loc. Est. 167,439
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 227,852

7 - ELECTRIC METERS: Residence 3,897

8 - GAS METERS: Residence 3,585

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Ametek; Georgia Pacific; Fasson; Standard Steel; French's. Median household weekly income ($258).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown-83 stores on 10 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Quaker Vlg.(15)	NA	A&P, Rite-Aid
Richland Mall(35)	NA	Clemens, Hess's
Montgomery Mall(160)	NA	JCPenney, Sears, Wanamaker
Country Sq.(12)	NA	Sears, Budco

Principal Shopping Days-Thu., Fri., Sat., & Sun.
Stores Open Evenings-Sundays; Food: Open Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Saul's; Hess; H. Leh; Wanamaker; Bamberger's; Strawbridge; JCPenney; Ames.
Discount Stores-K mart; Laneco; Jamesway.
Chain Drug Stores-Thrift; Rea & Derick; Rite-Aid; Eckerd's.
Chain Supermarkets-Acme; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 6,826; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives: Landon Associates; Robert Hitchings & Co.; U.S. Suburban Press, Inc.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuykill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-39.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; Loc. Est. 75,844
CZ-ABC: (80) 187,934; (83) 187,000
RTZ-ABC: (80) 126,549; (83) 131,800
County/MSA 80 Cen. 312,509; Loc. Est. 319,644
City & RTZ-ABC: (80) 314,483; (83) 318,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902; Loc. Est. 32,955
CZ-ABC: (80) 72,493; (83) 74,600
RTZ-ABC: (80) 42,777; (83) 46,600
County/MSA 80 Cen. 114,544; Loc. Est. 122,515
City & RTZ-ABC: (80) 115,270; (83) 121,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$24,500,000,000
Savings	2	$25,000,000
Savings & Loan	4	$2,859,015,546

6 - PASSENGER AUTOS: County 136,491

7 - ELECTRIC METERS: County 128,445

8 - GAS METERS: County 44,552

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Primary Metals 8,600 ($417); Iron & Steel Foundries 3,000 ($299); Fabricated Metal Prods. 2,500 ($282); Non-Electric Mach. & Trans. Equip. 6,100 ($421); Electric & Electronics Equip. 7,900 ($354); Food & Kindred Prods. 4,600 ($250); Sugar & Confectionery 1,700 ($217); Textile Mill Prods. 5,000 ($199); Knitting Mills 4,100 ($186); Apparel & Other Textile Prods. 5,000 ($188); Women's & Misses' Outerwear 2,500 ($164); Paper & Allied Prods. 1,000 ($351); Printing & Publishing 1,200 ($328); Leather & Leather Prods. 700 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Antietam Valley(8)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme
Fairgrounds Square(61)	3	JCPenney, Boscov's
Vaderia Plaza(28)	3	Nichol's
Muhlenberg(20)	3	McCrory's, Weis, Channel Home Center
Reading Mall(20)	3	Boscov's, Weis
Shillington(14)	2	Nichol's, Channel

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thu.; Shopping Center every night.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's 2 (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 3; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading Drug; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 7; Weis 6; Acme 7; IGA 9; Shop-Rite; Foodlane; Wawa; Pathmark 2; Turkey Hill 13.

14 - NEWSPAPERS: TIMES (m) 44,377; EAGLE (e) 39,804; EAGLE (S) 106,498; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Story & Kelly-Smith.

RIDGWAY

1 - LOCATION: Elk County, E&P Map C-2, County Seat. Residential center. 125 mi. N of Pittsburgh. Hwys. 219, 120, 348, 949. 127 mi. S of Buffalo.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; Loc. Est. 5,473
County 80 Cen. 38,338; Loc. Est. 38,713

4 - HOUSEHOLDS:
City 80 Cen. 2,142; Loc. Est. 1,771
County 80 Cen. 12,902; Loc. Est. 13,606

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 13,354

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Weekly, Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Marys Shopping Plaza; St. Marys Downtown; Johnsonburg.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Store**-Murphy.
Chain Supermarkets-Riverside; Market Basket; Gateway Market.

14 - NEWSPAPERS: RECORD (e) 3,726; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417; Loc. Est. 6,095
County 80 Cen. 38,338; Loc. Est. 38,713

4 - HOUSEHOLDS:
City 80 Cen. 2,321; Loc. Est. 1,771
County 80 Cen. 12,902; Loc. Est. 13,606

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 13,354

7 - ELECTRIC METERS: Residence 11,193

8 - GAS METERS: County 10,518; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Carbon Prod. 4,969 ($325); Light Bulbs 515 ($350); Powder Metal Prod. 678 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks in center of town; St. Mary's Plaza on Route 255.
Neighborhood Shopping Centers-Route 255.
Principal Shopping Days-Tues., Thurs., Fri., & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thurs., & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; Big Wheel.
Variety Store-G.C. Murphy.
Discount Stores-Big Wheel; Ames.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,743; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Fran Rebic, Nat'l. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Robt. Packer Hospital, Guthrie Clinic & Medical Center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; Loc. Est. 14,813
  Sayre 80 Cen. 6,951; Loc. Est. 6,761
  Athens 80 Cen. 3,622; Loc. Est. 3,439
  Waverly 80 Cen. 4,738; Loc. Est. 4,613
Counties 80 Cen. 112,731; Loc. Est. 116,428
  Bradford, PA 80 Cen. 62,919; Loc. Est. 64,428
  Tioga, NY 80 Cen. 49,812; Loc. Est. 51,657
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,791; Loc. Est. 5,468
  Sayre 80 Cen. 2,572; Loc. Est. 2,378
  Athens 80 Cen. 1,427; Loc. Est. 1,276
  Waverly 80 Cen. 1,792; Loc. Est. 1,814
Counties 80 CEn. 37,969; Loc. Est. 41,068
  Bradford Co., PA 21,449; Loc. Est. 23,139
  Tioga Co., NY 16,520; Loc. Est. 17,929

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 21,420; Tioga, NY 24,299.

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Processing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sayre Plaza(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme 2; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES (e) 8,565; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA), E&P Map E-2, County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. 6 and 11; State Hwys. 106, 611, 11 and 307; Penna. Tpke.

2 - TRANSPORTATION: **Railroads**-D&H; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-Eastern; USAir; Peoples; Freedom; Air Vermont; Alleghany Commuter; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 88,117; Loc. Est. 83,230
CZ-ABC: (80) 118,843; (83) 113,700
RTZ-ABC: (80) 233,888; (83) 243,500
County 80 Cen. 227,908; Loc. Est. 226,638
MSA 80 Cen. 728,796; Loc. Est. 731,416
City & RTZ-ABC: (80) 352,731; (83) 357,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,189; Loc. Est. 33,519
CZ-ABC: (80) 44,730; (83) 44,500
RTZ-ABC: (80) 82,002; (83) 88,200
County 80 Cen. 89,572; Loc. Est. 83,907
MSA 80 Cen. 263,271; Loc. Est. 276,365
City & RTZ-ABC: (80) 126,732; (83) 132,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$3,220,595,000
Savings & Loan	5	$435,231,000

6 - PASSENGER AUTOS: County 88,909

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Fabricated Metal Prod. 2,500 ($374); Electrical Machinery and other durable goods 10,600 ($404); Food Products 1,600 ($295); Textile Prod. 1,200 ($232); Apparel Products 7,300 ($182); Printing & Publishing 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).
Principal Pay Days-8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6. Last killing frost, Apr. 14.

11 - TAP WATER: Supplied by spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Viewmont(60)	4	Sears, JCPenney, Hess's
IMA Plaza	7	Shop Rite, Revco, Rolane, NBO
South Side	1	IGA, Super Saver, Rea & Derick, Rite Aid, General Nutrition
Keyser Oak Plaza(22)	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plaza(7)	3	Kings, Super Saver, Picway
Eynon Plz.(20)	7	Sugarman's
Pittston Plaza(31)	8	Giant Food, Thrift Drug, K mart, McCrory's
Bimey Plaza(20)	3	K mart, Radio Shack, Super Saver

Principal Shopping Days-Mon., Thu., Sat.

Stores Open Evenings-Downtown-Mon. & Thu.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Globe/Wanamakers; Maxwell's; Racusin's; Sears; JCPenney; Hess's.

Discount Stores-Sugarman's; King's; K mart; Murphy's Mart; Jewelcor; Wes Freedman.

Variety Stores-McCrory; Woolworth's.

Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Doctor Supply.

Chain Supermarkets-A&P 2; American (Acme/Super Saver) 11; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.

Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; SherwinWilliams; Mary Carter Paint; S&H Green Stamps; Kinney's; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.; Pic-Way Shoes.

14 - NEWSPAPERS: TIMES (e) 54,829; (S) 50,294; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.

National Representative: Sawyer-Ferguson-Walker.

TRIBUNE (m) 37,486; SCRANTONIAN (S) 54,053; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18501; Tel. (717) 344-7221.

National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Phila.; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 901 off I-81.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-10.

Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; Loc. Est. 17,883
  Shamokin 80 Cen. 10,357; Loc. Est. 9,995
  Mt. Carmel 80 Cen. 8,190; Loc. Est. 7,888
County 80 Cen. 100,381; Loc. Est. 101,904

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 8,873; Loc. Est. 8,347
  Shamokin 80 Cen. 4,457; Loc. Est. 4,717
  Mount Carmel 80 Cen. 4,416; Loc. Est. 3,630
County 80 Cen. 37,846; Loc. Est. 40,215

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$103,419,214
Saving & Loan	3	$200,711,119

Note: There are 3 other regional banks with offices in the Shamokin/Mt. Carmel area.

6 - PASSENGER AUTOS: County 38,402

7 - ELECTRIC METERS: Residence 22,902

8 - GAS METERS: Residence 2,734

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garment 1,741; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.

Principal Pay Days-1st, 15th, 2nd & 4th Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1. Last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthra Plaza(10)	NA	Jamesway, Sears
Ames Big N Mall(3)	NA	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(120)	NA	Sears, K mart, Hess, Weis, Pomeroys
Fairlane Village Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.; Food, Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Jamesway; Ames; K mart.

Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.

Chain Drug Stores-Sun Ray; Rea & Derick 3; Rite Aid; White Shield.

Chain Supermarkets-Acme 2; Weis; Riverside.

Other Chain Stores-Sears (catalog); Uncle Miller's Auto; Kinney; Montgomery Ward (catalog); Singer Co; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 15,034; sworn Mar. 31, 1983.

Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St., P.O. Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.

National Representative: Landon Associates.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. Business, industrial, wholesale food center. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Cleveland & Erie; 460 mi. from N.Y. & Chicago. On Hwys. 18, 60, 62; Interstates 79 and 80.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-22.

Intercity Bus Lines-Grove City; Trailways.

Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209; Loc. Est. 32,143
  Sharon 80 Cen. 19,057; Loc. Est. 17,979
  Farrell 80 Cen. 8,645; Loc. Est. 7,971
  Sharpsville 80 Cen. 5,375; Loc. Est. 5,144
  Wheatland 80 Cen. 1,132; Loc. Est. 1,049
CZ-ABC: (80) 50,574; (83) 48,500
RTZ-ABC: (80) 90,896; (83) 93,200
County/MSA 80 Cen. 128,299; Loc. Est. 129,620
City & RTZ-ABC: (80) 141,470; (83) 141,700

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912; Loc. Est. 12,649
  Sharon 80 Cen. 7,310; Loc. Est. 7,176
  Farrell 80 Cen. 3,146; Loc. Est. 3,095
  Sharpsville 80 Cen. 2,027; Loc. Est. 1,962
  Wheatland 80 Cen. 429; Loc. Est. 416
CZ-ABC: (80) 18,782; (83) 18,700
RTZ-ABC: (80) 30,463; (83) 32,500
County/MSA 80 Cen. 44,657; Loc. Est. 47,176
City & RTZ-ABC: (80) 49,245; (83) 51,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$724,834,000
Savings & Loan	3	$207,105,000
Credit Unions	15	$24,500,000

6 - PASSENGER AUTOS: County 49,293

7 - ELECTRIC METERS: Residence County 47,825

8 - GAS METERS: Residemce County 35,165

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elec. Mach., equip. and supplies 3,145; Primary metals 7,881; Transportation equipment 1,220; Non-electrical machinery 1,012; Fab. metal products 1,901 (166 manufacturing plants employ 18,779 workers).

Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown strip mall; 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hermitage Sq.(12)	3	Treasure Island
Hickory Plaza(26)	2	Zayre
Middlesex Village(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JCPenney

Principal Shopping Days-Mon., Thu., Fri., Sat.

Stores Close-Mon. morning.

Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; JCPenney; Sears.

Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Century Housewares; Hecks.

Chain Drug Stores-Eckerd; Thrift 2; Medicine Shoppe; Rite-Aid; Revco.

Chain Supermarkets-Kroger; Valu Plus; Golden Dawn 9; Valu-King; Donofrio's.

Other Chain Stores-Singer; Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 27,019, Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, Box 51, Sharon, PA 16146; Tel. (412) 981-6100.

National Representative: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHONOY CITY

1 - LOCATION: Schuylkill County, E&P Map D-2. Industrial center. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Railroads-Conrail.

Intercity Bus Lines-Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.

Motor Freight Carriers-Branch Motor Express.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; Loc. Est. 17,149
  Shenandoah 80 Cen. 7,589; Loc. Est. 7,312
  Ashland 80 Cen. 4,235; Loc. Est. 4,046
  Mahanoy City 80 Cen. 6,167; Loc. Est. 5,791
PMA-ABC: (80) 46,124; (83) 45,600
County 80 Cen. 160,630; Loc. Est. 160,163

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653; Loc. Est. 7,922
  Shenandoah 80 Cen. 3,327; Loc. Est. 3,494
  Ashland 80 Cen. 1,654; Loc. Est. 1,679
  Mahanoy City 80 Cen. 2,672; Loc. Est. 2,749
PMA-ABC: (80) 17,907; (83) 18,300
County 80 Cen. 59,948; Loc. Est. 62,567

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$11,186,000
Savings	3	$39,463,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 64,679

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Anthracite coal 231; Women's Apparel 2,031; Auto Oil Filters 239; Shirts 720; Beverages 20; Scrap Metals 85; Plastics 422; Frozen Foods 150; Broadmore Homes 180; Wenco 80.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Guinan's, Acme, Stop & Go
Fairlane Village(60)	NA	Boscovs
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess; Sears; K mart; Pomeroy's.

Variety Stores-Woolworth; McCrory's.

Chain Drug Stores-F. C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.

Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.

Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Doctor Pet Center; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Center; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale Jewelers; Taxi; United Artists; Prints'N Things; Pearle Vision Center; American Vision Center.

14 - NEWSPAPERS: HERALD (e) 10,902; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Bob Kane, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.

National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3, County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2 - TRANSPORTATION: Railroads: Conrail; Chessie.

Motor Freight Carriers-3.

Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 6,474; Loc. Est. 6,442
CZ-ABC: (80) 6,474; (83) 6,500
RTZ-ABC: (80) 74,769; (83) 76,200
County 80 Cen. 81,243; Loc. Est. 81,823
MSA 80 Cen. 264,506; Loc. Est. 264,084
City & RTZ-ABC: (80) 81,243; (83) 82,700

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,668
CZ-ABC: (80) 2,787; (83) 2,900
RTZ-ABC: (80) 25,762; (83) 27,300
County 80 Cen. 28,549; Loc. Est. 30,029
MSA 80 Cen. 91,924; Loc. Est. 95,964
City & RTZ-ABC: (80) 28,549; (83) 30,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$149,604,432
Savings & Loan	2	$78,829,000

6 - PASSENGER AUTOS: County 31,775

7 - ELECTRIC METERS: Residence County 32,032

8 - GAS METERS: Residence County 4,655

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly Wage)-Durable Goods 6,100 ($342); Primary, Fabricated Metals & 2nd Machinery 4,800 ($367); Other Durable Goods 1,300 ($272); Nondurable Goods 5,500 ($199); Food & Kindred Products 1,200 ($388); Apparel & Other Textile Products 3,300 ($158); Other Nondurable Goods 1,000 ($268).

Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Average Summer, low 70's during day. Growing season, 105-115 days. First frost Sept. 21. Last frost May 28. Rainfall (including snow) 90", snowfall 45".

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main; 4 on Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Somerset Mall(12)	3	Riverside, Raub Shoes, Rite-Aid
Somerset Plaza	2	K mart, Kroger
Jamesway	2	Jamesway, Sears, Revco
Laurel Hill Village(4)	1	Gatling's, Revco, Fisher's Big Wheel
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Geo. Schenck; J.J. Newberry.

Discount Stores-K mart; Jamesway; Fisher's Big Wheel.

Chain Drug Stores-Health Mart; Somerset; Revco; Healthland; Rite-Aid.

Chain Supermarkets-A&P; Kroger; Foodland; IGA; Riverside; Discount Food Outlet; Gee Bee.

Other Chain Stores-JCPenney; Sears; Penn Furniture; Montgomery Ward; Morton's.

14 - NEWSPAPERS: AMERICAN (m) 10,321; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.

National Representative: None.

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Bellefonte-Central.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; Loc. Est. 41,782
  State College 80 Cen. 36,130; Loc. Est. 35,856
  Bellefonte 80 Cen. 6,300; Loc. Est. 5,926
County/MSA 80 Cen. 112,760; Loc. Est. 114,148
PMA-ABC: (80) 112,760; (83) 116,700

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217; Loc. Est. 11,891
State College 80 Cen. 9,830; Loc. Est. 9,586
Bellefonte 80 Cen. 2,387; Loc. Est. 2,305
County/MSA 80 Cen. 36,122; Loc. Est. 38,211
PMA-ABC: (80) 36,112; (83) 38,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,214,505,283

6 - PASSENGER AUTOS: County 35,806

7 - ELECTRIC METERS: Residence County 33,623

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Mfg. [illegible]; Education (Penn. State University) 40,472.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18. Last killing frost May 28.

11 - TAP WATER: Hard, Jan. to Dec.

12 - RETAILING: Principal Shopping Centers-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Nittany Mall(71)	6	Sears, Hess's, Gee Bee
University Pk. Plaza(11)	1	Goodyear, IGA
University(22)	1	Weis Mkt.
Hill's Plaza	3	Riverside, Hill's

Principal Shopping Days-Bellefonte-Tues., Fri. eves.; State College-Thurs. eve.; Shopping Centers, Nightly.

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Ames; Hess's; Hills; Sears; K mart.
Variety Stores-G.C. Murphy; McCrory.
Discount Stores-Hills; Gee Bee.
Chain Drug Stores-Widman; Thrift; Keystone 2; People's; McLanahan 3; Rite Aid 2.
Chain Supermarkets-Weis 4; Riverside 3; IGA.
Other Chain Stores-Browns Boot (shoes); Glick Bros.; Wolf (furniture); Silco; Montgomery Ward; S&H Green Stamps.

14 - NEWSPAPERS: CENTRE DAILY TIMES (e) 21,528; (S) 26,037; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Suffolk, Adv./Prod. Dir. CENTRE DAILY TIMES, 3400 E. College Ave., PO Box 89, State College, PA 16801; Tel. (814) 238-5000.
National Representative: Knight-Ridder Newspaper Sales.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia. On State Hwys 191, 115, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; Loc. Est. 11,868
Stroudsburg 80 Cen. 5,148; Loc. Est. 4,555
E. Stroudsburg 80 Cen. 8,039; Loc. Est. 7,313
CZ-ABC: (80) 22,337; (83) 21,400
RTZ-ABC: (80) 48,520; (83) 56,900
County 80 Cen. 69,409; Loc. Est. 70,858
MSA 80 Cen. 728,796; Loc. Est. 731,416
City & RTZ-ABC: (80) 70,857; (83) 78,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760; Loc. Est. 3,201
Stroudsburg 80 Cen. 2,282; Loc. Est. 1,547
E. Stroudsburg 80 Cen. 2,478; Loc. Est. 1,654
CZ-ABC: (80) 8,078; (83) 8,000
RTZ-ABC: (80) 17,638; (83) 21,500
County 80 Cen. 25,170; Loc. Est. 26,876
MSA 80 Cen. 263,271; Loc. Est. 276,365
City & RTZ-ABC: (80) 25,716; (83) 29,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 31,053

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, Number of Wage Earners (Annual payroll-add ,000)-Resort and Services 5,200 ($28,000); Textiles 318 ($2,600); Apparel 900 ($3,300); Furniture and Fixtures 186 ($2,000); Printing and Publishing 500 ($4,500); Chemical Prod. 225 ($2,100); Fabricated Metal Prod. 1,005 ($8,100); Machy. Mfg. 200 ($1,500); Elect. Machy., Equip. and Supplies 401 ($2,800); Misc. Mfg. 633 ($3,300); 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pocono Plz(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Department Stores-Mon., Thu., Fri.; Food-Sun., Wed. & Thu.
Stores Open Evenings-Dept.-Mon., Thu. & Fri., Food-every night.

13 - RETAIL OUTLETS: Department Stores-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess.
Discount Stores-Big N; Jamesway; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shoprite; Giant.
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers.

14 - NEWSPAPERS: POCONO RECORD (m) 17,734; (S) 18,309; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2, County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Reading and Erie-Lackawanna (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; Loc. Est. 12,141
Total PMA-ABC: (80) 139,907; (83) 143,500
County 80 Cen. 100,381; Loc. Est. 101,984

4 - HOUSEHOLDS:
City 80 Cen. 5,030; Loc. Est. [illegible]
County 80 Cen. 37,846; Loc. Est. [illegible]
Total PMA-ABC: (80) [illegible]; (83) 50,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	NA	[illegible]
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 38,402

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores), Mont. Ward, McCrory, Rea & Derick.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Susquehana Valley Mall(65)	5	Boscovs, Super Saver, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Rea & Derick, Super Saver
Lycoming Mall(95)	NA	Sears, Hess, Gee Bee

Principal Shopping Days-Fri., Sat.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.
Discount Stores-Murphy Mart; K mart; Gee Bee.
Variety Stores-Newberry; Dollar General Store.
Chain Drug Stores-Rea & Derick 5; Rite-Aid.
Chain Supermarkets-Weis 7; A&P; Super Saver 4; Riverside.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furniture; Wahl-Braun.

14 - NEWSPAPERS: ITEM (e) 26,498; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham/Newspaper Sales.

TAMAQUA
See LEHIGHTON

TARENTUM
See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; Loc. Est. 6,550
CZ-ABC: (80) 9,679; (83) 9,600
RTZ-ABC: (80) 15,542; (83) 16,000
County 80 Cen. 88,869; Loc. Est. 89,331
City & RTZ-ABC: (80) 25,221; (83) 25,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566; Loc. Est. 2,107
CZ-ABC: (80) 3,530; (83) 3,700
RTZ-ABC: (80) 4,966; (83) 5,200
County 80 Cen. 30,960; Loc. Est. 32,617
City & RTZ-ABC: (80) 8,496; (83) 8,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$675,000,000
Savings & Loan	1	$150,000,000

6 - PASSENGER AUTOS: County 30,426

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Plastic Pipe 210; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 4 sts. in center of town.
Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Discount Stores-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd's.
Variety Stores-G.C. Murphy; McCrory.
Chain Supermarkets-Quality Mkts.; Foodland; Riverside.

14 - NEWSPAPERS: HERALD (m) 5,048; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wescoat, Adv. Mgr., HERALD, 209 Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1, County seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; Loc. Est. 3,304
County 80 Cen. 62,919; Loc. Est. 64,771

4 - HOUSEHOLDS:
City 80 Cen. 1,723; Loc. Est. 1,218
County 80 Cen. 21,449; Loc. Est. 23,139

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 21,420

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thu. & Fri.
Stores Open Evenings-Department-Fri.; Food-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (m) 8,917; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Bus. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County, (In Altoona MSA) E&P Map C-2. Residential and industrial center. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220 and 453.

2 - TRANSPORTATION: Railroads-Conrail, Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; Loc. Est. 6,104
County/MSA 80 Cen. 136,621; Loc. Est. 137,362

4 - HOUSEHOLDS:
City 80 Cen. 2,445; Loc. Est. 2,452
County/MSA 80 Cen. 49,088; Loc. Est. 51,672

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 53,216

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivet 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Construction 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 streets; Shopping Cntr. at 3rd & Washington Ave. (11 units) including Foodland, Ziff's Dept. Store.
Principal Shopping Days-Fri., Thu., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ziff's; Boutique; Ames.
Variety Stores-McCroy's; Dollar General Store.
Chain Drug Stores-Widmann's; Kopp's.
Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA.
Other Chain Stores: Wolf Furn.; Asco Tru-Value Home & Auto; Montgomery Ward (catalog); Sears (catalog); Claster's Lumber & Building Supplies.

14 - NEWSPAPERS: HERALD (e) 3,861; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: John C. Chamberlain, Co-Pub., HERALD,

1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Intercity Bus Lines-Eastern Greyhound.
Motor Freight Carriers-4.
Air Express-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; Loc. Est. 13,594
CZ-ABC: (80) 40,842; (83) 41,000
RTZ-ABC: (80) 85,256; (83) 86,500
County 80 Cen. 160,395; Loc. Est. 158,922
City & RTZ-ABC: (80) 126,098; (83) 127,500
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864; Loc. Est. 5,746
CZ-ABC: (80) 15,197; (83) 15,800
RTZ-ABC: (80) 29,659; (83) 31,000
County 80 Cen. 56,925; Loc. Est. 58,969
City & RTZ-ABC: (80) 44,856; (83) 46,800
PMSA 80 Cen. 810,037; Loc. Est. 839,647

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$924,201,068
Savings & Loan	3	$105,758,846

6 - PASSENGER AUTOS: County 64,625

7 - ELECTRIC METERS: County 58,100

8 - GAS METERS: County 24,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Coal and Steel 7,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Malsbury Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Uniontown Ctr.(27)	NA	Super Dollar, K mart
Fayette Plz.(10)	NA	Kroger's, Hill's
Uniontown Mall(66)	NA	Sears, Bon Ton Gee Bee
Laurel Mall(30)	NA	Montgomery Ward, Murphy's

Principal Shopping Days-Mon. and Fri.
Stores Open Evenings-Mon. & Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee (general & furniture); Bon Ton.
Variety Stores-Murphy's; McCrory's.
Discount Stores-Moss; K mart; Rite-Aid; Hills.
Chain Drug Stores-Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Rite-Aid.
Chain Supermarkets-Super Dollar 2; Kroger's; Foodland 3; Shop 'N Save; Gee Bee.
Other Chain Stores-The Workingman's Store; Thom McAn; Kinneys; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; Fashion Hosiery; 84 Lumber; Teek's.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 27,915; (S) 27,698; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Acton, Adv. Dir., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative: Landon Associates.

VANDERGRIFT

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-2. Residential Center. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg.

2 - TRANSPORTATION: **Railroads**-Conrail Main Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,823; Loc. Est. 6,405
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
County 80 Cen. 392,294; Loc. Est. 393,988

4 - HOUSEHOLDS:
City 80 Cen. 2,750; Loc. Est. 2,692
County 80 Cen. 139,233; Loc. Est. 146,352
PMSA 80 Cen. 810,037; Loc Est. 839,647

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$117,000,000
Savings & Loan	2	$212,000,000

6 - PASSENGER AUTOS: County 156,220

7 - ELECTRIC METERS: Residence 3,422

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 3,720 ($550); Foundries 1,120 ($550); Coal 4,320 ($470); Machine Shops 130 ($312); Needle Trades 140 ($140).
Principal Industrial Pay Days-Wed., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept. Last killing frost, middle of April.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Leechburg; Saltsburg.
Principal Shopping Centers-4 blocks on Grant; 3 on Washington; 2 on Columbia.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Apollo Plaza	3	Ben Franklin, Armitage Super Mkt.
Kiski Valley	1	Pisone Pharmacy, Foodland
Kiski Park Plaza	5	Ben Franklin, Foodland
Allegheny Plz.(10)	3	Shop 'N' Save, Fisher Big Wheel
K mart Plaza	3	K mart, Giant Eagle

Principal Shopping Days-Thu., Mon.
Stores Open Evenings-Department Stores-Mon., Thu.; Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Altmeyers; JCPenney; Sears.
Variety Stores-G.C. Murphy; Ben Franklin 2; K mart.
Chain Drug Stores-Ross's Rexall; Wyble's Rexall; Rite Aid; Revco; Leechburg Phcy.
Chain Supermarkets-Miller's; Blairton; Red & White; Held's Shop 'N Save; Foodland 2; Giant Eagle; IGA Super Collar; Kelly Shop 'N Save.
Other Chain Stores-Bob Miller Shoes; Sherwin-Williams; Don Miller Shoes; Fisher's Big Wheel.

14 - NEWSPAPERS: NEWS-CITIZEN (e) 2,843; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN, Box 90, Vandergrift, PA 15690; Tel. (412) 567-5656.
National Representative: None.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; Loc. Est. 12,075
CZ-ABC: (80) 15,639; (83) 15,400
RTZ-ABC: (80) 31,810; (83) 31,900
County 80 Cen. 47,449; Loc. Est. 48,285
City & RTZ-ABC: (80) 47,449; (83) 47,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898; Loc. Est. 4,115
CZ-ABC: (80) 6,159; (83) 6,300
RTZ-ABC: (80) 10,560 (83) 11,000
County 80 Cen. 16,719; Loc. Est. 17,802
City & RTZ-ABC: (80) 16,719; (83) 17,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 16,323

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equipment; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1. Last killing frost, Apr. 15. Rainfall 42.73 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. East; Market Street.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warren Mall(40)	2	K mart, JCPenney, Bon Ton
Market St.(2)	1	Sears
North Warren	1	Jamesway

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.
Variety Stores-G.C. Murphy's; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckardt's; Thrift.
Chain Supermarkets-Anderson's; Loblaws; Krogers; Super Duper; Holiday Market; Quality; Comet; County Fair.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,604; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R. E. Meleen, Adv. Dir., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County, (In Pittsburgh PMSA). E&P Map A-3, County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-B&O; Amtrak (freight only).
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; Loc. Est. 17,748
CZ-ABC: (80) 28,809; (83) 29,000
RTZ-ABC: (80) 160,350; (83) 163,600
County 80 Cen. 217,074; Loc. Est. 218,342
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 189,159; (83) 192,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137; Loc. Est. 7,311
CZ-ABC: (80) 11,213; (83) 11,700
RTZ-ABC: (80) 55,005; (83) 58,300
County 80 Cen. 77,033; Loc. Est. 80,964
PMSA 80 Cen. 810,037; Loc. Est. 839,647
City & RTZ-ABC: (80) 66,218; (83) 70,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$295,000,000
Savings & Loan	4	$194,202,000

6 - PASSENGER AUTOS: County 117,006

7 - ELECTRIC METERS: Residence 9,700

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 2,358 ($397); Primary Metals 3,322 ($465); Electrical Machinery 2,794 ($395); Fabricated Metals 896 ($457); Non-Electrical Machinery 948 ($458); Printing & Allied 449 ($365); Chemical 440 ($401).
Principal Pay Days-Every other Thu., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Washington Plz.(13)	2	K mart
Washington Mall(70)	2	JCPenney, G.C. Murphy
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(46)	3	Sears, Troutman's, Hills

Principal Shopping Days-Dept. Stores: Mon., Thurs., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Troutman's (Allied).
Discount Stores-Seig's; K mart; Towers; Gee Bee; Hills
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2; Gils 2.
Chain Supermarkets-Kroger; Giant Eagle; Gee Bee; Shop 'N Save 2; Foodland 11; PX Super Mkts. 18.
Other Chain Stores-Richman Bros.; Hanover Shoes; Ford Shoes; Singer Co.; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Thom McAn; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Sherwin-Williams; Sun Carpet; Goodyear; Goodrich; Associated Hardware; Firestone.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 36,293; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington; 62 mi. NW of Baltimore; 52 mi. SW of Harrisburg. Industrial and farming center. On Pa. Hwys. 16, 316, 997. 8 mi. E of interstate 81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: **Railroads**-Western Maryland (freight only).
Motor Freight Carriers-8.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,726; Loc. Est. 9,319
CZ-ABC: (80) 19,342; (83) 19,500
RTZ-ABC: (80) 38,365; (83) 40,000
County 80 Cen. 113,629; Loc. Est. 114,736
City & RTZ-ABC: (80) 57,707; (83) 59,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,981; Loc. Est. 3,900
CZ-ABC: (80) 7,342; (83) 7,700
RTZ-ABC: (80) 12,152; (83) 13,300
County 80 Cen. 39,952; Loc. Est. 42,196
City & RTZ-ABC: (80) 19,476; (83) 21,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: County 46,159

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit., Farm Mach. 1,300; Textiles 510.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15. Last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Murphy's, Thrift Drug, Martin's Food
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores every day; Food-Thu.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory's.
Discount Stores-K mart; Murphy's.
Chain Drug Stores-Hy-Lo; Thrift Drugs; Drug Fair.
Chain Supermarkets-A&P; Super Thrift; Henicle; Rea & Derick; Martin's.

Other Chain Stores-Glick; Western Auto; Miller's Auto Supply; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

14 - **NEWSPAPERS**: RECORD HERALD (e) 10,604; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Games, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WAYNESBURG

1 - **LOCATION**: Greene County, E&P Map A-3, County Seat. 50 mi. SW of Pittsburgh.

2 - **TRANSPORTATION: Railroads**-Monongahela.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - **POPULATION**:
Corp. City 80 Cen. 4,482; Loc. Est. 4,129
County 80 Cen. 40,355; Loc. Est. 40,659

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 1,731; Loc. Est. 1,668
County 80 Cen. 14,109; Loc. Est. 14,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$524,015,211
Savings	1	$112,715,000

6 - **PASSENGER AUTOS**: County 14,572

7 - **ELECTRIC METERS**: Residence 10,982

8 - **GAS METERS**: N.A.

9 - **PRINCIPAL INDUSTRIES**: Waynesburg College; Coal Mines; Walnut & Locust Timber; Farming; Dairy; Wool; Sheep; Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil; Printing Business Forms; Veneer Mfg.; Mfg. Mobile Homes.

10 - **CLIMATE**: N.A.

11 - **TAP WATER**: Neutral, hard.

12 - **RETAILING**:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greene Plaza(15)	NA	Murphy's, Kroger
Waynesburg Plaza(13)	NA	Fisher Big Wheel
Mountaineer Mall(55)	NA	G.C. Murphy, Montgomery Ward
Union Town(23)	NA	K mart, A&P
Washington Mall(70)	NA	JCPenney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Drug.

13 - **RETAIL OUTLETS**: **Variety Stores**-Murphy's; McCrory's; Fisher's Big Wheel; Heck's; Murphy's Mart.
Chain Drug Stores-Sun; Health Mart; Spang's; Rite-Aid; Revco.
Chain Supermarkets-Foodland; Acme; Shop 'N Save; Super-Dollar; Kroger.
Other Chain Stores-Firestone; Goodyear; Gatlings Western Auto; Sears; Montgomery Ward; Agway.

14 - **NEWSPAPERS**: DEMOCRAT-MESSENGER (m) 4,944; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data. Linda Capellini Adv. Dir., DEMOCRAT MESSENGER, 32 Church St., Waynesburg, PA 15370; Tel. (412) 627-6166.
National Representative: None.

WEST CHESTER

1 - **LOCATION**: Chester County, (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of Wilmington. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - **TRANSPORTATION: Railroads**-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder.

3 - **POPULATION**:
Corp. City 80 Cen. 17,435; Loc. Est. 16,607
CZ-ABC: (80) 33,599; (83) 33,800
Bal. in PMA-ABC: (80) 127,925; (83) 136,300
County 80 Cen. 316,660; Loc. Est. 327,350
PMSA 80 Cen. 4,716,818; Loc. Est. 4,770,943
Total PMA-ABC: (80) 161,524; (83) 170,100

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 5,761; Loc. Est. 5,758
CZ-ABC: (80) 11,254; (83) 11,800
Bal. in PMA-ABC: (80) 41,256; (83) 45,400
County 80 Cen. 104,752; Loc. Est. 113,321
PMSA 80 Cen. 1,639,330; Loc. Est. 1,733,157
Total PMA-ABC: (80) 52,510; (83) 57,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - **PASSENGER AUTOS**: County 134,233

7 - **ELECTRIC METERS**: Residence 18,280

8 - **GAS METERS**: Residence 4,780

9 - **PRINCIPAL INDUSTRIES**: Type of Industry, Number of Wage Earners-Electronic 3,372; Plastics 1,387; Paper Products 1,445; Food Packing 2,386; Chemical & Pharmaceuticals 1,605; Air Compressors 330; Appliances 315; Bedding 180; Platinum Refining 538; Air Pollution Equip. 100; Fire Protection Equip. 99; Greeting Cards 200.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - **TAP WATER**: Neutral, hard.

12 - **RETAILING: Principal Shopping Centers**-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Square	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia(150)	12	Gimbels, JCPenney, Wanamakers, A&S, Bloomingdales, Bamberger's
Granite Run(131)	12	Gimbels, JCPenney, Sears
Thorndale(13)	9	Jamesway, K mart

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - **RETAIL OUTLETS: Department Stores**-JCPenney; Gimbels; Wanamakers; Bamberger's; Bloomingdales; Abraham & Straus; Sears; Strawbridge & Clothier.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores Rite Aid; Thrift.
Chain Supermarkets-Acme 14; Shop-Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel.

14 - **NEWSPAPERS**: LOCAL NEWS (e) 38,644; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19380; Tel. (215) 696-1775.
National Representatives: Landon Associates; Robert Hitchings & Co.

WHEATLAND
See SHARON

WILKES-BARRE

1 - **LOCATION**: Luzerne County (In Scranton-Wilkes-Barre MSA), E&P Map E-2. On E bank of Susquehanna River; 111 mi. NW of NYC; 94 mi. NW of Phila.

2 - **TRANSPORTATION: Railroads**-Conrail (LV; Penn-Central; Erie-Lackawanna; D&H).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Martz; Capitol Trailways.
Airlines-Eastern; USAir; Altair; Mommouth; Pocono Airlines.

3 - **POPULATION**:
Corp. City 80 Cen. 51,551; Loc. Est. 49,058
CZ-ABC: (80) 124,509; (83) 120,800
RTZ-ABC: (80) 218,570; (83) 222,100
County 80 Cen. 343,079; Loc. Est. 343,517
MSA 80 Cen. 728,796; Loc. Est. 731,416
City & RTZ-ABC: (80) 343,079; (83) 342,900

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 21,606; Loc. Est. 19,651
CZ-ABC: (80) 47,542; (83) 47,700
RTZ-ABC: (80) 77,960; (83) 82,500
County 80 Cen. 125,502; Loc. Est. 131,428
MSA 80 Cen. 263,271; Loc. Est. 276,365
City & RTZ-ABC: (80) 125,502; (83) 130,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$3,989,487,571
Savings & Loan	3	$708,210,457

6 - **PASSENGER AUTOS**: County 138,879

7 - **ELECTRIC METERS**: Residence 117,417

8 - **GAS METERS**: Residence 41,612

9 - **PRINCIPAL INDUSTRIES**: Cigars; Steel Wire Prods.; Blasting Powders; Rayon; Cakes & Pies; Slippers; Lace Curtains; Shoes; Men's Trousers; Rubber Prod.; Nylons; Silk; Paper Prod.; Furniture; TV & Radio Parts; Locomotives; Heavy Machinery; Pencils; Electronics; Transistors; Chewing Gum; Tires; Glass; Men's, Women's & Children's Apparel.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36.

11 - **TAP WATER**: Neutral, very soft; not fluoridated.

12 - **RETAILING: Principal Shopping Centers**-7 blocks on S. Main, N. Main, E. and W. Market, E. and W. Northampton Sts.; Wyoming Valley Mall.-Wilkes Barre Twp.
Neighborhood Shopping Centers-Kingston Corners, Kingston & Gateway, Kingston; Narrows, Mark Plaza; Kingston-Edwardsville; Main St., Plymouth; Market St., Nanticoke; Triangle & Crestwood Plaza, Mountaintop; Back Mountain, Shavertown; Dallas; Midway, Wyoming; East End Shopping Plaza; Penn Plaza; South Main Plaza; Blackman Plaza; Colonial Village, Nanticoke; Pittston Plaza; Hanover Mall; Dundee Shopping Center; Midtown Village; United Penn Plaza, Kingston; Wilkes Plaza, Wilkes-Barre.
Principal Shopping Days-Department stores: Mon., Thu., Fri. & Sat.; Food: Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Thu.; Super Mkts. and Superettes nightly.

13 - **RETAIL OUTLETS: Department Stores**-Boscov's; Boston Store; Pomeroy's; Bergman's; Sears; JCPenney; Hess's.
Discount Stores-K mart 5; Revco 2; Zayre; Thrift Drug 2.
Variety Stores-Woolworth 2; McCrory's.
Chain Drug Stores-Rea & Derick 8; Revco 2; Rite Aid; Keystone.
Chain Supermarkets-Acme (Amer. Stores) 16; Giant 4; Pantry Quik's 5; Sunshine Super Mkts. 3; Weis 4; Ellis 2; Insalaco's 6; Shop Rite.
Other Chain Stores-Fanny Farmer; Flagg Bros.; Hanover; Thrift; J.S. Raub; Fashion Bag; Lerner's; Spencer's; Junior Colony; Feel Fine; Famous Maid; Kinney.

14 - **NEWSPAPERS**: CITIZENS' VOICE (m) 47,686; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Mktg. Dir., CITIZENS' VOICE, River & Market Sts., Wilkes-Barre, PA 18711; Tel. (717) 825-0200.
National Representative: U.S. Suburban Press, Inc.

TIMES LEADER (all day) 33,699 (paid); 13,994 (free); Mar. 31, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Donna Grub, Nat'l Adv. Mgr., TIMES-LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7123.
National Representative: Story & Kelly-Smith.

WILLIAMSPORT

1 - **LOCATION**: Lycoming County (MSA). E&P Map D-2, County Seat. Shipping Center for N Central Penna. Diversified manufacturing. On Susquehanna River; 200 mi. from NY; Phila., Pittsburgh, Buffalo and Washington, DC.

2 - **TRANSPORTATION: Railroads**-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways.
Airlines-USAir; Altair.

3 - **POPULATION**:
Corp. City 80 Cen. 33,401; Loc. Est. 31,522
CZ-ABC: (80) 57,366; (83) 55,400
RTZ-ABC: (80) 249,519; (83) 255,900
County/MSA 80 Cen. 118,416; Loc. Est. 119,108
City & RTZ-ABC: (80) 306,885; (83) 311,300

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 12,554; Loc. Est. 11,977
CZ-ABC: (80) 21,314; (83) 21,300
RTZ-ABC: (80) 84,572; (83) 90,500
County/MSA 80 Cen. 42,097; Loc. Est. 44,311
City & RTZ-ABC: (80) 105,886; (83) 111,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$955,000,000
Savings & Loan	3	$68,000,000

6 - **PASSENGER AUTOS**: County 44,589

7 - **ELECTRIC METERS**: Residence 52,000

8 - **GAS METERS**: Residence 13,064

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners-Chem. Prod. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Paper, Prtg. 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days-Fri., Thu.

By any standard
THE YORK DISPATCH IS THE #1 BUY
in the York, Pa. market!

The Dispatch—York's Top newspaper—leads the other York daily in circulation and coverage in:

- YORK CITY ZONE
- YORK CITY & TRADING ZONE
- YORK COUNTY
- YORK METRO AREA
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#6 METRO MARKET IN THE STATE
. . . York's best newspaper.
THE YORK DISPATCH
CIRCULATION OVER 50,000
Represented by CWO & O

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers-1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 4 on Broad St. & E. Broad in Montoursville; Rivo. Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess's, Gee Bee, Woolworth, Sears

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-L.L. Stearns & Sons; JCPenney; Sears; Neyharts; Hess's; Deisroth's.
Discount Stores-Tops-All; Nichols; Hill's, Gee Bee; K mart.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 3; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-A&P; Acme 3; Weis 6; Handy 5; Curchoes; Zippy 4; Riverside 2; Giant.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; Firestone; S&H Green Stamps; General Tire; Goodyear.

14 - NEWSPAPERS: SUN-GAZETTE (e) 33,557; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

WILSON
See EASTON

YORK

1 - LOCATION: York County (MSA). E&P Map D-3, County Seat. Industrial center. 50 mi. N of Baltimore; 99 mi. W of Phila.; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; York Area Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 44,619; Loc. Est. 41,379
CZ-ABC: (80) 129,735; (83) 128,000
RTZ-ABC: (80) 186,631; (83) 199,200
County 80 Cen. 312,963; Loc. Est. 318,057
MSA 80 Cen. 381,255; Loc. Est. 389,100
City & RTZ-ABC: (80) 316,366; (83) 327,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,108; Loc. Est. 17,959
CZ-ABC: (80) 49,273; (83) 50,300
RTZ-ABC: (80) 63,921; (83) 71,300
County 80 Cen. 112,313; Loc. Est. 119,448
MSA 80 Cen. 135,210; Loc. Est. 144,386
City & RTZ-ABC: (80) 113,194; (83) 121,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$393,560,225
Savings & Loan	3	$56,099,638

6 - PASSENGER AUTOS: County 138,836

7 - ELECTRIC METERS: City 20,041; County 101,820

8 - GAS METERS: City 13,148; County 43,822

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Wearing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equipment.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory's Rea & Derick
North Mall(12)	NA	Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet, Kiddietown
York County(37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Montgomery Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Jewel T, Rea & Derick
Village Green(9)	NA	Epco, Pfaltz Graff
West Manchester	NA	Bon Ton, Hess', Gee Bee

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess's.
Discount Stores-Mailman's; K mart; Gee Bee.
Variety Stores-Murphy; McCrory's; Woolworth.
Chain Drug Stores-People's; Rea & Derick; Thrift Drug 2; Lincoln Park 2; Randolph Park; Minnich's 2; Revco 2; Rite-Aid 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo.

14 - NEWSPAPERS: DISPATCH (e) 50,873; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donna J. Hamm, Adv. Mgr., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
RECORD (m) 38,838; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Landon Associates.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I.-Fall River city; Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.; Central Falls, Pawtucket and Woonsocket cities; Burrilville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County, Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	76	57	59
5-14 Years	175	135	140
15-24 Years	174	180	186
25-44 Years	211	245	253
45-64 Years	210	203	210
65 and Over	104	127	131
TOTAL	950	947	979

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	102	138	186
General Mdse	302	337	477
Food	433	639	1,019
Automobiles	331	472	653
Gasoline Stations	127	216	382
Apparel	119	144	207
Furniture	96	106	152
Eat-Drink Places	171	255	474
Drugs	69	96	156
TOTAL SALES	2,018	2,802	4,348

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; Loc. Est. 28,467
CZ-ABC: (80) 46,475; (83) 42,100
RTZ-ABC: (80) 18,297; (83) 19,000
County 80 Cen. 81,383; Loc. Est. 81,293
City & RTZ-ABC: (80) 64,772; (83) 61,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601; Loc. Est. 10,299
CZ-ABC: (80) 16,174; (83) 15,300
RTZ-ABC: (80) 6,355; (83) 6,900
County 80 Cen. 28,246; Loc. Est. 29,351
City & RTZ-ABC: (80) 22,529; (83) 22,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 43,250

7 - ELECTRIC METERS: Residence 24,655

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Elect. Parts 400 emp.; U.S. Navy Depot 3,262 emp.; Electronics 3,400; Wire Fabrication 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave, Newport; Two Mile Corner; Middletown, & West Main Road, Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, A&P, Sears, Stop & Shop, Woolworths
Connell Plaza(14)	NA	JCPenney, Shop Rite
Zayre Plaza	NA	Radio Shack, Sherwin-Williams Star Mkt., Zayre
Main Plaza(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept. Sat., Fri.; Food Fri.
Stores Open Evenings-Department-Fri. Supermarkets-9 pm daily.

13 - RETAIL OUTLETS: Department Stores-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.
Variety Stores-Newberry; Woolworth's; Charles.
Discount Stores-Zayre; K mart; NHD.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P 2; Stop & Shop; Almacs 2; Star Mkt.; Big G; IGA 2.
Other Chain Stores-Goodyear; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,719; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; Loc. Est. 87,131
Pawtucket 80 Cen. 71,204; Loc. Est. 70,430
Central Falls 80 Cen. 16,995; Loc. Est. 16,701
CZ-ABC: (80) 88,199; (83) 86,500
RTZ-ABC: (80) 83,763; (83) 85,100
County 80 Cen. 571,349; Loc. Est. 578,960
PMSA 80 Cen. 307,403; Loc. Est. N.A.
City & RTZ-ABC: (80) 171,962; (83) 171,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,733; Loc. Est. 35,869
Pawtucket 80 Cen. 28,147; Loc. Est. 28,729
Central Falls 80 Cen. 6,586; Loc. Est. 7,140
CZ-ABC: (80) 34,733; (83) 35,400
RTZ-ABC: (80) 28,790; (83) 30,300
County 80 Cen. 209,698; Loc. Est. 222,305
PMSA 80 Cen. 110,014; Loc. Est. N.A.
City & RTZ-ABC: (80) 63,523; (83) 65,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 282,021; Pawtucket 35,179; Central Falls 6,967

7 - ELECTRIC METERS: Residence 45,838

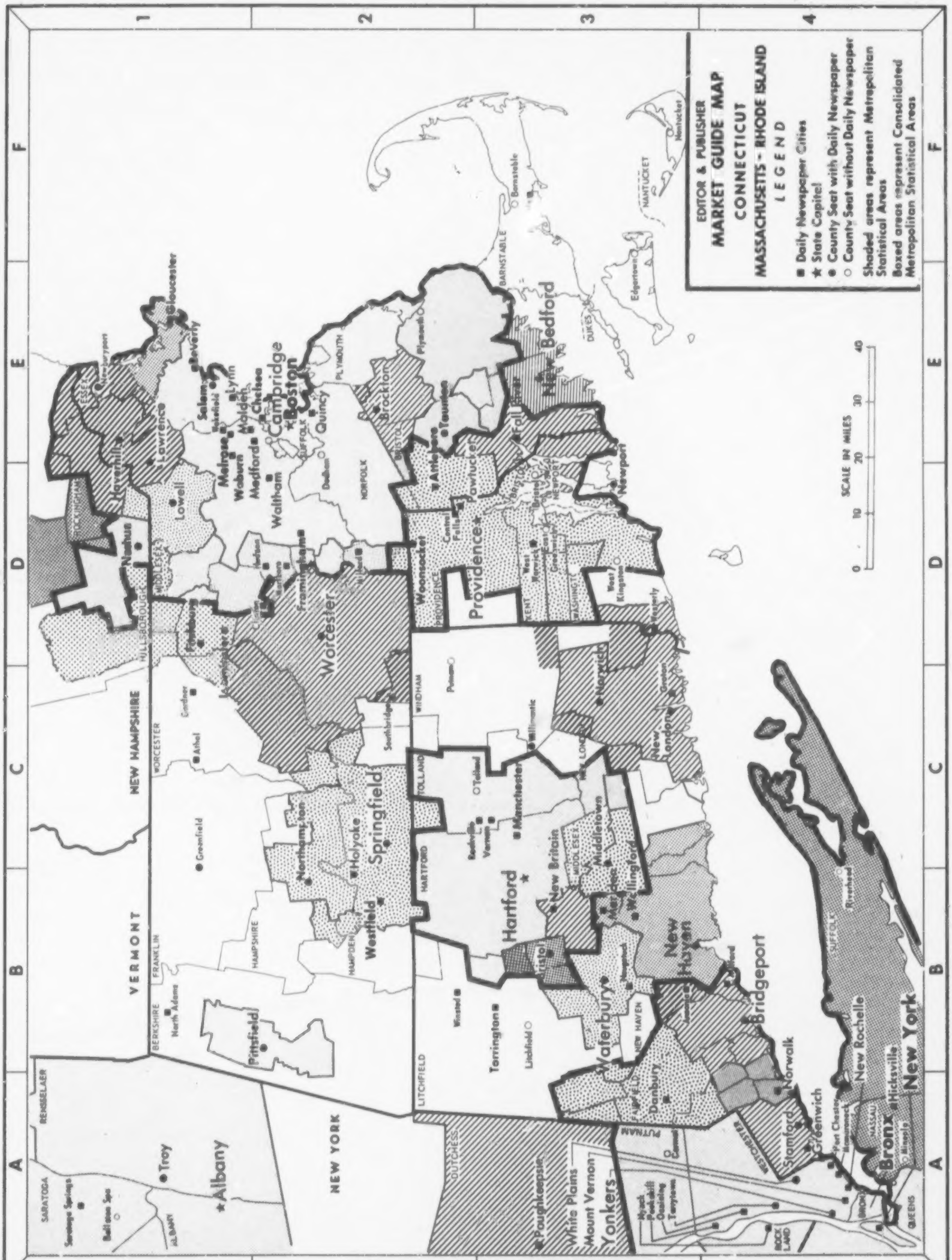
8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 966 ($218); Jewelry 4,051 ($168); Machinery 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St., in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
1
2
3
4
A
B
C
D
E
F
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Saratoga Springs
Pittsfield
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Melrose
Malden
Woburn
Medford
Chelsea
Waltham
Cambridge
Boston
Quincy
Dedham
Framingham
Worcester
Brockton
Plymouth
Taunton
Attleboro
Pawtucket
Woonsocket
Central Falls
Providence
West Warwick
Fall River
New Bedford
Newport
West Kingston
Westerly
Barnstable
Hyannis
Edgartown
Nantucket
Springfield
Holyoke
Northampton
Westfield
Southbridge
Putnam
Willimantic
Norwich
New London
Groton
Hartford
Manchester
New Britain
Middletown
Meriden
Wallingford
Bristol
Torrington
Winsted
Litchfield
Waterbury
New Haven
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Port Chester
New Rochelle
Hicksville
Mineola
Riverhead
Bronx
New York

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet
Womponoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plaza(12)	6	Almac's Mkt.
Lincoln Cntr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plaza	3	Food Mart
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plaza(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's

Principal Shopping Days-Tues., Thurs., Fri., Sat., & Sun.
Stores Open Evenings-Thu., Fri.; Shopping Centers & discount stores every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Peerless; Burlington Factory Outlet; Sears; Apex.
Discount Stores-Zayre; Ann & Hope; K mart; Caldor.
Variety Stores-Nayco; CVS; Ben Franklin.
Chain Drug Stores-Adams 7; Ann & Hope Pharmacy 2; CVS 6; Brooks; Granite Drug; Douglas Drug 4.
Chain Supermarkets-Almac's 7; Stop & Shop; Star Mkts. 4; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond National; The Fair; Bennys; Zales; Grossman's; Hickory Farms.

14 - NEWSPAPERS: TIMES (e) 27,298; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Raymond H. Lacaillade, Adv. Dir., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County (PMSA), E&P Map D-3. State Capital and County Seat. Industrial, wholesale and educational center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 95, 295 and 44; Hwys. 2, 3, 14, 117, 122, 5, 102, 101 and 146.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-Eastern; Ransome; United; USAir; Piedmont-TEI; National Air.

3 - POPULATION:
Corp. City 80 Cen. 156,804; Loc. Est. 152,138
CZ-ABC: (80) 505,173; (83) 506,200
RTZ-ABC: (80) 591,195; (83) 600,700
County 80 Cen. 571,349; Loc. Est. 578,960
PMSA 80 Cen. 631,204; Loc. Est. N.A.
City & RTZ-ABC: (80) 1,096,368; (83) 1,106,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157; Loc. Est. 63,936
CZ-ABC: (80) 183,614; (83) 190,900
RTZ-ABC: (80) 207,790; (83) 218,800
County 80 Cen. 209,698; Loc. Est. 222,305
PMSA 80 Cen. 211,406; Loc. Est. N.A.
City & RTZ-ABC: (80) 391,404; (83) 409,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$2,322,254,000
Savings	6	$2,073,771,000
Savings & Loan	5	$671,441,000

6 - PASSENGER AUTOS: Providence City 61,456; County 282,021

7 - ELECTRIC METERS: Residence 63,904

8 - GAS METERS: Residence 51,072

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal & Machinery 33,400 ($293); Textiles 10,200 ($249); Jewelry & Silver 18,900 ($206); Rubber & Plastics 6,100 ($272); Food & Beverage 3,300 ($207); Printing & Publishing 5,700 ($346).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-Area bounded by Washington St., Exchange Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers-Olneyville Sq.; Wayland Sq.; Federal Hill; 2 mi. on N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ann & Hope (Cumberland)(3)	6	Ann & Hope, Stop & Shop
Ann & Hope (Seekonk)(3)	8	Ann & Hope, Stop & Shop
Ann & Hope (Warwick)(3)	8	Ann & Hope
Apple Valley Mall(12)	10	CVS, Almacs
Barrington(22)	8	Cherry & Webb, Almacs
East Greenwich	12	Silverman's, Almacs
Gansett(15)	5	Star, Save Rite
Garden City(60)	5	Donnelly's, Almacs, Woolworth
Governor Frances(18)	6	Save Rite, IGA, Adams
K mart (Johnston)	3	K mart
K mart (Seekonk)	5	K mart
K mart (Swansea)	10	K mart
K mart (Warwick)	8	K mart
Lincoln Mall(70)	7	Cherry & Webb, Almacs, Donnelly's, Peerless, Caldor
Midland Mall(76)	8	Sears, Cherry & Webb, G. Fox
Olneyville	1	Atlantic Thrift, Star
Pawtucket	4	Peerless
Swansea Mall(50)	10	Sears, Edgars, Cherry & Webb, Caldor
Shopperstown(12)	3	Zayre, Stop & Shop
Walnut Hill Plaza(26)	13	Sears, McCarthy's, Stop & Shop
Wampanoag Mall(24)	3	Almac's, Cherry & Webb
Warwick Mall(52)	8	Filene's, JCPenney Peerless, Caldor, Kennedy's, Jordan Marsh, Woolworth
Wayland Square(19)	2	Gladdings, Weybossel
Westgate(13)	5	Almac's
Providence Plaza(8)	NA	Zayre
Resevoir Plaza(7)	NA	Stop & Shop
University Hts.(19)	NA	Star Mkt.

Principal Shopping Days-Department Stores-Sat., Tues., Thurs. Food-Thurs., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thurs. Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 4; Jordan Marsh; Filene's; JCPenney; G. Fox.
Discount Stores-Ann & Hope 3; Apex 2; Edgars; K mart 4; Murray's 2; Zayre 9; Caldor 4.
Leading Apparel Stores-Cherry & Webb; Peerless; Casual Corner; Briggs Ltd., Donnelly's.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Adams 42; CVS 31; Douglas 8.
Chain Supermarkets-A&P 4; Almacs 30; Edwards; Food City; Food Mart 6; IGA Foodliners 14; Mass Food; Ruggeri's 2; Star 12; Stop & Shop 9; Valueland 7; Wonder Food.
Other Chain Stores-Clothing: Anderson Little, Harvey Ltd., Squire Shop, Dino's, Briggs Ltd., Lane Bryant, Wallachs, Helen Oleuson, Weathervane, Marshall's, Casual Corner, Cherry & Webb, Chess King, Donnelly's, Hillhouse Ltd., Kennedy's, Peerless: Shoes: Baker's, Florsheim, Kay's Newport, Kinney's, Regal, Thom McAn; Hosiery: Albert, Park Lane; Auto Supplies: Benny's, Shaset's, Midas, Western Auto, Sears; Milk: Hood, Cumberland Farms, Newport Creamery, Dairy Mart; Furniture: Castro Convertible, Singer; Dance Studios: Arthur Murray; Candy: Fanny Farmer, Russell Stover.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 84,172; BULLETIN (e-mon to fri) 132,979; (m-sat) 190,536; (S) 245,958; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence PMSA) E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: Railroads-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; Loc. Est. 27,979
PMSA 80 Cen. 631,204; Loc. Est. N.A.
County 80 Cen. 154,163; Loc. Est. 158,227

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; Loc. Est. 10,753
County 80 Cen. 54,137; Loc. Est. 58,160
PMSA 80 Cen. 211,406; Loc. Est. N.A.

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 14,727; County 90,563

7 - ELECTRIC METERS: Residence 6,227

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Book Cloth; Textile Ptg.; Lace; Underwear.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	A&P
Midland Mall(76)	NA	Sears, G. Fox, Zales
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Seena's; J.B. Archaembault; Filenes; Jordan Marsh; JCPenney.
Variety Store-J.J. Newberry.
Discount Stores-Ann & Hope Factory Outlet; Apex; Warwick Shoppers World; Pontiac Mills Outlet.
Chain Drug Stores-Adams; Whelan; Walgreen; Davis Cut Rate; CVS.
Chain Supermarkets-First National 3; Stop & Shop; Big G 2; Almacs 2; Valueland; Jerry's Supermarket 3.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 9,717; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI MSA), E&P Map D-3. On R.I.-Conn. line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-R.I. Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; Loc. Est. 19,077
CZ-ABC: (80) 26,224; (83) 26,900
RTZ-ABC: (80) 64,505; (83) 69,600
County 80 Cen. 93,317; Loc. Est. 96,935
MSA 80 Cen. 160,401; Loc. Est. 166,138
City & RTZ-ABC: (80) 90,729; (83) 96,500

4 - HOUSEHOLDS:
City 80 Cen. 6,599; Loc. Est. 6,695
CZ-ABC: (80) 9,266; (83) 9,800
RTZ-ABC: (80) 21,737; (83) 24,500
County 80 Cen. 31,081; Loc. Est. 33,747
MSA 80 Cen. N.A.; Loc. Est. 59,866
City & RTZ-ABC: (80) 31,003; (83) 34,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Town 11,429; County 52,961

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chemical Specialties; Printing Press Mfrs.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Machy.; Plastic Moldings; Electric Batteries; Plastic Extrusion Machinery; Investment Casting.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreen
Main Street(15)	NA	E-Z Package Store

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; Some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Montgomery Ward (catalog); Reid & Hughes; JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreen; Adams Mall Drug 2.
Chain Supermarkets-A&P 2; Super Finast; Almac's; Universal 4; Gentile's; Big M; IGA; Sunrise; Cumberland Farms 2; Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,617; (S) 11,746; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: Railroads-Conrail; P&W.
Motor Freight Carriers-18.
Intercity Bus Lines-R.I. Public Transit Authority; ABC.
Airlines-Eastern; United; USAir; Pilgrim; Ransome; Air Florida; Altair (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; Loc. Est. 46,392
CZ-ABC: (80) 78,287; (83) 78,500
RTZ-ABC: (80) 91,515; (83) 93,800
County 80 Cen. 571,349; Loc. Est. 578,960
PMSA 80 Cen. 307,403; Loc. Est. N.A.
City & RTZ-ABC: (80) 169,802; (83) 172,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328; Loc. Est. 18,095
CZ-ABC: (80) 28,315; (83) 29,500
RTZ-ABC: (80) 29,110; (83) 30,900
County 80 Cen. 209,698; Loc. Est. 222,305
PMSA 80 Cen. 110,014; Loc. Est. N.A.
City & RTZ-ABC: (80) 57,425; (83) 60,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	NA	$389,483,888

6 - PASSENGER AUTOS: City 27,416; County 282,021

7 - ELECTRIC METERS: Residence 15,108

8 - GAS METERS: Residence 11,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 1,337 ($244); Metal and Machine Tools 1,067 ($312); Plastics 2,302 ($250); Apparel 1,250 ($222); Electronics 1,111 ($249); Electrical 730 ($249); Misc. 2,835 ($263).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-3 blocks at Social Corner; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almac's, Star Mkt.
Walnut Hill Plaza(26)	2	Sears, McCarthy's,
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World

Bellingham	1	Zayre, Almac's
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto,

Principal Shopping Days-Dept. Stores Thurs., Fri., Sat. Food Stores Thurs., Fri., Sat.
Stores Open Evenings-All on Thu., Sun. 12-5; Dept. Tue., Thurs.; Food Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Social Dept. Store; Sears; Caldor 2.
Discount Stores-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre; Save Rite.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5; Adams/ Brooks 6.
Chain Supermarkets-Almac's 6; Star Market 2.
Other Chain Stores-Firestone; Benny's; Goodyear; Grossman's; S&H Green Stamps; Radio Shack 3; Child World; Western Auto; Anderson Little 2.

14 - NEWSPAPERS: CALL (e) 31,552; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Adv. Mgr., or Richard H. McGee, Nat'l Adv. Mgr., 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	236	238	251
5-14 Years	552	520	548
15-24 Years	519	629	663
25-44 Years	607	867	914
45-64 Years	487	578	609
65 and Over	190	287	302
TOTAL	2,591	3,119	3,287

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	363	536	824
General Mdse	640	989	1,591
Food	1,199	2,022	3,671
Automobiles	1,115	1,766	2,779
Gasoline Stations	427	722	1,451
Apparel	273	414	676
Furniture	265	368	601
Eat-Drink Places	292	587	1,238
Drugs	160	264	488
TOTAL SALES	5,174	8,350	14,571

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 215, 126.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Ga. & Fla.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; Loc. Est. 15,362
MSA 80 Cen. 345,918; Loc. Est. 367,577
County 80 Cen. 105,625; Loc. Est. 109,723
Demographic Information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; Loc. Est. 6,084
County 80 Cen. 36,456; Loc. Est. 39,693
MSA 80 Cen. 115,061; Loc. Est. 127,753

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$139,581,790
Savings & Loan	2	$169,081,506

6 - PASSENGER AUTOS: County 55,248

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fabrication 138; Motor Protectors & Therm. 650; Construction 1,860; Printing & Publishing 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14. Last killing frost, Mar. 20.

11 - TAP WATER: N.A.

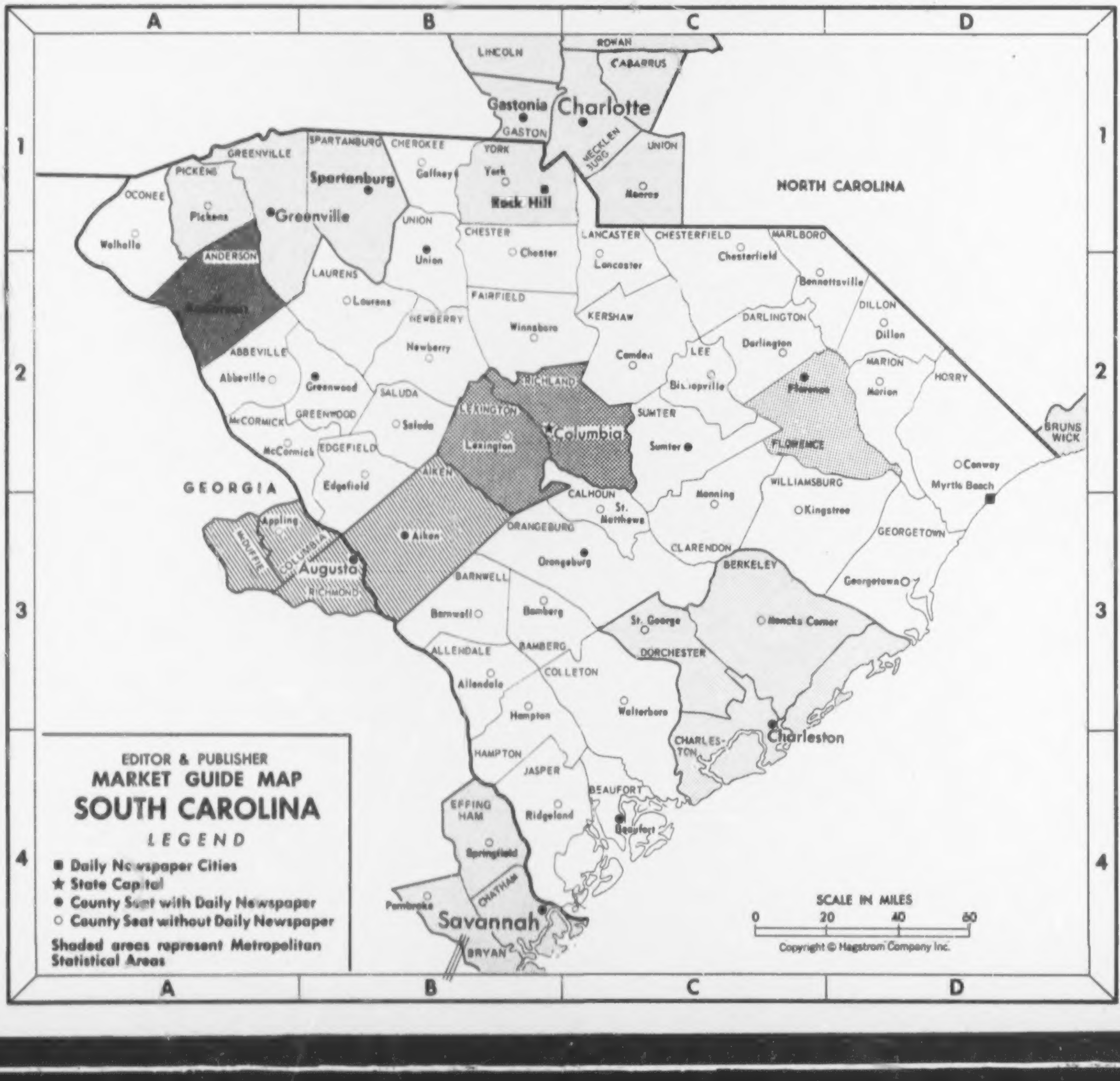
12 - RETAILING: Neighborhood Shopping Centers-Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(3)	NA	K mart, Bi-Lo
Kalmia Plaza(45)	NA	Belk's, Winn-Dixie
Mitchell(10)	NA	Wal-Mart
N. Augusta Plaza(25)	NA	Belk's, Rose's, Kroger
Heritage Sq.(35)	NA	Big Star, Revco, Winn-Dixie

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's; Belk's; B. C. Moore; Julia's; Rose's.
Variety Store-McCrory's.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd's.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Winn-Dixie 2; Red & White; Piggly Wiggly 2; Bi-Lo.; Kroger; Food Town.


A
B
C
D
1
2
3
4
LINCOLN
ROWAN
CABARRUS
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
NORTH CAROLINA
GREENVILLE
SPARTANBURG
CHEROKEE
YORK
PICKENS
OCONEE
Spartanburg
Gaffney
York
Rock Hill
Greenville
Pickens
Walhalla
ANDERSON
Anderson
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
DILLON
Dillon
LAURENS
Laurens
FAIRFIELD
Winnsboro
NEWBERRY
Newberry
KERSHAW
Camden
LEE
Bishopville
DARLINGTON
Darlington
MARION
Marion
HORRY
ABBEVILLE
Abbeville
Greenwood
GREENWOOD
SALUDA
Saluda
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
Florence
FLORENCE
BRUNSWICK
McCORMICK
McCormick
EDGEFIELD
Edgefield
AIKEN
Aiken
GEORGIA
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Conway
Myrtle Beach
Appling
McDUFFIE
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
Georgetown
BARNWELL
Barnwell
Bamberg
BERKELEY
Moncks Corner
St. George
DORCHESTER
ALLENDALE
Allendale
BAMBERG
COLLETON
Walterboro
Hampton
HAMPTON
CHARLESTON
Charleston
JASPER
BEAUFORT
Ridgeland
Beaufort
EFFINGHAM
Springfield
CHATHAM
Pembroke
Savannah
BRYAN
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
Copyright © Hagstrom Company Inc.

Other Chain Stores-Moore; Goodyear; Western Auto; Goodrich; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 12,436; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., PO Box 456, Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2, County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 28, 81, 24 and 243.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,638; Loc. Est. 27,232
CZ-ABC: (80) 47,689; (83) 48,500
RTZ-ABC: (80) 312,329; (83) 327,400
County/MSA 80 Cen. 133,235; Loc. Est. 139,108
City & RTZ-ABC: (80) 360,018; (83) 375,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,308; Loc. Est. 10,115
CZ-ABC: (80) 17,458; (83) 18,400
RTZ-ABC: (80) 107,535; (83) 117,000
County/MSA 80 Cen. 46,944; Loc. Est. 51,244
City & RTZ-ABC: (80) 124,993; (83) 135,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: County 70,850

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prod.; Metal Working; Plastics; Fertilizer; Rubber Products; Apparel 21,700; 56,370 persons employed in County.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anderson Mall(38)	NA	JCPenney, Meyers-Arnold
Belvedere Plz.(21)	NA	Bi-Lo, Rhodes
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry, Wal-Mart
Lakeside Sq.(5)	NA	Bi-Lo, Winn-Dixie,
Lyons Center(5)	NA	Dillard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo, Spa
Pruitt(17)	NA	Sullivan Hdwe.
Watson Village	NA	White-Jones, Winn-Dixie, Sterchis, Ingles, Pic 'N Pay
Windsor Plaza	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point(3)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.; Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS. Department Stores-Gallant-Belk; Sears; Meyers/Arnold; JCPenney.
Discount Stores-K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd's 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Kroger 2.
Other Chain Stores-Kimbrell's Furniture; Maxwell Furn; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's; Jewel Box; Pic N Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (all day-mon to fri) 45,064; (S) 47,311; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Travis O. Rockey, Adv. Dir., INPEPENDENT-MAIL, PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.
National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Garment mfg.; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,280
CZ-ABC: (80) 39,258; (83) 41,100
RTZ-ABC: (80) 32,179; (83) 34,500
County 80 Cen. 65,364; Loc. Est. 70,070
City & RTZ-ABC: (80) 71,437; (83) 75,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,245; Loc. Est. 2,622
CZ-ABC: (80) 10,680; (83) 11,500
RTZ-ABC: (80) 11,386; (83) 12,700
County 80 Cen. 20,112; Loc. Est. 22,667
City & RTZ-ABC: (80) 22,066; (83) 24,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 29,735

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Garment Mfg.; Lumber Milling; Military; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaufort Plaza(10)	NA	Roses, Eckerd
Laurel Bay(3)	NA	
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco Drugs
Ribaut Center(5)	NA	K mart

13 - RETAIL OUTLETS: Discount Stores-K mart; Rose's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Bi-Lo; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 7,874; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Publisher, GAZETTE, Po Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston MSA). E&P Map C-3. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: Railroads-Southern, Seaboard Coast Line.
Motor Freight Carriers-68.
Airlines-Delta; Eastern; Piedmont; Dolphin; Altair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; Loc. Est. 69,370
CZ-ABC: (80) 319,966; (83) 332,700
RTZ-ABC: (80) 486,162; (83) 519,000
County 80 Cen. 277,308; Loc. Est. 283,902
MSA 80 Cen. 430,301; Loc. Est. 450,664
City & RTZ-ABC: (80) 806,128; (83) 851,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267; Loc. Est. 25,820
CZ-ABC: (80) 104,535; (83) 112,700
RTZ-ABC: (80) 153,029; (83) 169,600
County 80 Cen. 90,717; Loc. Est. 97,005
MSA 80 Cen. 137,875; Loc. Est. 150,807
City & RTZ-ABC: (80) 257,564; (83) 282,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.

6 - PASSENGER AUTOS: County, 127,690

7 - ELECTRIC METERS: Residence 99,125

8 - GAS METERS: Residence 51,861

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Construction 11,750; Durable Goods 11,040; Lumber and Wood prod. 1,650; Stone & Glass 1,950; Machines, exc. elect. 3,500; Nondurable Goods 9,930; Apparel 1,800; Food 1,020; Paper & Allied Products 1,850; Chemicals 2,300; Trans., comm. & P.U. 8,810; Wholesale and retail trade 32,460; Fin., Ins. & Real Estate 6,250; Services 42,010; Government 27,840; Total All Industries 150,130.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal downtown shopping area**-13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berkeley(25)	35	TG&Y
Shannon	21	Bi-Lo, Eckerd's
North 52(14)	20	Bi-Lo, Revco
Yeoman's Hall(18)	15	Piggly Wiggly
King's Plz.(9)	NA	Revco, Piggly Wiggly
Ashley Plz.(40)	9	Revco, Condon's
Citadel(76)	8	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris Teeter, Treasury Drugs
Folly Rd.(25)	5	Red & White
Harborview(13)	5	Winn-Dixie, Harris-Ligget, Rexall Drugs
James Is.(16)	3	Piggly Wiggly
Meyer Pt.(8)	4	Red & White
Northbridge(5)	5	Piggly Wiggly, Harris Teeter
Shoppers Port(11)	6	Bi-Lo, Revco
St. Andrews(10)	4	Rite Aid, Winn-Dixie, Kerrison's
So. Windermere(44)	3	Belk, Piggly Wiggly
Village Sq.(11)	4	Western Auto, Leohmann's
Wespanee(13)	7	EZSupermarket
Westwood Plz.(15)	4	Eckerd's, Handy City, Marshall's
Center Oak(5)	5	Harris Teeter, Revco
E. Cooper Plz.(10)	6	Piggly Wiggly, Treasury Drugs
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd's, Western Auto
Patriot's Pt.	4	Kroger
Brentwood Plz.(13)	7	Piggly Wiggly, Bi-Lo, Revco
Charleston Hgts(11)	8	Piggly Wiggly
Evanston Plz.(26)	10	Doscher's, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	10	J.L. Goldberg, Walton's
N. Charleston(18)	4	T.J. Maxx, Handy City, Eckerd's
Northwood's(73)	16	Belk's, Sears, Kerrisons
Oakridge Plaza(25)	12	Winn-Dixie, TG&Y
Pinehaven(19)	7	Winn-Dixie, Western Auto
Bi-Lo(10)	35	Bi-Lo, Revco, Sky-City
Heritage(13)	30	Big Star, Revco, K mart
Oakbrook(13)	30	Piggly Wiggly, Treasury Drugs
Palmetto Plz.(18)	25	Simmon's Appliance
Summerville Plz.(15)	30	Wal-Mart

Principal Shopping Days-Department: Mon., Wed., Fri., Sat. Food: Thurs., Fri., Sat.
Stores Open Evenings-Food, Dept. & Discount

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk; JCPenney; Sears; Shahid's; Montgomery Ward; Nichols; Thalhimer's.
Discount Stores-Sam Solomon; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Eckerd's; Scotties; Rite-Aid; Harris Drugs; Medicine Shoppes; Revco; Treasury; K mart Pharmacies.
Chain Supermarkets-Winn-Dixie 7; Red & White 13; Piggly Wiggly 20; Bi-Lo 9; Doschers 14; Harris Teeter 4; Kroger 6; Food Town 2.
Other Chain Stores-Women's Apparel: Mangel, Kaybee, Diana, My Shop; Men's: Fines, Waltons; Shoes: Hanover, Thom McAn, Butler, Marilyn Slipper, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Allens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Wickes, S&H Green Stamps, Lafayette Radio, Russell Stover, Top Value Stamps, Lerner Shops, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majic Market, Pantry.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 68,773; POST (e-mon to fri) 38,596; (S) 107,940; Mar. 31, 1983 ABC.
Local Contact for Advertising Data: D. G. Diasourakis, Gen. Adv. Mgr., POST and NEWS & COURIER, 134 Columbus St., Charleston, SC 29402; Tel. (803) 577-7111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2, County Seat. State capital and largest city in state. Mfg. textiles, concrete, pipe & beams, fertilizer, lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321, 378; I-20; I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Columbia; Newberry & Laurens.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 101,229; Loc. Est. 95,614
CZ-ABC: (80) 257,888; (83) 262,700
RTZ-ABC: (80) 600,176; (83) 628,300
County 80 Cen. 269,572; Loc. Est. 281,525
MSA 80 Cen. 409,925; Loc. Est. 430,429
City & RTZ-ABC (80) 858,064; (83) 891,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422; Loc. Est. 29,987
CZ-ABC: (80) 84,510; (83) 89,500
RTZ-ABC: (80) 190,934; (83) 207,400
County 80 Cen. 85,461; Loc. Est. 93,325
MSA 80 Cen. 133,078; Loc. Est. 146,145
City & RTZ-ABC: (80) 275,444; (83) 296,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	11	N.A.

6 - PASSENGER AUTOS: County 161,591

7 - ELECTRIC METERS: County Residence 93,276

8 - GAS METERS: County Residence 50,478

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 28,100; Trade 37,900; Transp. & Util. 9,600; Finance, Ins. & Real Est. 14,200; Const 8,000; Services & Gov't 52,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 21. Last killing frost Mar. 31.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points	2	Eckerd's, Revco, Dodd's
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plaza(31)	4	Rite-Aid, Piggly Wiggly, Ben Franklin
Richland Mall(28)	3	J.B. White's, Winn-Dixie, Eckerd's
Cedar Terrace	5	Piggly Wiggly
Landmark Square(8)	6	Winn-Dixie, Treasury Drugs, Cloth World, Rite-Aid
Decker Plaza(25)	5	Rite-Aid, Food World
Decker Village	5	Food Lion, Eckerd's
Midlands(23)	4	Food Lion, Giant Food, Western Auto
Columbia East	6	Bi-Lo Foods, Family Dollar, K mart, Revco
Northway Plaza	5	A&P, Cloth World
Northside Plaza(10)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Sunset & River Drive	4	Piggly Wiggly, Dodd's
Boozer(37)	7	Winn-Dixie, Western Auto, Key Distributors
Dutch Square(56)	7	A&P, J.B. White's, Eckerd's
Seven Oaks(17)	7	Eckerd's, Radio Shack
St. Andrews(10)	3	Treasury Drugs, JCPenney
Widewater Square	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland	2	Dodd's, Pic 'N Pay
Capitol Square	3	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr(31)	8	Service Merchandise, Robin's Menswear
Columbia Mall(140)	10	JCPenney, Sears, Rich's, Belk
Bush River Mall(39)	4	Richway, Kroger
Decker Mall(24)	6	Richway, Kroger
Woodhill Mall(40)	5	Richway, Food Lion

Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza	4	Piggly Wiggly, Scottie
Sunset Plaza(11)	NA	Winn-Dixie, Eckerd's
Lexington Square(11)	NA	Food Town, Eckerd's
Edenwood Square	NA	Bi-Lo, Ski City, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat., Food-Wed, Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-James L. Tapp; Belk's, JCPenney; Sears; J.B. White; Rich's; Howard's; Davidson's.
Discount Stores-K mart 4; Lowe's 2; Wickes 2; White's Auto 2; Service Merchandise; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; United 2; Crest; Emery 2, Family Dollar 8; G & H; Warehouse World.
Chain Drug Stores-Eckerd's 10; Rite Aid 6; Revco 4; Treasury 2.
Chain Supermarkets-A & P 3; Winn-Dixie 13; Piggly Wiggly 16; Giant Food World/Red & White 6; Bi-Lo 7; Food Lion 6; Kroger SavOn 5; Family Mart 2; 3 Guys.
Other Chain Stores-Women's Clothing: Mangel's; Lerners; Garber's: The Limited; Brook's Fashions; Size 5-7-9; Paul Harris; Stuarts; Body Shop; Ormond's; Foxmoor; Casual Corner; Susie's; Casuals; The French. Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's; Pic-N-Pay; Miles; Top Dollar Stores, Ford; Endicott Johnson; Father & Son; Hanover; Baker; Varman. Men's Clothing: National Shirt Shop, Silverman's; J. Riggins; Bill's London Transit; Fine's; Richmond Bros.; Robins; Jewelry: Friedman's 5; Litwin; D.P. Paul; Keepsakes; Osterman's Auto Accessories; Otasco 2; Goodyear 5; Goodrich; Firestone 3; Miller Tire 2; Western Auto 6; Kenney 2; General Tires. Furniture: Haverty 2; Bridges 2; Maxwell Bros.; Gilbert's; Rhodes 2; Jefferson; Furniture World; Others: S & H Green Stamps; Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 107,736; RECORD (e) 30,299; STATE (S) 135,626; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr., & Adv. Dir., William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-8373.
National Representative: Story & Kelly-Smith.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis Airlines; Trans Southern Airlines.

3 - POPULATION:
Corp. City 80 Cen. 29,842; Loc. Est. 29,511
CZ-ABC: (80) 40,918; (83) 42,300
RTZ-ABC: (80) 199,638; (83) 206,500
County/MSA 80 Cen. 110,163; Loc. Est. 114,549
City & RTZ-ABC: (80) 240,556; (83) 248,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370; Loc. Est. 10,601
CZ-ABC: (80) 13,983; (83) 15,000
RTZ-ABC: (80) 62,603; (83) 67,200
County/MSA 80 Cen. 35,705; Loc. Est. 38,863
City & RTZ-ABC: (80) 76,586; (83) 82,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$280,653,000
Savings & Loan	3	$154,822,640

6 - PASSENGER AUTOS: County 49,860

7 - ELECTRIC METERS: Residence Est. 26,532

8 - GAS METERS: Residence Est. 5,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; Railroads 800; Bottling 273; Metal Fabrication 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Transportation & Public Utilities 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services in general 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall(55)	NA	JCPenney, Peebles
Florence Plaza(2)	NA	Wal-Mart, Winn-Dixie
Hallmark Square(20)	NA	Bi-Lo Foods, Sky City, Family Dollar
Magnolia Mall(80)	NA	Belk, Sears
Palmetto(7)	NA	Big Star
South Park(9)	NA	Rose's, Winn-Dixie
Sweetbriar	NA	Giant Foods

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Downtown-Fri.; Mall, K mart, Wal-Mart-Mon thru Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; JCPenney; Peebles; Tomlinson.
Variety Stores-S.H. Kress; Rose's; Wood's.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Sky City; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreen; Eckerd; Valu-rite; Revco.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Giant Food; Food Town 2; Bi-Lo; IGA.
Other Chain Stores-Jewel Box; Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Florence Marilyn (Shoes); Sterchi's Furntiture; Eleanor Shop; Cash & Carry Outlet; Style Center; Wicks Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerners; Brooks; Casual Corner; Ormands; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton Booksellers; LoveShop; American Seam; Reeds; Zales; Kay Jewelers; Mill Fabrics; Maxwell Furniture.

14 - NEWSPAPERS: NEWS (m) 31,662; (S) 33,223; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Betty Squires, Adv. Mgr., NEWS, 141 S. Irby St., Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County, (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center & regional shopping hub. On U.S. Hwys. 85, 26, 2, 29.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Republic.

3 - POPULATION:
Corp. City 80 Cen. 58,242; Loc. Est. 56,973
CZ-ABC: (80) 209,121; (83) 215,800
RTZ-ABC: (80) 518,857; (83) 540,800
County 80 Cen. 287,913; Loc. Est. 304,925
MSA 80 Cen. 568,758; Loc. Est. 601,372
City & RTZ-ABC: (80) 727,978; (83) 756,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170; Loc. Est. 22,607
CZ-ABC: (80) 74,767; (83) 80,000
RTZ-ABC: (80) 178,524; (83) 193,200
County 80 Cen. 101,579; Loc. Est. 112,549
MSA 80 Cen. 171,417; Loc. Est. 218,352
City & RTZ-ABC: (80) 253,291; (83) 273,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$669,831,000
Savings & Loan	10	$824,425,000

6 - PASSENGER AUTOS: County 160,503

7 - ELECTRIC METERS: Greenville City 63,119

8 - GAS METERS: County 25,772

9 - PRINCIPAL INDUSTRIES: County (April 1981)-Total Labor Force (County) 131,300; Wage earners (County) 123,520; Avg. Wkly Wage (MSA) Total Mfg. ($232); Non-durable Goods ($226); Durable Goods ($250); Source: S.C. Emp. Security Commission, Market Data Division.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3. Last killing frost, April 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(50)	3	Belk-Simpson, Ivey's, Meyers Arnold, Winn-Dixie
Haywood Mall(125)	5	Rich's, JCPenney, Sears
Bell Tower Mall(36)	5	Big K, Eckerd's
Greer Plaza(15)	12	Belk-Simpson, Winn-Dixie, Eckerd's
Wade Hampton Mall(25)	2	Winn-Dixie, Eckerd's
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Western Auto, Belk Simpson, Eckerd's
Nichols	3	Bi-Lo
[illegible]th Hills(17)	3	Winn-Dixie, Rite Aid, Kuhn's-Big K
Westowne(5)	5	Kuhn's-Big K, Ingles, Whites Auto, Eckerd's
K mart	2	K mart (Mills Ave.)
K mart	5	K mart (Sulphur Spr.)
K mart	4	K mart
Mauldin Plaza(4)	8	K mart, Sky City, Bi-Lo

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat.
Stores Open Evenings-Mon., Thu., & Fri.; shopping centers 6 nights a week.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 5; Meyers-Arnold; JCPenney; Sears; Ivey's; Welcome Family Shop; Montgomery Ward; Rich's; J.B. White.
Variety Stores-Cassell's; Kress; H.L. Green; United 3; Wilson's; Woolworth 2; Thompsons 2.
Discount Stores-K mart 4; Diskay Discount Mart; Mill Discount; Sky City 2; Edward's; Family Dollar 5; Sam Solomon; Alexander's; TG&Y; White Stores; Sharbel's; Nichols.
Chain Drug Stores-Eckerd's 8; Family Mart 2; Sam Solomon; Rite-Aid 4; Revco 9; Walgreen; Shaw's 3; Colonial; K mart 4; Ind. Drug Stores 34.
Chain Supermarkets-Colonial; Garden Spot 3; Mr. Zip 2; Winn-Dixie 13; Kash & Karry; Duckworth 2; Batson; Bi-Lo 13; Ike's 2; Ingles 7; 7-Eleven 10; Community Cash 4; Family Mart 2.
Other Chain Stores-Marilyn Shoes; Butler's 3; Lerner; Phoenix Furn. 2; Maxwell Bros.; Thom McAn; Stein's; Haverty; White Sewing Mach.; Kimbrell Furn.; Bridge's Furniture; S&H Green Stamps 2; Diana Shops; Friedman Jewelers 3; Western Auto; Rhodes Furn.; Carriage House; The Pantry 20; Majik Mart 8; Handee Mart 8; Zippy Mart 4; Pantry Shelf 3; Quickway 3; Rabbit Trap 2; Pic 'N Go 2; Ikes 2; Speedy Mart 2; DaNite; Jiffy Mart; Everybody's Grocery; Jordan's Self Service 2; Fast Fare 3.

14 - NEWSPAPERS: NEWS (m-mon to fri) 83,375; PIEDMONT (e-mon to fri) 23,247; (sat) 97,254; (S) 114,662; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dave Space, Retail Adv. Mgr., NEWS and PIEDMONT, 305 S. Main St., PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County, E&P Map B-2, County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 10,22 and 72.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; Loc. Est. 21,679
CZ-ABC: (80) 21,613; (83) 21,400
RTZ-ABC:(80) 79,537; (83) 81,500
County 80 Cen. 57,847; Loc. Est. 60,518
City & RTZ-ABC: (80) 101,150; (83) 102,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902; Loc. Est. 8,111
CZ-ABC: (80) 7,902; (83) 8,100
RTZ-ABC: (80) 26,580; (83) 28,400
County 80 Cen. 20,308; Loc. Est. 22,185
City & RTZ-ABC: (80) 34,482; (83) 36,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$6,176,000
Savings & Loan	2	$91,500,000

6 - PASSENGER AUTOS: County 30,019

7 - ELECTRIC METERS: Residence 25,297

8 - GAS METERS: Residence 9,198

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline; very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk's, JCPenney, Meyers-Arnold
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Wharton's
K mart(12)	NA	K mart, Big Star, Radio Shack

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Eckerd's; Meyers-Arnold.
Variety Stores-Roses; Family Dollar; TG&Y.
Discount Stores-Sky City; S-mart; Family Dollar; K mart.
Chain Drug Stores-Eckerd's; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Big Star 2; Bi-Lo; Community Cash; Piggly Wiggly; 3-Guys Ltd; Food Lion 2.
Other Chain Stores-Goodyear, Firestone; Diana (apparel); Marilyn (shoes); Sears (catalog); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Maxwell Bros., Rhodes; T.E. Jones; Western Auto; Wickes.

14 - NEWSPAPERS: INDEX-JOURNAL (e) 16,268; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Adv. Dir., INDEX-JOURNAL, PO Box 1018, Greenwood, SC 29648; Tel. (803) 223-1414.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Myrtle Beach is in the center of a long coastal beach area known as the Grand Strand. The Grand Strand is some 50 miles long with a populated area only a few blocks wide. The coastline is oriented NE-SW and Myrtle Beach is about 23 mi. S of the North Carolina boundary. North central part of state. Seacoast on Atlantic Ocean. Resort center on US Hwy. 17.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; Atlantis; Altair.
Private Air Service-Southern Air Charter

3 - POPULATION:
Corp. City 80 Cen. 18,758; Loc. Est 19,793
CZ-ABC: (80) 41,394; (83) 44,700
RTZ-ABC: (80) 48,198; (83) 52,900
County 80 Cen. 101,419; Loc. Est. 107,016
City & RTZ-ABC: (80) 89,592; (83) 97,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725; Loc. Est. 7,146
CZ-ABC: (80) 15,370; (83) 17,200
RTZ-ABC: (80) 15,560; (83) 17,800
County 80 Cen. 34,798; Loc. Est. 38,433
City & RTZ-ABC: (80) 30,930; (83) 35,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 52,990

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base, 3,500.
Principal Pay Days-Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9. Last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (PH8.6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles

Village Sq.(16)	NA	Revco, Winn-Dixie
K mart(5)	NA	K mart
Deerfield Plaza(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerds Plaza(8)	NA	Eckerds
Outlet Park(18)	NA	Outlet Stores

13 - RETAIL OUTLETS: Department Stores-Sears; Belk 2; Chapin; Jerry Cox; Peebles 2; Tad's; Coker; Macks 7.
Discount Stores-Revco 4; K mart 2; Big K; Family Dollar 3; J.P. Stevens; Towel Town; RDR.
Variety Stores-Rose's 2; Wood's 2.
Chain Drug Stores-Treasury 2; Eckerds 3; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 3; Piggly Wiggly 5; Big Star 3; Food Town; Minit Mart; 7-Eleven 7; Harris Teeter; Fast-Fare 3; Scottsmans IGA.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14 - NEWSPAPERS: SUN NEWS (m) 19,594; (S) 22,587; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29577; Tel. (803) 448-8351.
National Representative: Story & Kelly-Smith.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: **Railroads**-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 15,496
CZ-ABC: (80) 14,933; (83) 14,900
RTZ-ABC: (80) 80,901; (83) 84,100
County 80 Cen. 82,276; Loc. Est. 86,581
City & RTZ-ABC: (80) 95,834; (83) 99,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719; Loc. Est. 4,989
CZ-ABC: (80) 4,719; (83) 4,900
RTZ-ABC: (80) 25,328; (83) 27,200
County 80 Cen. 25,643; Loc. Est. 28,250
City & RTZ-ABC: (80) 30,047; (83) 32,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$145,388,792
Savings & Loan	2	$85,500,000

6 - PASSENGER AUTOS: County 36,802

7 - ELECTRIC METERS: Residence 17,641

8 - GAS METERS: Residence 8,235

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 8,506; Nonmanufacturing 6,282; Agriculture, Forestry, Fisheries 64; Construction 994; Transportation, Communications 616; Retail 4,022; Wholesale 997; Finance, Insur., Real Estate 713; Services 2,630.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main (Russell) St.; 4 on Broughton, 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate(3)	NA	Food Shops, Drug
Orangeburg Mall(21)	NA	Rose's, Eckerd, Winn-Dixie, Belk-Hudson
Red & White(5)	NA	Food, Drug, Shoes
Edisto Village(6)	NA	Sky City, Bi-Lo
K mart Center(4)	NA	K mart
Chestnut Square(5)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-Belks 2; JCPenney.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties, Eckerd's; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Red & White; Bi-Lo 2; Food Lion.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic 'N Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,795; (S) 16,481; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map B-2. Textile mfg. center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; 1-77.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,327; Loc. Est. 35,607
PMA-ABC: (80) 132,886; (83) 138,300
County 80 Cen. 106,720; Loc. Est. 113,833
PMSA 80 Cen. 971,391; Loc. Est. 1,025,103

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722; Loc. Est. 12,254
PMA-ABC: (80) 43,324; (83) 46,800
County 80 Cen. 34,861; Loc. Est. 38,968
PMSA 80 Cen. 343,836; Loc. Est. 369,709

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,057,712,000
Savings & Loan	2	$222,602,049

6 - PASSENGER AUTOS: County 54,905

7 - ELECTRIC METERS: Residence 15,807

8 - GAS METERS: Residence 6,793

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk. Cherry Plaza Shpg. Ctr.; Rock Hill Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherry Plaza	2	Community Cash, Smith Drugs
Beaty(42)	2	Harris Teeter, Revco
Saluda(5)	1	Winn-Dixie, Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd
York Plaza(15)	4	Revco
Bi-Lo Plaza	2	Bi-Lo, Sky City, Family Dollar
K mart Plaza(4)	3	K mart, Bi-Lo
Village Square	NA	Eckerd's, Winn-Dixie
Town Center Mall	NA	Belk
Shiland Hills	5	Food Town
Northeast Plaza	3	

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Sears.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerds 2; Revco 3; Smith Drugs 3; Rite-Aid.
Discount Stores-Family Dollar Stores 2; Pic 'N Pay; Sky City; K mart.
Chain Supermarkets-Winn-Dixie 4; Bi-Lo Foods 2; Community Cash 2; Food Town; Kroger Sav-On.
Other Chain Stores-Sidney's; Eleanors; Friedman's Jewelers; Furniture: Kimbrell's, Maxwell Bros., Helig Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Top Value Stamps; Pic 'N Pay Shoes; Eckerds Drugs; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware.

14 - NEWSPAPERS: EVENING HERALD (e) 25,254; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Hoover, Adv. Dir., EVENING HERALD, PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1, County Seat. Industrial, agricultural and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Routes 85 and 26.

2 - TRANSPORTATION: **Railroads**-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Republic; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 43,826; Loc. Est. 43,827
CZ-ABC: (80) 107,704; (83) 109,400
RTZ-ABC: (80) 213,969; (83) 219,800
County 80 Cen. 201,553; Loc. Est. 213,302
MSA 80 Cen. 568,758; Loc. Est. 601,372
City & RTZ-ABC: (80) 321,673; (83) 329,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050; Loc. Est. 16,630
CZ-ABC: (80) 37,831; (83) 39,800
RTZ-ABC: (80) 74,313; (83) 79,200
County 80 Cen. 69,838; Loc. Est. 77,287
MSA 80 Cen. 171,417; Loc. Est. 218,352
City & RTZ-ABC: (80) 112,144; (83) 119,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 108,093

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chemical Prod. 3,600; Machinery 3,100; Other Metal Prod. 2,300; Other 52,500. Total Employment 89,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd. (Parks 600 cars); Pine St. North (Parks 1,000 cars); Spartan Plaza (600 cars); New 76-Westgate Mall (4,000 cars); Hillcrest (4,000 cars).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd's Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash Ace Hardware, Rite-Aid, Alexanders
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite-Aid
K mart Plaza	2	K mart, Eckerd's

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Roses every evening.

13 - RETAIL OUTLETS: **Department Stores**-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Center; Sears; JCPenney; John Graham Wholesale; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd's 3; Revco 9; Henitsh-Walker 2; Rite-Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 33; Winn-Dixie 3; Bi-Lo 5; Pik-Quick Shoppe 2; Food Town 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B. Goodrich; Zales; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes; Moores; Circle Lumber; Wikes Carter; 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 46,519; (S) 48,047; Mar. 27, 1983 ABC.
Note: Herald (m) merged with Journal (e) to form HERALD-JOURNAL (m) on Oct. 7, 1982.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2. County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 378, 76 and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; Loc. Est. 24,920
CZ-ABC: (80) 70,263; (83) 71,100
RTZ-ABC: (80) 64,373; (83) 64,700
County 80 Cen. 88,243; Loc. Est. 91,207
City & RTZ-ABC: (80) 134,636; (83) 135,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634; Loc. Est. 8,899
CZ-ABC: (80) 23,541; (83) 24,700
RTZ-ABC: (80) 17,695; (83) 18,400
County 80 Cen. 27,268; Loc. Est. 29,459
City & RTZ-ABC: (80) 48,241; (83) 36,095

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 40,375

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prdts. 75; Burial Caskets 65; Meat Prdts. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200.
Principal Pay Days-Industrial Thu. and Fri. Military-First & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1. Last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palmetto Plaza(19)	NA	Food Lion, S.H. Kress
Wesmark Plaza(34)	NA	Rose's, Eckerd, Sav-U
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo, Kroger, Wal-Mart
Jessammie(45)	NA	Belk-Stroman, JCPenney, Wilson

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Plaza (Thu.); Some Downtown (Fri.); Shpg. Ctr. nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Stroman; Sumter Dry Goods; Brody's; Jack's; Wilsons, Inc.
Variety Stores-McLellan's; S.H. Kress; Family Dollar; Wood's.
Discount Stores-Wal-Mart; K mart; Roses.
Chain Drug Stores-Sumter Walgreen; Sibert's Rexall; Eckerd's; Revco.
Chain Supermarkets-A&P; Piggly-Wiggly 3; Food Lion; Winn-Dixie 3; Bi-Lo; Sav-U 2; Kroger.
Other Chain Stores-Advance; Firestone; OK Tire; Western Auto; Diana Shop; Sears; Eleanor Shop; Darling Shop; Chess King; Times, Ltd.; Fines; Casual Corner; Lerner's; Brook's; Stuart's; Jeweler's: Loves, Friedman's, Kay's, Osterman, Reed's; Furniture: Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Saxton, Galloway & Moseley; Shoes: Branford Bootery, Footscene, Thom McAn, Sugarfoot, Kinney's, Butler's, Oliver's, Children's Bootery.

14 - NEWSPAPERS: ITEM (e) 19,962; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising

Data: R.E. Bradham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; Loc. Est. 10,486
County 80 Cen. 30,751; Loc. Est. 31,499
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; Loc. Est. 3,956
County 80 Cen. 10,562; Loc. Est. 11,317

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$45,100,000
Savings & Loan	2	$34,500,000

6 - PASSENGER AUTOS: County 14,275

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($150); Hosiery 130 ($100); Pulp Wood 100; Plastic Holders 65 ($200); Bearings Mfg. 750 ($200); Garment & Sewing 365 ($165).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Merchant Walk(8)	8	Community Cash, Eckerd's
East Main (6)	1	A&P
Jonesville(3)	9	Keiths, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart Winn-Dixie
Union Plaza(3)	NA	Revco, Bi-Lo

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Wilburn's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Waco's; Gregory's.
Discount Stores-Family Dollar; Drug Mart; Pic 'N Pay Shoes.
Variety Stores-McClellan's.
Chain Drug Stores-Revco; Eckerd's.
Chain Supermarkets-A&P; Winn-Dixie; Community Cash 2; Bi-Lo.
Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,806; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising **Data**: Ken Beard, Adv. Mgr., TIMES, 414 S. Pinckney St., Drawer 749, Union, SC 29329; Tel. (803) 427-1234.
National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Sioux Falls-Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	54	59	60
5-14 Years	143	107	108
15-24 Years	119	136	138
25-44 Years	136	167	169
45-64 Years	134	130	132
65 and Over	80	91	92
TOTAL	666	690	699

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	111	202	282
General Mdse	138	193	282
Food	259	406	668
Automobiles	270	478	683
Gasoline Stations	142	241	439
Apparel	63	106	156
Furniture	58	94	139
Eat-Drink Places	107	190	364
Drugs	55	82	138
TOTAL SALES	1,315	2,184	3,471

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. NE part of state. 274 mi. W of Minneapolis and St. Paul. On U.S. 12, 281.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Line-Jack Rabbit.
Airlines-Republic (4 flights daily)

3 - POPULATION:
Corp. City 80 Cen. 25,956; Loc. Est. 26,080
CZ-ABC: (80) 27,324; (83) 26,200
RTZ-ABC: (80) 80,286; (83) 76,100
County 80 Cen. 36,962; Loc. Est. 37,218
City & RTZ-ABC: (80) 107,610; (83) 102,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,655; Loc. Est. 9,712
CZ-ABC: (80) 10,096; (83) 10,100
RTZ-ABC: (80) 27,800; (83) 27,200
County 80 Cen. 13,357; Loc. Est. 13,490
City & RTZ-ABC: (80) 37,896; (83) 37,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$491,298,000
Savings & Loan	3	$104,365,000

6 - PASSENGER AUTOS: County 21,246

7 - ELECTRIC METERS: Residence 10,455

8 - GAS METERS: Residence 7,651

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prod. 63 ($178); Concrete & Marble Prod. 115 ($153); Farm Prod. 89 ($190); Precision Vehicle Prod. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
Principal Pay Days-Wed. and Sat.

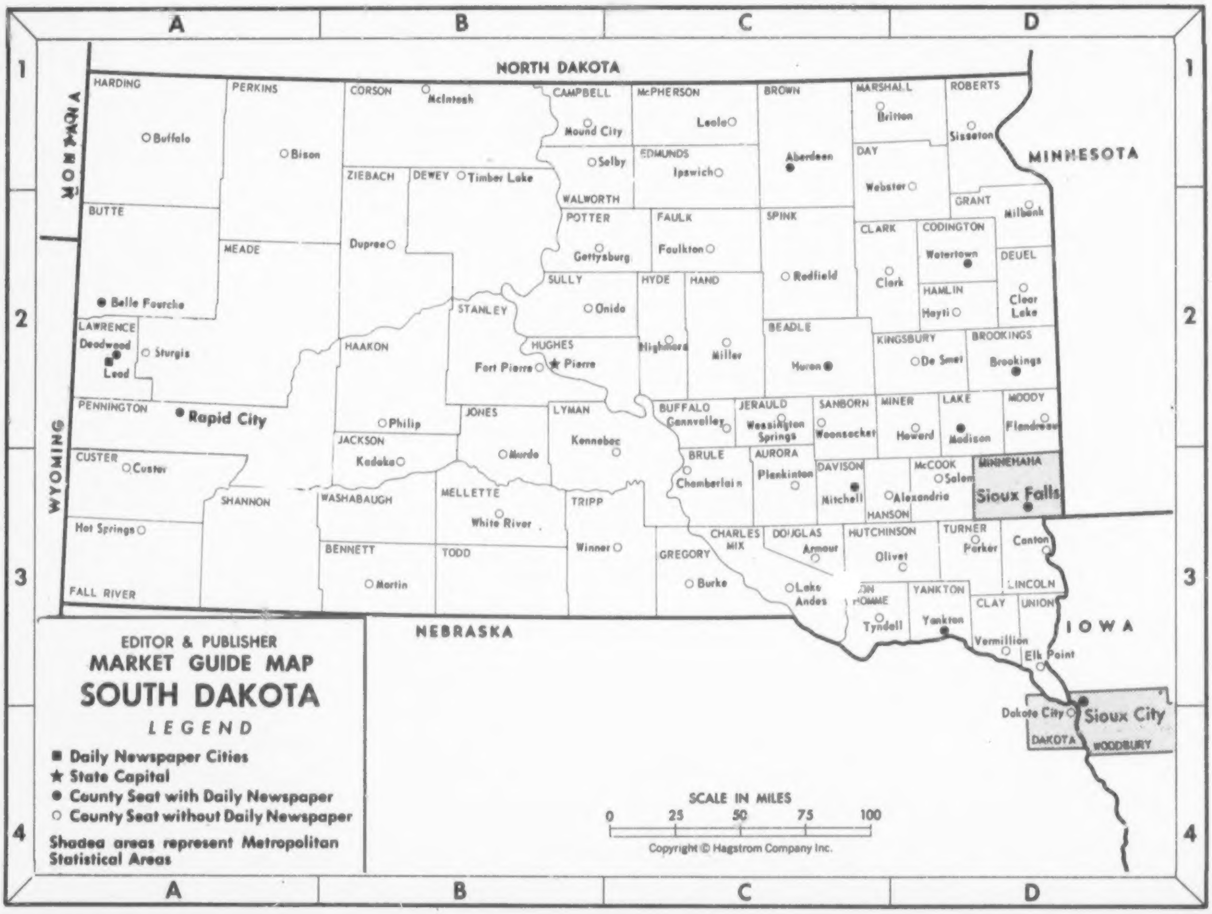
10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft (river water); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; Gibson Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ben Franklin 2; Coast-to-Coast; Sandvig's; Mac's; Bostwick's.
Discount Stores-Gibson; K mart; Pamida.
Chain Drug Stores-White; Osco.
Chain Supermarkets-Super Valu; Jack & Jill; Gibson; Fairway; Red Owl.
Other Chain Stores-Goodyear; Firestone; Goodrich; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Our Own Hardware; Sharons; Maurices; Pred's; Feinstein's; Kinney; Payless; Osborn's; Vanity; Radio Shack.

14 - NEWSPAPERS: AMERICAN NEWS (e-mon to fri) 20,003; (e-sat) 12,503; (S) 21,673; Mar. 31, 1983 ABC.


A
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NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
IOWA
NEBRASKA
HARDING
PERKINS
CORSON
CAMPBELL
McPHERSON
BROWN
MARSHALL
ROBERTS
Buffalo
Bison
McIntosh
Mound City
Leola
Aberdeen
Britton
Sisseton
ZIEBACH
DEWEY
Timber Lake
Selby
EDMUNDS
Ipswich
DAY
Webster
WALWORTH
GRANT
Milbank
BUTTE
MEADE
POTTER
FAULK
SPINK
CLARK
CODINGTON
Dupree
Gettysburg
Faulkton
Watertown
DEUEL
Belle Fourche
SULLY
HYDE
HAND
Redfield
Clark
HAMLIN
Onida
Hayti
Clear Lake
LAWRENCE
Deadwood
Lead
Sturgis
STANLEY
HAAKON
HUGHES
Pierre
Fort Pierre
Highmore
Miller
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
PENNINGTON
Rapid City
Philip
JONES
LYMAN
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
Murdo
Kennebec
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
McCOOK
Salem
Alexandria
HANSON
MINNEHAHA
Sioux Falls
CUSTER
Custer
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Winner
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
Hot Springs
BENNETT
TODD
GREGORY
Burke
Martin
Lake Andes
BON HOMME
Tyndall
YANKTON
Yankton
CLAY
Vermillion
UNION
Elk Point
LINCOLN
FALL RIVER
Dakota City
Sioux City
DAKOTA
WOODBURY
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
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Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57401; Tel. (605) 225-4100.
National Representative: Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroads-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; Loc. Est. 4,664
County 80 Cen. 8,372; Loc. Est. 8,236
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; Loc. Est. 1,779
County 80 Cen. 3,048; Loc. Est. 3,089

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$75,000,000

6 - PASSENGER AUTOS: County 7,037

7 - ELECTRIC METERS: Residence 2,142

8 - GAS METERS: Residence 1,855

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Clay Prod.; Wholesale Wool; Livestock; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $56,000,000.

10 - CLIMATE: Average Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grain.

12 - RETAILING: Principal Shopping Center-Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Variety Stores-Ben Franklin; Gambles.
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Coast-to-Coast; Western Stores.

14 - NEWSPAPERS: POST (m-tues to sat) 3,341; sworn Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Sec'y., POST, 1004 Fifth Ave., Belle Fourche, SD 57757; Tel. (605) 892-2528.
National Representative: American Newspaper Representatives.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 50 mi. N of Sioux Falls. On Hwys. I-29; U.S. 14 & 77. Home of South Dakota State University.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jackrabbit.

3 - POPULATION:
Corp. City 80 Cen. 14,951; Loc. Est. 15,335
County 80 Cen. 24,332; Loc. Est. 25,004

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,797; Loc. Est. 4,910
County 80 Cen. 8,033; Loc. Est. 8,647

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 17,391 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Government 1,955 (mostly at S.D. State Univ.); Medical Products 515; Farming & seed processing (corn, oats, barley); Other small industries 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(25)	NA	Hy-Vee, White Mart
University Mall(25)	2	K mart, JCPenney, Bostwick's

Principal Shopping Days-Fri., Sat. & Mon.; Stores open Thurs. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cole's.
Discount Stores-Pamida; Farm-Home & Fleet; Holiday Stations; White Mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Super-Value; Red Owl; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Gamble's; Snyder Drug; General Nutrition Center; Hallmark; Harold's Camera; Stuarts; Waldenbooks; Zales; T-Shirts Plus; Kinney Shoes; Musicland; The Wardrobe; W.C. Frank's; Duling Optical; Morrey A; Gallenkamp Shoes; Shriver's; JoAnn Fabrics; Maurices.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 5,494; sworn Feb. 11, 1983.
Local Contact for Advertising and Merchandising Data: Thomas Weber, Adv. Mgr., REGISTER, 312 Fifth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: American Newspaper Representatives.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2, County Seat. Shipping center for 15 county agricultural area. Miscellaneous small industry. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 13,000; Loc. Est. 12,680
CZ-ABC: (80) 13,427; (83) 12,600
RTZ-ABC: (80) 55,742; (83) 52,900
County 80 Cen. 19,195; Loc. Est. 18,792
City & RTZ-ABC: (80) 69,169; (83) 65,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211; Loc. Est. 5,159
CZ-ABC: (80) 5,361; (83) 5,200
RTZ-ABC: (80) 19,977; (83) 19,500
County 80 Cen. 7,337; Loc. Est. 7,542
City & RTZ-ABC: (80) 25,338; (83) 24,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$164,140,297
Savings & Loan	2	$47,201,760

6 - PASSENGER AUTOS: County 16,257 (includes trucks)

7 - ELECTRIC METERS: Residence 5,282

8 - GAS METERS: Residence 4,246

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing/Meat Packing (food & kindred products) 662 ($430); Metal Fabrication 190 ($350); Cement Prod. 18 ($275); Wood Products 38 ($250); Construction 238 ($342); Manufacturing 1,051 ($379); Trans. & Publ. Utilities 459 ($388); Wholesale, Retail Trade 1,901 ($178); Finance, Insur. Real Estate 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-87; Fall 33-61; Winter, 5-27; First killing frost, Sept. 29. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING: Principal Shopping Centers-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers-Southgate; Dakota Ave. S.; Supercity; Dakota Avenue N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Department Stores: Sun., Mon., Fri. and Sat.; Food: Fri., Sat., Sun. & Thu.
Shopping Days-Department Stores: Sun., Mon., Fri. and Sat.; Food: Fri., Sat., Sun. & Thu.
Stores Open Evenings-Dept.: Fri.; Food & Shopping Centers: Every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Lewis.
Discount Stores-Pamida; K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis.
Chain Supermarkets-Randall's; Red Owl; Fairway Grocery
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 13,176; (S) 13,655; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 3rd St., S.E., Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Branham/Newspaper Sales.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2, County Seat. 43 mi. NW of Rapid City. On Hwys. 85, 385 and 14.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-All American; Barber.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; Loc. Est. 5,790
Deadwood 80 Cen. 2,035; Loc. Est. 1,875
Lead 80 Cen. 4,330; Loc. Est. 3,915
County 80 Cen. 18,339; Loc. Est. 18,345

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; Loc. Est. 2,293
Lead 80 Cen. 1,655; Loc. Est. 1,513
Deadwood 80 Cen. 827; Loc. Est. 780
County 80 Cen. 6,738; Loc. Est. 7,091

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 15,435 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fabrication; Tourist Bus; Milk Processing; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Days-Thu., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney.
Discount Stores-Pamida; Ben Franklin.
Chain Drug Stores-Frontier Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER TIMES (e-mon to fri, m-sat) 2,460; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bill Kemper, Pub., CALL/PIONEER-TIMES, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3, County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 6,210; Loc. Est. 6,364
County 80 Cen. 10,724; Loc. Est. 10,793
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; Loc. Est. 2,100
County 80 Cen. 3,938; Loc. Est. 4,098

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 8,600 (includes trucks)

7 - ELECTRIC METERS: Residence 2,520

8 - GAS METERS: Residence 1,966

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Machinery 100; Cabinets 50; Pumps 50; Auto Parts 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28 Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Tues., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Galloway's; JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Montgomery Ward; Sears; Coast-to-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,815; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 214 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative: American Newspaper Representatives.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 640 mi. from Chicago; 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; Loc. Est. 13,[illegible]55
CZ-ABC: (80) 13,916; (83) 13,600
RTZ-ABC: (80) 81,573; (83) 76,300
County 80 Cen. 17,820; Loc. Est. 17,843
City & RTZ-ABC: (80) 95,489; (83) 89,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402; Loc. Est. 5,663
CZ-ABC: (80) 5,402; [illegible] 500
RTZ-ABC: (80) 28,481; (83) 27,700
County 80 Cen. 6,656; Loc. Est. 6,988
City & RTZ-ABC: (80) 33,883; (83) 33,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 14,494 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super City of	NA	Super Value,
Mitchell(14)	NA	Griggs

Principal Shopping Days-Mon., Thu., Sat., Food: Wed. & Sat.
Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Buche; JCPenney; Four Seasons; Coles.
Variety Stores-Woolworth's.
Chain Drug Stores-State/Snyder; Shopko Phcy.
Discount Stores-Shopko; K mart; Bennett's; Ben Franklin.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores-Firestone; Goodyear; S&H Green Stamps; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Peavey Building Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 12,700; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sandie Strand, Adv. Dir., REPUBLIC, 120 S. Lauler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 16; State Hwy. 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Western; Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,973; Loc. Est. 12,075
County 80 Cen. 14,220; Loc. Est. 14,313

4 - HOUSEHOLDS:
City 80 Cen. 4,447; Loc. Est. 4,618
County 80 Cen. 5,180; Loc. Est. 5,450

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 11,579 (includes trucks)

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Retail 570; Construction 1,700; Store House 975; Services & Others 2,272.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 25-32. First killing frost, Sept. 29. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Pierre St; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	0	

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon.
Stores Open Sundays-Drug, supermarkets & Red Owl Shopping Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble; Lucas & Theim; K mart; Bostwicks.
Variety Stores-Ben Franklin; Coast-to-Coast; OK Hardware.
Discount Stores-Red Owl.
Chain Drug Stores-Vilas Rexall 2; Corner Drugs Walgreen.
Chain Supermarkets-Red Owl; Seoper Dooper: Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward (catalog); Sears (catalog); Coast-to-Coast.

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 5,000; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area-Mt. Rushmore (2 1/4 million visitors annually). Close to (100 mi.) Badlands Nat'l. Monument, Wind Cave Nat'l. Park, Jewel Cave Nat'l. Park. 30 mi. from western border of S. Dakota, on foothills of Mountainous Black Hills. Minneapolis, 600 mi.; Denver, 400 mi.; Omaha 531 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,140 feet. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-Barber Trans.; Salt Creek Freight; All American.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Gray Line of the Black Hills; Jack Rabbit.
Airlines-Western; Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,492; Loc. Est. 45,008
CZ-ABC: (80) 46,492; (83) 45,400
RTZ-ABC: (80) 104,381; (83) 107,100
County 80 Cen. 70,133; Loc. Est. 70,321
City & RTZ-ABC: (80) 150,873; (83) 152,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233; Loc. Est. 16,834
CZ-ABC: (80) 17,223; (83) 17,500
RTZ-ABC: (80) 35,542; (83) 37,900
County 80 Cen. 25,186; Loc. Est. 26,289
City & RTZ-ABC: (80) 52,765; (83) 55,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$878,700,000
Savings & Loan	3	$240,506,330

6 - PASSENGER AUTOS: County 61,648 (includes trucks)

7 - ELECTRIC METERS: Residence 20,409

8 - GAS METERS: Residence 15,351

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Construction 1,275; Manufcturing 2,340; Railroads 90; Other utilities 1,590; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Services 2,175; Private Household 500; Govt. 5,050. Tourists spent $116,400,000 in 1976. Ellsworth Air Force base has about 6,190 military personnel and with families about 15,000 people. Military & civilian payroll $65 million.
Principal Pay Days-Sat. and Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-74; Summer 31-103; Fall 13-103; Winter 22-74. First killing frost, Sept. 13. Last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fourth to Ninth; Rushmore Mall Shopping Center, 800,000 sq. ft. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero, Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Square; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baken Park(28)	NA	Piggly-Wiggly
Northgate(7)	NA	K mart
North Rapid	NA	North Rapid Drugs
Robbinsdale	NA	Piggly Wiggly
Rushmore Mall(66)	NA	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	Jack & Jill
South Town(26)	NA	Safeway, Mills Drug

Principal Shopping Days-Department and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thu.; Malls: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wards.
Variety Stores-Woolworth, Kresge.
Chain Drug Stores-Mills Drug 3; Osco.
Discount Stores-Family Thrift Center; La Belles; K mart; Target.
Chain Supermarkets-Safeway 3; Piggly Wiggly 3; Sooper Dooper 2; Thrift Center; Prairie; Albertson's.
Other Chain Stores-Coast-to-Coast; Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hardware; National Shoes; G.G. Fashions; Sweetbriar Shop; Kinney Shoes; Pay 'N Pack, Haggerty's.

14 - NEWSPAPERS: JOURNAL (e) 32,081; (S) 34,665; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dave Sharp, Adv. Mgr., JOURNAL, 507 Main St., Rapid City, SD 57701; Tel. (605) 342-0280.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines-Western; Republic; Ozark; Frontier; United.

3 - POPULATION:
Corp. City 80 Cen. 81,343; Loc. Est. 81,688
CZ-ABC: (80) 81,343; (83) 81,100
RTZ-ABC: (80) 161,910; (83) 157,300
County/MSA 80 Cen. 109,435; Loc. Est. 110,739
City & RTZ-ABC: (80) 243,253; (83) 238,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,883; Loc. Est. 32,509
CZ-ABC: (80) 30,883; (83) 32,000
RTZ-ABC: (80) 56,707; (83) 57,400
County/MSA 80 Cen. 40,054; Loc. Est. 42,350
City & RTZ-ABC: (80) 87,590; (83) 89,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 89,567 (includes trucks)

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfrs. 7,070 ($232).
Principal Industrial Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. First killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St. New Town Mall, Louise Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Ridge(11)	NA	Hank's
Southgate	NA	Lewis Drug
Southway(15)	NA	Sam's Meat Market, PayLess Shoes
Western Mall(69)	NA	1/2 Price Store, Shriver's, Walgreen's
The Empire(89)	NA	Younkers, JCPenney, Osco
New Town Mall(20)	NA	Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores-Shriver's (Idaho Dept. Stores); JCPenney; Sears; Younkers; Dayton's.
Discount Stores-K mart 3; Target; 1/2 Price Store.
Chain Drug Stores-Walgreen; Osco; Lewis.
Chain Supermarkets-Sunshine 6; Gettens 2; Super Valu 2; Nash Finch; Hinky Dinky 3; Hy Vee 2; Albertson's.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Suzies Casuals, Three Sisters; Shoes: Baker's, G. R. Kinney, Caldwells, National PayLess Shoes, Gallenkamp, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zales Jewelry, Osborns Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles.

14 - NEWSPAPERS: ARGUS LEADER (m) 43,700; (S) 56,116; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Scott McKibben, Adv. Dir., ARGUS LEADER, 200 S. Minnesota Ave., Sioux Falls, SD 57105; Tel. (605) 331-2356.
National Representative: Gannett Newspaper Advertising Sales.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2, County Seat. Retail shopping and wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads-Burlington Northern, C&NW.
Motor Freight Carriers-7.
Intercity Bus Lines-Zephyr; Jack Rabbit.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,649; Loc. Est. 16,000
CZ-ABC: (80) 16,200; (83) 16,000
RTZ-ABC: (80) 55,683; (83) 53,300
County 80 Cen. 20,885; Loc. Est. 20,951
City & RTZ-ABC: (80) 71,883; (83) 69,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051; Loc. Est. 6,400
CZ-ABC: (80) 6,209; (83) 6,400
RTZ-ABC: (80) 19,751; (83) 19,500
County 80 Cen. 7,675; Loc. Est. 8,015
City & RTZ-ABC: (80) 25,960; (83) 25,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$184,580,000
Savings & Loan	1	$119,432,000

6 - PASSENGER AUTOS: County 17,602 (includes trucks)

7 - ELECTRIC METERS: Residence 6,653

8 - GAS METERS: Residence 5,196

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Molding 203 ($277); Welding Equipment 146 ($214); Poultry Processing 175 ($144); Mobile Homes 102 ($274); Hydraulic Digger Derricks 145 ($284); Flax Straw Processing 98 ($322); Bakery Goods 60 ($353); Granite Memorials 45 ($310); Down Filled Outerwear 54 ($192).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E on U.S. Highway 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee. Miracle Mall (5 firms located on Highway 212), Ken's Fairway Foods, Fleet Wholesalers. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thursday; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Herberger's; Spurgeon's.
Chain Drug Store-Osco.
Discount Stores-Fleet Wholesale (hardware); Pamida; K mart; Tractor Supply (TSC); Mac's, Inc.
Variety Store-Woolworth.
Chain Supermarkets-Ken's Fairway; Red Owl Country Store; O.P. Skaggs; Spies; Hy-Vee.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; House of Fabrics.

14 - NEWSPAPERS: PUBLIC OPINION (e) 17,088; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave., N.W., Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Retail trade center 165 mi. NW of Omaha. Juncture of U.S. 81; South Dakota 50.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 12,011; Loc. Est. 12,116
County 80 Cen. 18,952; Loc. Est. 19,046

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,463; Loc. Est. 6,988
County 80 Cen. 6,624; Loc. Est. 4,620

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$143,348,000
Savings & Loan	2	$47,150,000

6 - PASSENGER AUTOS: County 15,199 (includes trucks)

7 - ELECTRIC METERS: Residence 4,482

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: Agriculture and manufacturing area. 49 manufacturing establishments; employing 3,700. Seeds; Trees; Machine Tools; Electricity; Poultry Products and Feeds; Steel Scaffolding; Conveyors; Meat Processing; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader. Health industry-employing 1,451 (clinics, hospitals, nursing homes, etc.).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 3rd St.; 3 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yankton Mall(56)	2	Spurgeon's, Singer JCPenney, TG&Y
Yankton Plaza(9)	2	Alco, Hinky Dinky

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Department Stores: Fri. Food: Mon. thru Sun. Shopping Mall: Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Fantle Bros.; JCPenney; Shriver's; Spurgeon's.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-K mart; Alco.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Hinky-Dinky; Save-U-More.
Chain Drug Stores-Yankton Rexall; White Drug.
Other Chain Stores-Coast to Coast; Firestone;

Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurices; The Closet; Sears (catalog) Montgomery Ward (catalog).

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 10,196; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Georgene Jurgensen., Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Landon Associates.

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	325	326	338
5-14 Years	773	720	745
15-24 Years	701	854	884
25-44 Years	939	1,278	1,323
45-64 Years	807	895	927
65 and Over	382	518	536
TOTAL	3,926	4,591	4,753

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	525	816	1,201
General Mdse	1,212	1,764	2,723
Food	1,825	3,007	5,233
Automobiles	1,946	3,323	5,015
Gasoline Stations	663	1,151	2,219
Apparel	418	611	956
Furniture	394	599	939
Eat-Drink Places	510	990	2,004
Drugs	271	412	730
TOTAL SALES	8,466	13,692	22,846

ALCOA
See MARYVILLE

ATHENS

1 - LOCATION: McMinn County, E&P Map D-2, County Seat. Educational, industrial and agricultural center. 57 mi. NE of Chattanooga; 56 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11 and I-75.

2 - TRANSPORTATION: **Railroads**-L. & N.; Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,080; Loc. Est. 11,860
CZ-ABC: (80) 12,080; (83) 11,700
RTZ-ABC: (80) 35,119; (83) 36,500
County 80 Cen. 41,878; Loc. Est. 43,075
City & RTZ-ABC: (80) 47,199; (83) 48,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,445; Loc. Est. 4,580
County 80 Cen. 14,727; Loc. Est. 15,830
CZ-ABC: (80) 4,445; (83) 4,500
RTZ-ABC: (80) 12,115; (83) 13,000
City & RTZ-ABC: (80) 16,560; (83) 17,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$84,114,000
Savings & Loan	2	$53,500,000

6 - PASSENGER AUTOS: County 24,719

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Disc Plows 300; Table 150; Plastics 150; Photo. Finishing 100; Gas and Elec. Stoves 200; Process Milk 200; Chair Mfg. 200; Hosiery 750; Bed Mfg. 150; Paper Box Mfg. 100; Newsprint 1,200; Elect. Motors 500; Clothing 350; Elect. Light Metal 300; Refrigerated Trucks 200.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Fuller Shoe
Athens Plaza(8)	NA	Red Food, Pic'N Pay, Roses, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Proffitts; Athens Outlet 2; Jenkins & Darwin; Jeeco's; Wal-Mart.
Variety Stores-Woolworth; Economy; V.J. Elmore.
Discount Stores-Big K; Roses; K mart; Dollar General; Top Dollar; Athens Outlet 2.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-White Stores; Alfred's IGA; Red Foods; Krogers.
Other Chain Stores-Keyser Firestone; Goodyear; Merle Norman Cosmetics.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 9,399; Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Nilla Rineheart, Adv. Dir POST-ATHENIAN, 320 S. Jackson St., PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL, TN
See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 41, 11, 27, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Chickamauga Dam is a few miles away.

2 - TRANSPORTATION: **Railroads**-Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; Republic; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 169,728; Loc. Est. 166,558
CZ-ABC: (80) 257,987; (83) 253,400
Bal. in PMA-ABC: (80) 88,877; (83) 97,200
Total PMA-ABC: (80) 346,864; (83) 350,600
RTZ-ABC: (80) 447,523; (83) 522,100
MSA 80 Cen. 426,540; Loc. Est. 435,366
County 80 Cen. 287,740; Loc. Est. 291,621
Total PMA & RTZ-ABC: (80) 794,387; (83) 817,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,139; Loc. Est. 66,250
County 80 Cen. 103,319; Loc. Est. 109,565
MSA 80 Cen. 150,760; Loc. Est. 160,852
CZ-ABC: (80) 94,963; (83) 96,800
Bal. in PMA-ABC: (80) 28,949; (83) 33,100
Total PMA-ABC: (80) 123,912; (83) 129,900
RTZ-ABC: (80) 153,461; (83) 165,900
Total PMA & RTZ-ABC: (80) 277,373; (83) 295,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 175,554

7 - ELECTRIC METERS: Residence 124,657

8 - GAS METERS: Residence 25,409

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Nonmanufacturing 121,600.

10 - CLIMATE: Avg. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Avg. Precipitation 51.33 inches.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Beverage Mart, Roy's Shoe Service
Brainerd Vlg.(24)	8	Western Auto, Fabric World, Ace Hdwr.
Dallas Hollow(5)	15	Red Food
Dallas Plz.(3))	15	Drug Store
Dayton Blvd. & Browntown Rd.	NA	Red Food Store
Dayton Plz.(11)	NA	Retail Stores
E. Brainerd Rd.	NA	Red Food, Eckerd's
Eastgate Ctr(39)		Eckerd's, Toy City, Revco, JCPenney, Woolworth
East Ridge (6)	8	Red Food, Zayre
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Singer Red Food
Golden Gateway Ctr.(12)	NA	Zayre's, Red Food
Hickory Valley Ctr.	15	Red Food,Shallowford Prescriptions
Highland Plz. Ctr.(20)	26	Loveman's. A&M Toys, Otasco, Revco
Highway 58 Ctr.(4)	9	Pruett Food Town, Eckerd's, Pic'N Pay
Hill's Plz. East(4)	NA	Allstate Ins.
Jones Plz.(4)	9	Bea's Ceramics, Canvas & Yarn
K mart-Hixson Pike	5	K mart
K mart-McBrien Rd.	NA	K mart
K mart 101 Hwy.2 (14)	NA	K mart, Revco. Baskin Robbins
K mart-Hwy.58(2)	NA	Kroger's, PayLess
Kroger Plaza(10)	4	Pic'N Pay, Plateau Mfg.
Lake Hills(4)	8	Red Food
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View(8)	5	Red Food
Northgate Mall(90) (90)	10	Anderson Little, Krogers, Sears, Miller's JCPenney
Northwoods Plz.(8)	NA	Boot Den, Abe Shavin Hdwr.
Oakwood Plz.(15)	NA	Baskin-Robbins
Oglethorpe Plz.(12)	11	K mart, Revco, Moore-Handley
Osborn Ctr.(69)	6	Red Food, Lovemans, Redford's
Park Plz Ctr.(15)	NA	Consumer Warehouse
Parkway Ctr.(20)	NA	Kroger, Eckerd's, Hills, Radio Shack, Pic'N Pay
Plaza 58 Ctr.(20)	8	Factory Pants, Radio Shack
Red Food Ctr.(5)	NA	Red Food, Revco
Regency Square	NA	Reflections
Ridgewood Vlg.(18)	NA	Brass Bed Shop, Shoe Villa
Signal Plz.(13)	10	Pruett Food Town, Tucker's Pharm.
Town & Country Center (15)	1	J.B. & Friends Deli, Bonds Drugs

Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Miller's 4; Loveman's 4; Sears 2; JCPenney 3.
Discount Stores-Hamilton Distributors 2; K mart 4; Zayre 2; PayLess 4; Dollar General Stores 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; Murphy's 2.
Chain Drug Stores-Eckerd's 7; Drew's; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Gooldlet's 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5, 7, 9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover, Baskin-Robbins; Others: G.C. Murphy, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zales, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 45,630; (m-sat) 43,952; NEWS-FREE PRESS (e-mon to fri) 56,852; (e-sat) 52,895; (S) 108,130; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub.; Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA), E&P Map C-1, County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet; on U.S. Hwy. 41A, 79; and Interstate 24.

2 - TRANSPORTATION: Railroads-L&N main line & two branches; Illinois Central Gulf; Seaboard Coastline.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 54,777; Loc. Est. 56,241
CZ-ABC: (80) 67,891; (83) 70,400
RTZ-ABC: (80) 26,166; (83) 29,700
County 80 Cen. 83,342; Loc. Est. 85,154
MSA 80 Cen. 150,220; Loc. Est. 151,640
City & RTZ-ABC: (80) 96,057; (83) 100,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,817; Loc. Est. 18,707
CZ-ABC: (80) 22,142; (83) 23,800
RTZ-ABC: (80) 9,599; (83) 10,600
County 80 Cen. 27,198; Loc. Est. 28,644
MSA 80 Cen. 46,844; Loc. Est. 49,373
City &RTZ-ABC: (80) 31,741; (83) 34,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$373,624,000
Savings & Loan	3	$132,107,000

6 - PASSENGER AUTOS: County 64,118

7 - ELECTRIC METERS: Residence 20,750

8 - GAS METERS: Residence 4,553

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Cigars; Foods; Work Clothing; Western Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Modular & Mobile Housing; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Processing; Carbon Electrodes; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 46,000 (total).

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and mart Shopping Center.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Plz.(12)	1	Mont. Ward, Harvey's, Big Star
Two Rivers Mall(29)	1	Sears, Walgreen, Stuarts, Brooks
Tradewinds So.(15)	4	TG&Y, Winn-Dixie, Revco, Radio Shack
Tradewinds	NA	TG&Y, Winn-Dixie
Madison Circle	NA	Furn. World, Hills, Revco, P.N. Hirsch
Kroger Center	2	Kroger, SupeRx
Mart Shop	2	CDS Drug, Dollar General
St. Bethlehem	3	Dollar General, Curtis Mathis
Clarksville Sq.(6)	4	Pic N'Pay, Wal-Mart, Foodtown
K mart Plz.(7)	2	K mart, Kroger, Walgreen
Northgate(4)	10	Sav-A-Lot
Markland Plz.(16)	20	Dollar General

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers until 9, Kroger's & SupeRx Drugs all night.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Parks Belk; Frech-Jones; Harveys; Sears; P.N. Hirsch; Sullivan's.
Discount Stores-TG&Y 2; Grandpa's; Dollar General Stores 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreen 2; Revco 2; SupeRx; CDS; TWD.
Chain Supermarkets- Kroger 2; H.G. Hill; Winn-Dixie 2; CB Stores 3; Foodtown 3; IGA 2; 7-Eleven 7; SDI 4; Minit Mart 4; Bi-Rite; Kwick-Stop 3; ShopRite 2; Majik Markets 3; Sack 'N' Pack 2; Big Star; Save-A-Lot.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Shoe World; PicWay Shoes; Pic 'N Pay.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 17,177; (S) 20,322; Mar. 31, 1983 ABC. The LEAF-CHRONICLE converted to a morning publication on April 4, 1983. Circulation figures listed reflect the evening frequency according to March audit.
Local Contact for Advertising and Merchandising Data: Frank L. Hartley, Adv. Dir.; LEAF-CHRONICLE, 200 Commerce St., PO Box 829, Clarksville, TN 37041; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Piedmont; Tenn. Airways. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; Loc. Est. 26,344
CZ-ABC: (80) 32,430; (83) 32,200
RTZ-ABC: (80) 44,161; (83) 47,700
County 80 Cen. 67,547; Loc. Est. 68,094
City & RTZ-ABC: (80) 76,591; (83) 79,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946; Loc. Est. 10,297
CZ-ABC: (80) 11,790; (83) 12,100
RTZ-ABC: (80) 14,272; (83) 16,000
County 80 Cen. 23,026; Loc. Est. 24,230
City & RTZ-ABC: (80) 26,062; (83) 28,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$316,375,000
Savings & Loan	2	$225,011,379

6 - PASSENGER AUTOS: County 51,055

7 - ELECTRIC METERS: Residence 18,645

8 - GAS METERS: Residence 3,058

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Stoves, Ranges 3,200; Textiles 2,500; Furniture 1,800; Chemicals 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Holiday Shopping Plaza (7 stores); Keith Street (7 stores); Cloverleaf 1 and 2, N. Keith St. (15 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Handee Hdwe.
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Kresges
Stuart Park(5)	NA	Hallmark

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Millers; Parks-Belk.
Variety Stores-Lay's; Kresge; Wal-Mart; Roses; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco; Central Drug; McCall's; Ken Harris Pharmacy.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Sterchi's; Goodyear; Eleanor Shops; Hub Furniture; Bottom Half; Butler Shoes.

14 - NEWSPAPERS: BANNER (e-mon to fri) 15,095; (S) 16,405 Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Adv. Dir., BANNER, PO Box 3600, Cleveland, TN 37311; Tel. (615) 472-5041.
National Representatives: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and manufacturing area. Wholesale grocery center. 43 mi. S of Nashville.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; Loc. Est. 27,370
CZ-ABC: (80) 26,372; (83) 27,000
RTZ-AB[illegible] 107,719; (83) 108,700
Coun[illegible] Cen. 51,095; Loc. Est. 51,654
City [illegible] RTZ-ABC: (80) 134,091; (83) 135,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,488; Loc. Est. 10,049
CZ-ABC: (80) 9,666; (83) 10,300
RTZ-ABC: (80) 37,736; (83) 39,500
County 80 Cen. 18,180; Loc. Est. 19,199
City & RTZ-ABC: (80) 47,402; (83) 49,800

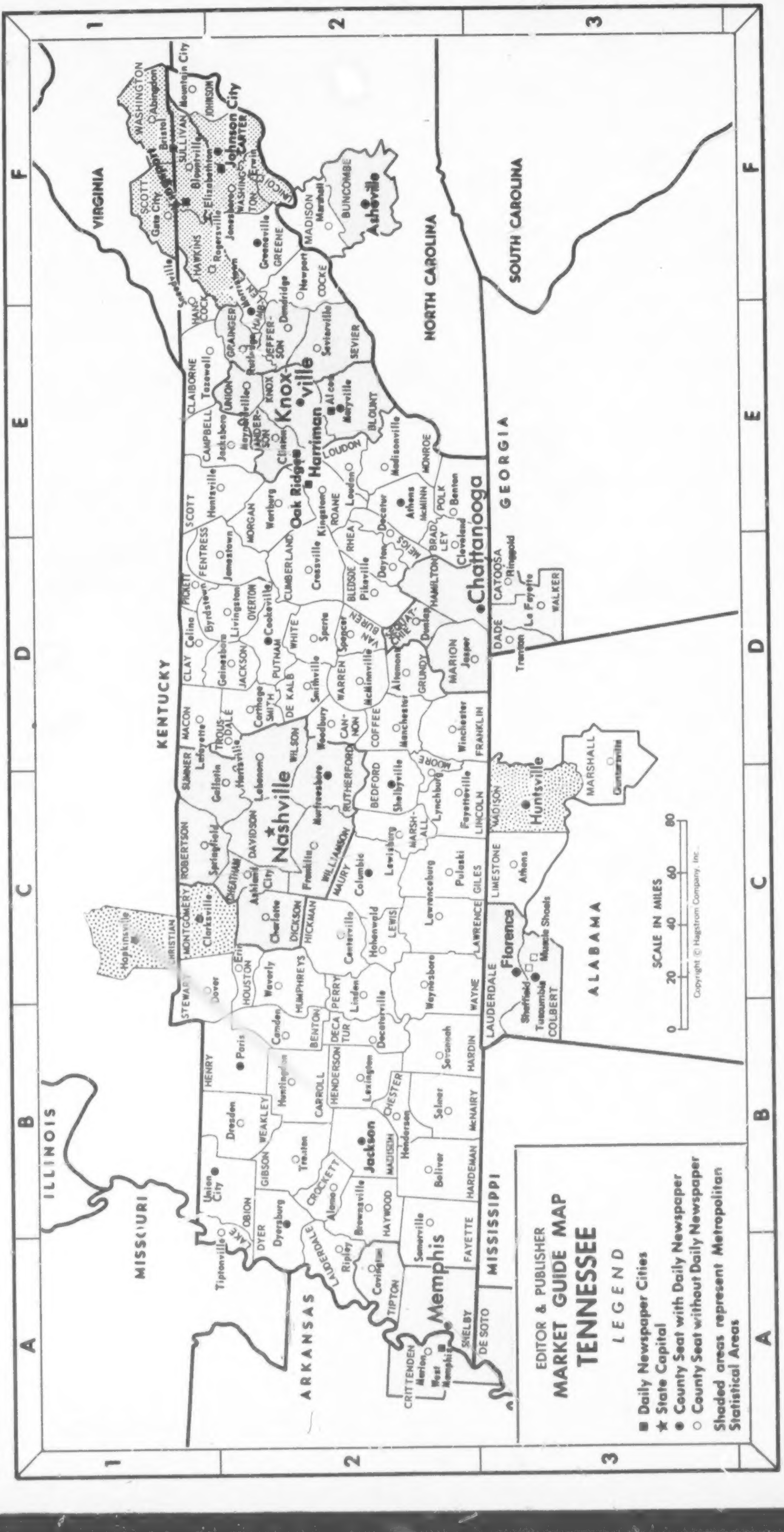
5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$280,000,000
Savings & Loan	2	$110,000,000

6 - PASSENGER AUTOS: County 31,605

7 - ELECTRIC METERS: County 21,886

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 2,190


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
80
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VIRGINIA
KENTUCKY
NORTH CAROLINA
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ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Johnson City
Knoxville
Chattanooga
Nashville
Memphis
Jackson
Huntsville
Florence
Asheville
Harriman
Oak Ridge
Cleveland
Columbia
Clarksville
Hopkinsville
1
2
3
A
B
C
D
E
F

($225); Textiles & Apparel 880 (N.A.); Mach. & Metals 1,300 ($138); Food 185 (N.A.); Other Mfg. 1,200 ($140); Mining 234 ($200); Constr. 475 ($200); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Fertilizers; Extruded Aluminum Wire; Air Conditioners.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 60-104; Fall 25-85; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-3 blocks on 7th St.; 4 on Garden; 3 on 8th; 4 on Main; 4 on Public Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(14)	1	Dollar General, Piggly Wiggly
Columbia Pl.(4)	1	Hill's, Fred's
Northway(24)	1	Gibson, Singer, Sears, Revco, Piggly Wiggly
Maury County(18)	4	Rose's, Parks Belk
Campbell Plaza	3	Giant Foods
Carmack Plaza(9)	NA	Market Basket
Shady Brook Mall(40)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza	3	K mart, Krogers, Treasury Drugs

Principal Shopping Days-Sat., Fri., Mon. & Sun.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Anderson Bros. & Fosters; W. W. Evans; Harveys; JCPenney; Rose's; Parks-Belk.
Discount Stores-Big K; Gibson's; Dollar General; Fred's; Wal-Mart; K mart.
Chain Drug Stores-Reynolds 2; Woldridge 2; Revco 2; Treasury Drugs; Derryberry's 2.
Chain Supermarkets-H.G. Hill; Kroger; Giant Foods.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Davis; Royce Shoe; Western Auto; Moore-Handley.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,604; (S) 13,582; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard G. Smith, Adv. Dir., HERALD., 1115 S. Main St., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: Landon Associates.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor J (Hwy. 111), 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads-L & N.
Intercity Bus Lines-Continental Trailways.
Airlines-Tenn. Airways; Skyways.
Motor Freight Carriers-Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport; Purolator.

3 - POPULATION:
Corp. City 80 Cen. 20,350; Loc. Est. 20,809
CZ-ABC: (80) 20,535; (83) 21,300
RTZ-ABC: (80) 27,155; (83) 28,800
County 80 Cen. 47,601; Loc. Est. 48,675
City & RTZ-ABC: (80) 47,690; (83) 50,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,017; Loc. Est. 7,529
CZ-ABC: (80) 7,087; (83) 7,600
RTZ-ABC: (80) 9,619; (83) 10,600
County 80 Cen. 16,666; Loc. Est. 17,842
City & RTZ-ABC: (80) 16,706; (83) 18,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$294,441,000
Savings & Loan	3	$51,604,000

6 - PASSENGER AUTOS: County 32,000

7 - ELECTRIC METERS: City Residence 9,154

8 - GAS METERS: City Residence 2,381

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture 1,272; Auto Access 549; Elect. Machy. 798; Sporting Goods 680; Candy 295; Apparel 1,375; Boots 307.
Principal Industrial Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Broad Street between Willow and Washington, Spring Street between Willow and Maple, S. Jefferson between I-40 and 1st. Street, Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Rose's, Eckerd's, Bestway
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(35)	NA	JCPenney, Harvey's
North Side Ctr.(12)	NA	Big Star, Super D
Village Ctr.(6)	NA	Foodtown
West Side Ctr.(20)	NA	Jayson's, McAddo's, Dollar General, Lays
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Leo's Food Ctr.

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-McAddo's; McMurray-Roberson, Rose's; Washington Mfg. Co.; Outlet Stores; Grady's; Sears (catalog); Terry's; JCPenney; Harvey's.
Discount Stores-Wal-Mart; Howard Bros.; K mart; Dollar General; Ashley's.
Variety Stores-Variety Fair.
Chain Drug Stores-Super D; Eckerd; SupeRx; Rexall.
Chain Supermarkets-Kroger; Red Foods; Big Star; Cee Bee; Foodtown; Drive-In Markets: 7-Eleven; Lickity Split 4; Kwik-Stop 2; IGA.
Other Chain Stores-Shoes: Pay Less; Pic 'N Pay; Kinney's. Paints: Dutch Boy; Sherwin-Williams; Porter; Pittsburgh Olympic; Martin-Senour. Auto Supply: Goodyear; Goodrich; One Price Tire Store. Jewelry & Optical: Horner-Rauch; Zales. Clothing: Artley's, Handmacher. Other: Hancock Fabric; Singer Co.; Orkin; Radio Shack; Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 10,119; (S) 10,156; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub., Allan Profant, Adv. Mgr., HERALD-CITIZEN, 124 S. Dixie, PO Box 2729, Cookeville, TN 38501; Tel. (615) 526-9715.
National Representative: Landon Associates.
DISPATCH (m) 12,181; (S) 13,678; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Pat Williams, Pub., DISPATCH, PO Box 2848, Cookeville, TN 38502; Tel. (615) 528-5405.
National Representative: General Advertising Service.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 13 mi. E of Mississippi River. 78 mi. NE of Memphis. 165 mi. W of Nashville and 230 mi. S of St. Louis. On Hwy 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf. Piggy back & passenger service (Amtrak) available.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; Loc. Est. 15,689
CZ-ABC: (80) 15,856; (83) 15,400
RTZ-ABC: (80) 35,178; (83) 35,300
County 80 Cen. 34,663; Loc. Est. 34,784
City & RTZ-ABC: (80) 51,034; (83) 50,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089; Loc. Est. 6,351
CZ-ABC: (80) 6,089; (83) 6,200
RTZ-ABC: (80) 12,426; (83) 13,000
County 80 Cen. 12,696; Loc. Est. 13,359
City & RTZ-ABC: (80) 18,525; (83) 19,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$233,612,128
Savings & Loan	1	$61,336,769

6 - PASSENGER AUTOS: County 21,000

7 - ELECTRIC METERS: Residence 9,521

8 - GAS METERS: Residence 6,738

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Knitted Textiles 1,004; Molded Sponge Rubber; Custom Mixing; Thermo Plastic Processing; Rubber Roll Roofing 1,075; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Beverage Containers 250; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Wal-Mart, Revco
Green Vlg.(20)	2	Walgreen, Otasco, P.N. Hirsch
Forcum Oaks(8)	2	Mar-Lek
Northgate(12)	2	Fantastic Sam's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson's; Kroger; Walgreen; Revco.
Discount Stores-Wal-Mart; Gibson's; K mart; Fred's Dollar Store.
Chain Supermarkets-Kroger; Big Johns; PayLess; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 6,513; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: E.A. Nichols, Jr., Pub., STATE GAZETTE, Hwy 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County, (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 91, 67; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads-ET&WNC.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; Loc. Est. 12,313
County 80 Cen. 50,205; Loc. Est. 52,040
MSA 80 Cen. 433,638; Loc. Est. 441,724
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; Loc. Est. 4,868
County 80 Cen. 17,868; Loc. Est. 19,351
MSA 80 Cen. 154,169; Loc. Est. 164,243

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$141,000,000
Savings & Loan	3	$127,000,000

6 - PASSENGER AUTOS: County 29,592

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chem. Res.; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Retail 1,500; Transp. 88; Wholesale 100; Services 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elk Ave.; 4 on E St.; 1 on F St.
Neighborhood Shopping Centers- 1 block on West G St.; Paramount and Westtown Square; Shopping Centers on W. Elk Ave.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shopping Centers till 9 p.m. nightly.

13 - RETAIL OUTLETS: Department Stores-Ira A. Watson; JCPenney; Parks-Belk.
Variety-Eagle; Dollar Stores; Wal-Mart; Family Dollar; Heck's.
Discount Stores-Scottie's; Wal-Mart; TG&Y.
Chain Drug Stores-Eckerds; Burgies (McKesson) City Rexall; Lingerfelt Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Giant; Publix; Kroger.
Other Chain Stores-Sterchi Furn.; Firestone; Western Auto; Free Service Tire (Goodyear); Advance; Goodrich; Droke Shoe; Women's Apparel; Nettie Lee; Edna's; George-Carols Ltd.; Cato's.

14 - NEWSPAPERS: STAR (e-mon to fri) 7,798; (S) 7,798; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 542-4151.
National Representatives: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; Loc. Est. 14,007
CZ-ABC: (80) 14,097; (83) 13,700
RTZ-ABC: (80) 41,146; (83) 41,700
County 80 Cen. 54,406; Loc. Est. 56,036
City & RTZ-ABC: (80) 55,243; (83) 55,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447; Loc. Est. 5,453
CZ-ABC: (80) 5,447; (83) 5,500
RTZ-ABC: (80) 14,019; (83) 14,800
County 80 Cen. 19,151; Loc. Est. 20,641
City & RTZ-ABC: (80) 19,466; (83) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 32,389

7 - ELECTRIC METERS: Residence 23,382

8 - GAS METERS: Residence 643

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Eastgate (12)	NA	Winn-Dixie
Food City(10)	NA	Emery's, Food City
Towne Sq.(20)	NA	Parks-Belk Dept.
West Greene	NA	Food City, Emery's
Spencer Sq.	NA	Giant, J&R Drug
Greenville Plz.	NA	Giant Food, Big K, K mart, Ingles

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-Geo. R. Lane's; JCPenney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Howard Bros.; Wal-Mart; K mart.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's; Eckerd.
Chain Supermarkets-White; Winn-Dixie; Ingles; Food City 2; Giant 2.

14 - NEWSPAPERS: SUN (e) 14,301; Mar. 31, 1983 ABC
Local Contact for Advertising and Merchandising Data: Frank M. Henley, Adv. Dir., SUN, PO Box 108, Greenville, TN 37743; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Manufacturing, medical, college, farming and trade center for Western Tenn. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Illinois Central/Gulf; L&N.
Airlines-Republic.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,105; Loc. Est. 51,061
CZ-ABC: (80) 50,534; (83) 50,600
RTZ-ABC: (80) 228,395; (83) 226,900
County 80 Cen. 74,546; Loc. Est. 77,474
City & RTZ-ABC: (80) 278,929; (83) 277,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,132; Loc. Est. 19,509
CZ-ABC: (80) 18,585; (83) 19,300
RTZ-ABC: (80) 80,323; (83) 82,900
County 80 Cen. 26,713; Loc. Est. 29,022
City & RTZ-ABC: (80) 98,908; (83) 102,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$315,786,000
Savings & Loan	2	$64,964,198

6 - PASSENGER AUTOS: County 46,965

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Manufacturing 8,200; Fiberglass Materials 943; Lumber & Hardware 796; Ceramic Tile 200; Bldg. Materials 124; Aluminum Prod. 631; Store Fixtures 170; Ptg. & Pub. 290; Carbonated Bev. 300; Power Tools 899; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prod. 600; Dresses 480; Frozen Foods 241; Food Products 830; Plastic Pipe 200; Furniture Mfg. 132, Packaging 621; Automotive Parts 400; Ind. Air Conditioners 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 02-54. Frost-free period-April 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park 9 units; Highland & Campbell Sts.; East Chester 6 units; E. Chester St. at city Limits; Hollywood on Hollywood Dr. 10 units; South Gate 10 units; Highway 45N.; Knight Square 7 units. Highway 45 N.; Casey Jones Village 8 units, Hwy. 45 By Pass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plaza(13)	4	Parks-Belk, Service Merchandise
Oak Hill(4)	4	Sunflower
Hamilton Hills(16)	4	Gibson's, Liberty
South Gate(6)	3	Super D, Big Star
Hollywood(10)	2	Big Star, Fred's
Madison South(27)	4	Gibson's, Liberty
Highland Park	2	Highland Park Food
McKnight Sq.(21)	4	Goodyear
Casey Jones Vlg.	5	Old Country Store
North Plaza(10)	5	Wal-Mart, Revco, Sunflower
K mart Ctr.(2)	NA	K mart, Kroger
Bemis Sq.(12)	NA	Wal-Mart, Kroger

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Kisber's; Parks-Belk; Marks Rothenberg, Goldsmiths.
Discount Stores-Gibson s 2; K mart. Dollar General; Super D; Wal-Mart.
Variety Stores-Woolworths; McCrory; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson's; Rexall 3; Revco.
Chain Supermarkets-Piggly Wiggly 2; Liberty 4; Camp's; Kroger 2; Sunflower 2; Q-Mart 10; Pic-Pac; E.W. James.
Other Chain Stores-Firestone; Goodyear; Western Auto; Brodnax Jewelry; Sterchi Furniture; Mam-'selle; Singer Co.; Pittsburgh Plate Glass; Hancock Fabrics; Wickes Lumber; Lowes Lumber.

14 - NEWSPAPERS: SUN (e-mon to fri) 35,027; (S) 36,535; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

JOHNSON CITY

1 - LOCATION: Washington County, (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC. Shopping center; mfg., wholesale grocery, drug and hardware center; Medical Center; College center; Medical School; VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2 - TRANSPORTATION: **Railroads**-Southern, Clinchfield; ET&WNC.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; Loc. Est. 40,421
CZ-ABC: (80) 60,764; (83) 60,100
RTZ-ABC: (80) 107,154; (83) 109,800
County 80 Cen. 88,755; Loc. Est. 90,786
City & RTZ-ABC: (80) 167,928; (83) 169,900
MSA 80 Cen. 433,638; Loc. Est. 441,724
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031; Loc. Est. 14,422
CZ-ABC: (80) 21,528; (83) 22,000
RTZ-ABC: (80) 37,932; (83) 40,500
County 80 Cen. 31,191; Loc. Est. 33,402
City & RTZ-ABC: (80) 59,460; (83) 62,500
MSA 80 Cen. 154,169; Loc. Est. 164,243

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$432,101,854
Savings & Loan	4	$669,372,164

6 - PASSENGER AUTOS: County 50,444

7 - ELECTRIC METERS: Residence 46,000

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prod.; Brick; Concrete Blocks; Baking Prod.; Telephone Components; TV-Radio Cabinets; Tool Mfg.; Food Prod.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry, Machine Prod.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elec. Heaters; Water Tanks; Mattresses; Dairy Prod.; Bottler's Sheet Metal Prod.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prod.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese; Payroll $49,820,000 annually. 13,000 employees.
Principal Pay Days-Wkly; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(40)	NA	JCPenney, Miller's
K mart Plaza(3)	NA	Giant Food, Revco
King's Discount Plaza(5)	NA	Magic-Mart, Winn-Dixie
Hills(3)	NA	Hills, Kroger
The Mall(80)	NA	Parks-Belk, Sears, Millers, JCPenney
Shopper City(6)	NA	Food City Mkt.
Southside Plz.(12)	NA	Giant Foods, Revco

Principal Shopping Days-Dept. Stores-Mon., Thu., Fri. & Sat. Food-Thu., Fri. & Sat.
Stores Open Evenings-Fri. & Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-King's; Parks-Belk; Sears; Nettie Lee; JCPenney; Miller's.
Variety Stores-Woolworth; McCrory's.
Discount Stores-Howard Bros.; Magic-Mart; K mart; Hills.
Chain Drug Stores-Hospital Phcy.; Howard Bros.; SupeRx; Revco; Eckerd's; Hills.
Chain Supermarkets-Giant 4; Food Lion 2; Kroger 2; Publix; Jiffy 6; Winn-Dixie; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. (Furn.); Sterchi Bros (Furn); Free Service Tires; Zales; Ormonds; Anderson-Little; Chess-King; Foxmoors; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furniture; Fifth Avenue Card Shop; Butler Shoes; Royce Shoe Store; Ford Shoes; Nettie Lee Boy & Girl Shop; Gateway Books; Motherhood Maternity.

14 - NEWSPAPERS: PRESS-CHRONICLE (m-tues to fri) 3,313; (e-mon to fri) 24,918; (m-sat) 27,797; (S) 31,307; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS-CHRONICLE, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: **Railroads**-Clinchfield; Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; Republic; USAir; Atlantis; Appalachian.

3 - POPULATION:
Corp. City 80 Cen. 32,027; Loc. Est. 30,899
CZ-ABC: (80) 83,520; (83) 84,000
RTZ-ABC: (80) 139,619; (83) 145,100
County 80 Cen. 143,968; Loc. Est. 144,780
MSA 80 Cen. 433,638; Loc. Est. 441,724
City & RTZ-ABC: (80) 223,139; (83) 229,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665; Loc. Est. 12,714
CZ-ABC: (80) 30,468; (83) 31,800
RTZ-ABC: (80) 47,881; (83) 51,400
County 80 Cen. 52,022; Loc. Est. 54,755
MSA 80 Cen. 154,169; Loc. Est. 164,243
City & RTZ-ABC: (80) 78,349; (83) 83,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$515,877,090
Savings & Loan	4	$857,641,547

6 - PASSENGER AUTOS: County 105,922

7 - ELECTRIC METERS: Residence 31,002

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chemicals; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 miles on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Henry Mall (77)	NA	Parks-Belk, Sears, JCPenney, Millers
Greenacres(12)	NA	Roses, Oakwood Mkt.
Kings Grant Plaza(16)	NA	Magic Mart, Giant Food, Revco
Kingsport Mall(36)	NA	Hills, Mont. Ward, K mart
Midtown(22)	NA	Oakwood, Publix
Parkway Plaza(6)	NA	Kroger, Lays, Eckerd Drug
Southland(4)	NA	Giant Food, Revco, Wal-Mart
Colonial Hts.	NA	Giant, Ingles, Oakwood
Mt. Carmel	NA	Winn-Dixie, Ben Franklin

Principal Shopping Days-Mon., Tues., Wed., Thu., Fri., Sat.; Groceries-Mon., Sat.
Stores Open Sunday-K mart; Wal-Mart; Hills; Wards; Revco Drugs; Magic Mart; Food City; Kroger; Eckerd Drugs; Hickory Farms; Sears; JCPenney; Giant Food Mkt.; Rose's; Parks-Belk; Millers; Winn-Dixie.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller's; JCPenney; Dobyns-Taylor; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Wal-Mart; Hill's; Magic Mart; K mart.
Variety Stores-Woolworth; Family Dollar; Lay's.
Chain Drug Stores-Revco 3; Eckerd's 3.
Chain Supermarkets-Saveway Markets; Giant 5; Oakwood 6; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 2; Publix; 7-Eleven 9; Winn-Dixie.
Other Chain Stores-Jewel Box; Goodrich, Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zales; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Mary Carter; Lowe's; Pittsburgh Paints; Paty Lumber; Oakwood Mkts.; Giant Food; New York Carpet; Lerner; Ford Shoes; Hickory Farms; B. Dalton Books; General Nutrition; Lays; World of Clothing; Radio Shack; Carlyle and Co.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 45,246; (m-sat) 43,845; (S) 46,402; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS; SUNDAY POST (m-mon to fri) 8,172; (S) 7,760; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Peter Dykes, Pub., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2, County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati; 198 mi. E of Nashville; 191 mi. N of Atlanta; U.S. Hwys. 70, 11, 129, 141, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 139, 127.

2 - TRANSPORTATION: **Railroads**-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-United; Delta; Republic; Tenn. Airways; Nelson Aviation; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 175,045; Loc. Est. 170,275
CZ-ABC: (80) 252,520; (83) 250,700
RTZ-ABC: (80) 739,538; (83) 760,900
County 80 Cen. 319,694; Loc. Est. 327,000
MSA 80 Cen. 565,970; Loc. Est. 580,907
City & RTZ-ABC: (80) 992,059; (83) 1,011,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640; Loc. Est. 73,666
CZ-ABC: (80) 95,466; (83) 98,400
RTZ-ABC: (80) 258,192; (83) 275,800
County 80 Cen. 117,951; Loc. Est. 123,500
MSA 80 Cen. 205,749; Loc. Est. 220,874
City & RTZ-ABC: (80) 353,658; (83) 374,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 189,904

7 - ELECTRIC METERS: Residence 130,806

8 - GAS METERS: Residence 19,740

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 2,400 ($183); Food 3,900 ($289); Stone & Clay Products 900 ($479); Apparel 6,400 ($214); Machinery 1,900 ($316).
Principal Industrial Pay Days-Fridays, 26th, 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Village; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Road; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Drive at Cedar Bluff Rd.; 1 on Kingston Pike at Lovell Rd; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Drive; 1 on I-40 at Cedar Bluff.

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NEIGHBOR
Box 479
Kingsport, Tenn. 37662
Represented By Landon Assoc.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bearden(24)	6	Whiteway
Broadway(28)	3	Woolworth, Kroger, White Store
Broadway Square	6	Hills, Giant, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie, A&P
McClain Center	6	Kroger, SupeRx, Jefferson-Ward
Cumberland(16)	6	White Store
Fountain City(14)	6	IGA
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	IGA, Long-Henderson
West Haven(15)	7	Munford, White's Bradley Drug
Western Plaza(33)	5	Hall-Brown, Woolworth's
West Town(90)	8	Miller's, JCPenney, Proffit's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Rocky Hill(12)	9	IGA
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Todd & Armstead
Knox Plaza	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plaza (11)	10	Winn-Dixie, Revco

Principal Shopping Days-Department Stores-Sun., Mon., Fri., and Sat.; Foods-Thurs., fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Sears, Discount Stores and West Town-Mon thru Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Jefferson-Ward; Miller's (West Town).

13 - RETAIL OUTLETS: Department Stores-Miller's 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hill's 3.
Discount Stores-Jefferson-Ward; K mart 11; Service Merchandise; United General Prods; Target 2; Ardan's.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco; SupeRx 7; Comers 3; Walgreen 2; Rite Aid 2; Eckerd 2.
Chain Supermarkets-White 28; Cas Walker 13; Kroger 14; Winn-Dixie 8; A&P 2; IGA 27; Mini Mart 11; Hop-In 11; Giant 6.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Hill Bros. Shoes; Spencer Gifts; Hardy Shoes; Jarman Shoes; Bell Bros. Shoes; Kinney Shoes; Baker's Shoes; Zales Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Frankenberger's, Radio Shack.

14 - NEWSPAPERS: JOURNAL (m) 59,522; NEWS-SENTINEL (e) 99,011; (S) 162,825; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Leslie C. Schneider, Adv. Prom. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 80, Knoxville, TN 37901; Tel. (615) 521-8111.
National Representative: Story & Kelly-Smith.

LEBANON

1 - LOCATION: Wilson County, (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland University & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-L&N.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 miles).

3 - POPULATION:
Corp. City 80 Cen. 11,872; Loc. Est. 10,759
MSA 80 Cen. 850,505; Loc. Est. 868,894
County 80 Cen. 56,064; Loc. Est. 58,385

4 - HOUSEHOLDS:
City 80 Cen. 4,334; Loc. Est. 4,094
County 80 Cen. 18,863; Loc. Est. 20,543
MSA 80 Cen. 319,907; Loc. Est. 31[illegible],446

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$245,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 35,002

7 - ELECTRIC METERS: Residence 5,726

8 - GAS METERS: Residence 1,704

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Blankets & Fabics 300; Gears 525; Clocks 435; Televisions & Microwave 480; Candy 150; Western Boots 425; Luggage 459; Rubber Seals 385; Jeans 213; Pipe 119.

10 - CLIMATE: Mild; Av. Min. 48; Av. Max. 72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedars of Lebanon (15)	NA	IGA, Mary Lees, Rone Jewelry
Center of Lebanon (5)	NA	Wal-Mart, Cowan's, Foodtown
Nokes(5)	NA	Lynn Flowers
Village(8)	NA	Buckeye Drugs, Save-A-Lot
West Hill(6)	NA	Dick's Market, Coxs
West Main(10)	NA	Kroger, SupeRx, K mart, Radio Shack

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; Cowan's; Draper & Darwin.
Discount Stores-Fred's; K mart; Wal-Mart; Cato's.
Variety Stores-Dollar General; Fred's.
Chain Drug Stores-Bradhaw's 3; SupeRx.
Chain Supermarkets-Kroger; Cee Bee; Bi-Rite; IGA 2; Moser's 2; Foodtown.
Other Chain Stores-Goodyear; Western Auto; Sears; Mary Lee's; Sherwin-Williams; Ace Hardware; Baskin-Robbins, Lowe's; Montgomery Ward.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,422; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Landon Associates.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 and 411; State Hwys. 33, 35, 73, & 95.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Republic; Eastern; Tennessee Airways; United; USAir; Atlantis.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; Loc. Est. 24,222
Alcoa 80 Cen. 6,870; Loc. Est. 6,134
Maryville 80 Cen. 17,480; Loc. Est. 17,908
CZ-ABC: (80) 51,692; (83) 51,200
RTZ-ABC: (80) 29,237; (83) 31,600
County 80 Cen. 77,700; Loc. Est. 79,708
MSA 80 Cen. 565,970; Loc. Est. 580,907
City & RTZ-ABC: (80) 80,929; (83) 82,800

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; Loc. Est. 9,471
Alcoa 80 Cen. 2,615; Loc. Est. 2,428
Maryville 80 Cen. 6,685; Loc. Est. 7,043
CZ-ABC: (80) 19,187; (83) 19,700
RTZ-ABC: (80) 10,104; (83) 11,400
County 80 Cen. 28,177; Loc. Est. 30,354
MSA 80 Cen. 205,749; Loc. Est. 220,874
City & RTZ-ABC: (80) 29,291; (83) 31,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$555,404,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 69,684

7 - ELECTRIC METERS: County 34,783

8 - GAS METERS: Residence 8,638

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Aluminum Smelting; Schlegel Tennessee 450; Klote International 100; McCawber Engineering 100; Master Craft Boat Co. 98; Rockford Mfg. 250; Veach-May-Wilson, Inc. 185; Levi Strauss 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 31-49.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midland Center	NA	Winn-Dixie, Revco, JCPenney Montgomery Ward
Fair Park	NA	Giant Food, Revco, Family Dollar
Brown's Creek	NA	BiLo
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic 'N Pay.

Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; JCPenney; Mosers; Minton's; Sears; Miller's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar.
Variety Stores-Lays.
Chain Drug Stores-Revco 2; Treasury; SupeRx; Lowe's; Walgreen; Eckerds.
Chain Supermarkets-White 3; A&P; Winn-Dixie 2; Kroger; Giant 2; BiLo; Red Foods; South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,428; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tutt S. Bradford, Pub., TIMES, 307 E. Harper Ave., Maryville, TN 37801; Tel. (615) 983-0260.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (In Memphis, TN-AR-MS MSA). E&P Map A-2, County Seat. On Mississippi River between St. Louis and New Orleans. Commercial, agribusiness and shipping center for the Mid-South area; Food processing & distribution center; College and medical center, cotton and hardwood lumber markets; 305 mi. from St. Louis and 394 mi. to New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-97.
Intercity Bus Lines-Greyhound; West Memphis; Continental Trailways; Gulf Transport; Transports; Bridge Transit; Great Southern.
Airlines-American; United; Delta; USAir; Frontier; Piedmont; Republic; Federal Express; Flying Tiger.

3 - POPULATION:
Corp. City 80 Cen. 646,174; Loc. Est. 659,446
CZ-ABC: (80) 718,970; (83) 698,700
RTZ-ABC: (80) 1,038,558; (83) 1,032,500
County 80 Cen. 777,113; Loc. Est. 801,863
MSA 80 Cen. 912,887; Loc. Est. 938,406
City & RTZ-ABC: (80) 1,757,528; (83) 1,731,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; Loc. Est. 244,999
County 80 Cen. 269,186; Loc. Est. 290,615
MSA 80 Cen. 311,796; Loc. Est. 335,422
CZ-ABC: (80) 253,089; (83) 254,800
RTZ-ABC: (80) 341,226; (83) 353,100
City & RTZ-ABC: (80) 594,315; (83) 607,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,432,200,000
Savings & Loan	4	$1,443,977,000

6 - PASSENGER AUTOS: County 437,851

7 - ELECTRIC METERS: Residence 269,758

8 - GAS METERS: Residence 215,427

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Lumber 2,500; Furniture 2,600; Fabr. Metal Prod. 4,300; Mach. 3,600; Elect. Mach. 3,000; Other Mfg. Durables 5,700; Food Prod. 8,200; Bakery 1,300; Apparel 1,900; Paper Prod. 5,500; Print & Pub. 4,100; Chemicals 6,900; Other Mfg. Nondurables 3,200; Construction 10,900; Trans. Comm. & Pub. Util. 26,700; Trade 93,800; Fin. Ins. and Real Estate 19,700; Service 77,700; Gov. 62,400; Avg. Wkly. Wage $301.
Principal Pay Days-15th, 30th, Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chickasaw Oaks (12)	5	Pier 1, Super D, Jefferson Ward
City Center(17)	3	Zayres, Skagg's
Cloverleaf(18)	9	Goodyear, Big Star
Eastgate(45)	10	Skaggs, Giant Foods, Shainbergs, Super D
Factory Outlet(50)	15	Kids Port USA, World Bazaar
Frayser Plaza(16)	5	Sears, Western Auto
Gateway(18)	8	Kroger, Walgreen
Georgian Hills(16)	7	Ben Franklin
Germantown Vlg. Square(50)	15	Helen of Memphis, John Simmons
Hickory Commons (20)	18	Kroger, K mart, Walgreens
Hickory Ridge Mall(110)	18	Sears, Goldsmiths, M.M. Cohn
Kirby Woods Mall(19)	15	Woolf Bros., Casual Corner, Gus
Lamar-Airways (18)	5	Skagg's, Shainbergs, Kroger, Pic-Pac
Laurelwood(19)	9	M.M. Cohn, Sears, Walgreen
Macon Plaza	10	Radio Shack, Big Star
Mall of Memphis (160)	14	JCPenney, Dillard's Thalheimer, H.J. Wilson
Mendenhall Square Mall(30)	8	Kroger, Skaggs, Fleming Furn.
Metro Plaza(18)	2	Kent's, Marketland
Mid-America Mall(150)	0	Goldsmith's, Royal Furn.
Northgate(39)	6	Skagg's, Kroger, Walgreen, Zayre
Oak Court(10)	9	Goldsmith, Oak Hall
Overton Sq.(15)	5	40 Carrots, Yesteryear
Park Center(16)	8	Peaches Records, Pic-Pac
Park Place Mall(36)	NA	Loehamn's, Oshman, James Davis
Parkway Vlg.(42)	10	Big Star, Pic-Pac Walgreen, TG&Y
Perimeter Mall(10)	9	Skagg's, Sears, Fleming Furn.
Poplar Plaza(43)	6	Dillard's, JCPenney, Kroger, Gus Mayer
Raleigh Springs Mall(75)	12	Sears, JCPenney, Walgreen, Dillard
South Plaza(26)	8	Jefferson Ward, Giant Foods, Skaggs
Southbrook Mall (31)	8	Fred Montesi, Service Merchandise
Southgate(39)	4	Skagg's, JCPenney, Giant Foods, Kroger Shainbergs
Southland Mall(66)	8	Goldsmith's, Sears, M.M. Cohn
Summer Ctr.(18)	8	Kroger, Walgreen, Steinmart, Zayre
Whitehaven Plaza(41)	8	Kroger, Walgreen, Dillards, Kent's
White Station(18)	8	Tempo, Lowell Hayes, Pappagallo

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu., (some Shopping Centers until 9 p.m. 6 nights a week).

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith 5; Sears 5; Shainberg's 5; JCPenney 3; Dillard's 4; Thalhimers.
Discount Stores-Jefferson Ward 3; Kent's 12; Zayre 4; Fred P. Gattas 4; Service Merchandise 3; Fred's 9; Bargain Center OSA 5; Dollar General Stores 2; K mart 5; Target 4; H.J. Wilson.
Variety Stores-McCrory's 2; S. H. Kress; Woolworth 4; TG&Y Family Centers 2; TG&Y 7.
Chain Drug Stores-Walgreen 15; Skagg's 8; Super D 18.
Chain Supermarkets-Giant Foods of America 5; Hogue & Knott 4; Kroger 16; Fred Montesi 5; Pic-Pac 10; Seessel's 7; Big Star 22; Food Rite 5; Liberty 4.
Other Chain Stores-Baker Shoes 6; Burk Hall Paint 5; Florsheim Shoe 5; Haverty Furn. 6; Tom McAn 5; National Shirt; Sherwin-Williams 2; Singer 4; Glidden; Richman Bros. (men's) 4; Lerner's 5; Mangel's (women's); Three Sisters 3; Firestone 10; Goodrich 3; General Tire; Goodyear 8; Western Auto 4; Uniroyal Tire Store; One Price Tire; National Tire Wholesale; Levitz; Ethan Allen; Kinney's Shoes 8; Radio Shack 13; Scott Appliances 10; Scott Sound Center; Central Hardware 4; Lowe's Hardware 2; 84 Lumber 2; Butler's Shoes 2; Waldenbooks 3; Gordon's Jewelers 6; CMC Stereo Centers 4; Hallmark 7; Circus World; Toys by Roy 2; Marshalls 2.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 199,597; (S) 284,441; Mar. 31, 1983 ABC. Press-Scimitar (e) ceased publication Oct. 31, 1983.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Nat'l Adv. Mgr., THE COMMERCIAL APPEAL and MEMPHIS PRESS-SCIMITAR, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2237.
National Representative: Story & Kelly-Smith, Inc.; Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E. Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E. 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers5.
Intercity Bus Lines Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,683; Loc. Est. 18,199
CZ-ABC: (80) 38,308; (83) 39,000

MEMPHIS

MID-AMERICA'S MARKETPLACE!

■ Memphis is located in the heart of America, at a point where Tennessee joins its neighboring states of Arkansas and Mississippi. Home of more than one million people, it dominates a major 4-county, Tri-State metropolitan statistical area.

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■ Mid-America reads The Commercial Appeal — the largest metropolitan daily and Sunday newspaper serving the Memphis market. The Commercial Appeal has a 143-year history of success as an advertising medium. It delivers prime consumers who are your best prospects. Put it to work for you.

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THE COMMERCIAL APPEAL
A SCRIPPS-HOWARD NEWSPAPER
495 Union Avenue, Memphis, Tennessee 38103

Scripps-Howard Newspapers Represented Nationally by Story & Kelly-Smith Inc.
Mid-South Magazine Represented Nationally by Metropolitan Sunday Newspapers.

RTZ-ABC: (80) 81,005; (83) 84,100
County 80 Cen. 49,300; Loc. Est. 49,850
City & RTZ-ABC: (80) 119,313; (83) 123,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376; Loc. Est. 7,118
CZ-ABC: (80) 13,639; (83) 14,400
RTZ-ABC: (80) 27,689; (83) 29,900
County 80 Cen. 17,257; Loc. Est. 18,272
City & RTZ-ABC: (80) 41,328; (83) 44,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$230,071,158
Savings & Loan	4	$142,871,464

6 - PASSENGER AUTOS: County 38,809

7 - ELECTRIC METERS: (City) 10,239

8 - GAS METERS: (County) 2,950

9 - PRINCIPAL INDUSTRIES: Poultry; Egg & Dairy Prods.; Furn.; Knitting Mills; Flour & Feed; Textiles; Leather Gds.; Chem.; Metal Prods.; Comm. Laundry Equip.; Rubber Molded Prod.; Tool & Die; Flakeboard; Paper Products. 19,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buffalo Trail(10)	NA	IGA
Eastgate(12)	NA	Winn-Dixie
Morristown Plaza(21)	NA	JCPenney, Sears, Rose's, Zale's
Plaza Terrace(10)	NA	Radio Shack
Radio Center(30)	NA	Teague Drugs
Sky City	NA	Sky City, Giant Mkt.
Super Dollar(15)	NA	Bradley's Hdwe.

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; JCPenney; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Eagle; Dollar Shop; Rose's.
Chain Supermarkets-Davis; Giant Mkt. 2; Smith's IGA 2; Kroger's; Winn-Dixie; Food City.
Discount Stores-Howard Bros.; Sky City; Big K; K mart.
Chain Drug Stores-Revco; Freel's; Minnis 4; Treasure Store.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 20,269; (S) 23,175; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville MSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State University); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 miles).
Motor Freight Carriers-Murf. Frt. Line; S&W Frt. Line.

3 - POPULATION:
Corp. City 80 Cen. 32,845; Loc. Est. 33,336
CZ-ABC: (80) 32,845; (83) 33,500
RTZ-ABC: (80) 51,213; (83) 55,900
County 80 Cen. 84,058; Loc. Est. 88,171
MSA 80 Cen. 850,505; Loc. Est. 868,894
City & RTZ-ABC: (80) 84,058; (83) 89,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517; Loc. Est. 12,114
CZ-ABC: (80) 11,517; (83) 12,200
RTZ-ABC: (80) 16,485; (83) 18,700
County 80 Cen. 28,002; Loc. Est. 30,722
MSA 80 Cen. 201,945; Loc. Est. 315,445
City & RTZ-ABC: (80) 28,002; (83) 30,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$187,000,000
Commercial	5	$288,000,000

6 - PASSENGER AUTOS: County 48,575

7 - ELECTRIC METERS: County Residence 32,669

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plaza(18)	NA	Rose's, Cooper-Martin Mkt., Harvey's
Memorial Village(10)	NA	Wal-Mart, Giant Foods
Northside Plaza	NA	Frank's IGA, Saveway Pharmacy
Stones River Mall	NA	K mart, Kroger, Walgreen

Principal Shopping Days-Fri., Sat., & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's, Sullivan's.
Discount Stores-Clark's; Wal-Mart; K mart; Rose's; Fred's.
Chain Drug Stores-Revco 2; Super D; SupeRx; Walgreen.
Chain Supermarkets-Big Star; Bi-Rite; H.G. Hill; IGA 2; Kroger 2; Giant Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri; m-sat) 12,725; (S) 14,628; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carol Powell or Alan Werner, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representative: Landon Associates.
THE MORNING PRESS (m) 4,001; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Donald H. Keith, Pub., THE MORNING PRESS, 802 So. Church St., Murfreesboro, TN 37130.
National Representative: None.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2, State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on interstate highways.

2 - TRANSPORTATION: Railroads-Louisville & Nashville, Southern.
Motor Freight Carriers-Over 100.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; Ozark; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol. Total 226 flights daily.

3 - POPULATION:
Corp. City 80 Cen. 455,651; Loc. Est. 451,947
PMA-ABC: (80) 850,505; (83) 869,800
County 80 Cen. 477,811; Loc. Est. 482,400
MSA 80 Cen. 850,505; Loc. Est. 889,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674; Loc. Est. 169,873
PMA-ABC: (80) 301,945; (83) 319,700
County 80 Cen. 177,737; Loc. Est. 185,500
MSA 80 Cen. 201,945; Loc. Est. 323,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$3,956,000,000
Savings & Loan	8	$1,700,000,000

6 - PASSENGER AUTOS: County 323,314

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prod.; Hosiery; Stoves; Food Prod.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam; Tourism; Truck Manufacturing.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Temp. Winter 38; Summer 80. First killing frost, Oct. 22. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. North; 1 on Sixth Ave. North.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. South at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belle Meade Plaza(16)	6	Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Bi-Rite
Green Hills(50)	6	Castner-Knott, Cain-Sloan
Madison Sq.(27)	9	Harvey's, Winn-Dixie
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	Harvey's, JCPenney
Rivergate(98)	10	Castner's, McCrory, JCPenney, Winn-Dixie
South Plaza	NA	JCPenney
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Big K
Due West	8	Zayre, Big Star
Northgate	5	
Hickory Hollow(11)	15	Cain-Sloan, Sears, Castner-Knott
Hickory Plaza(12)	8	Kroger, SupeRx
Gallatin/ Madison(11)	NA	Cooper-Martin Mkt., Zayre
H.G. Hills (5 Centers)	NA	H.G. Hill
Overton Plaza	NA	
Richland Creek(13)	NA	Hill Bros.
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Harveys; Castner-Knott; Cain-Sloan; Sears; JCPenney; Sullivans.
Discount Stores-K mart; Zayre; Hills; Target.
Variety Stores-Woolworth; McLellan; Kress; Ben Franklin.
Chain Drug Stores-Wilson Quick 10; J.P. Brown 4; Garrett 4; Walgreen 11; Rexall; SupeRx Drugs 5; Medicine Shoppe 2; Revco 9; Payless of Tenn. 1; Super D 3; Blankenship 3; Medicine Shoppe 7; Eckerd 7.
Chain Supermarkets-Total Number of Supermarkets 117. H.G. Hill 12; Kroger 17; Winn-Dixie 10; Waremart.
Drive-In Markets-EZ Food Shops 10; Jim Dandy 19; 7-Eleven 18; Stop-N-Go 9; Hot Stop 18; Quik Sak; Hot Stop/SDE 11.
Other Chain Stores-Shoes: Hill Bros. 2, Baynhams, Edison, Bakers, Burts, Foot-So-Port, Bell Bros., Flagg Bros., Hardy, Holiday 2, Jarman, Manss, International, Bells, Florsheim, Family Booteries 5, American; Paints: Mary Carter, Lowe Bros., Pee-Gee, Sherwin-Williams, Glidden; Auto Supplies: Midas Mufflers, Pierson Auto Paint, Karco 3, SureFit Seat Cover, Western Auto 6; Clothing: National Shirt, Three Sisters 3, Wormser Hats, Childs Toggery 3; Jewelry & Optical: Gordons, Kay, Zales; Others: Singer Co., Dalleys, Genesco Sales, Gus Mayer, One Hour Valet, Orkin Exterminating, Radio Shack Corp., Sterchi, Russell Stover Candy, Tooley-Myron Studios, Handy City 3, Homecrafters 5, Spiegel (catalog).

14 - NEWSPAPERS: BANNER (e) 72,482; Mar. 27, 1983 ABC. TENNESSEAN (m) 124,547; (S) 235,128; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir. or Bill Davis for market info. TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 259-8818.
National Representative: Gannett Newspaper Advertising Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties, (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mtn. Natl. Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 61, 62, 95, 58.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-American; Delta; Piedmont; Southern; United; Eastern; Tenn. Airways; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 27,662; Loc. Est. 28,500
CZ-ABC: (80) 34,722; (83) 33,400
RTZ-ABC: (80) 82,996; (83) 85,300
Counties 80 Cen. 115,771; Loc. Est. 120,000
Anderson County 80 Cen. 67,346; Loc. Est. 68,000
Roane County 80 Cen. 48,425; Loc. Est. 52,000
MSA 80 Cen. 565,970; Loc. Est. 580,907
City & RTZ-ABC: (80) 117,718; (83) 118,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021; Loc. Est. 11,400
CZ-ABC: (80) 13,589; (83) 13,600
RTZ-ABC: (80) 28,308; (83) 30,200
Counties 80 Cen. 41,696; Loc. Est. 44,518
Anderson County 80 Cen. 24,616; Loc. Est. 26,409
Roane County 80 Cen. 17,078; Loc. Est. 18,109
MSA 80 Cen. 205,749; Loc. Est. 220,874
City & RTZ-ABC: (80) 41,897; (83) 43,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$271,132,407
Savings & Loan	3	$123,605,712

6 - PASSENGER AUTOS: Anderson Co. 63,734; Roane Co. 28,487.

7 - ELECTRIC METERS: Residence 11,382

8 - GAS METERS: Residence 4,636

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy and conservation research and development and production of enriched uranium fuel for nuclear reactors. 16,500 employees. $460 avg. weekly wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-on Oak Ridge Tpk. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Illinois Ave.(25)	1	Howards, K mart
French Plaza/ Ridgeway(30)	2	Superior Market
Grove Ctr. (30)	1	White Store
Jackson Sq. (45)	2	Watson's
Four Oaks/Bruner(20)	4	Bruner Food Center
TriCounty (15)	6	Heck's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Road; Hilltop, 3 miles on Illinois Ave. at Outer Drive; Pine Valley, 2 miles on New York Ave. at Utah Ave.; West Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Proffitt's; Watson's.
Variety Stores-McCrory's; Whiteway; Woolworth.
Discount Stores-Watson's; Howard Bros.; K mart; Heck's.
Chain Drug Stores-Eckerd Drug Ctr.; Revco.
Chain Supermarkets-A&P; Kroger; White; Superton; Ingle's; IGA; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check.
Other Chain Stores-Marilyn; Brown's Bootery; Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; The Cloth Shop; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. (furniture); Fowler Bros. (furniture); Western Auto; Goodyear; Firestone; Sears; Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 11,834; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike, Oak Ridge, TN 37830; Tel. (615) 482-1021.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County, E&P Map B-2. County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads-Seaboard Systems.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,728; Loc. Est. 10,488
County 80 Cen. 28,656; Loc. Est. 28,984

4 - HOUSEHOLDS:
City 80 Cen. 4,397; Loc. Est. 3,884
County 80 Cen. 10,914; Loc. Est. 11,555

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$153,338,000
Savings & Loan	1	$105,438,000

6 - PASSENGER AUTOS: County 19,000

7 - ELECTRIC METERS: County 13,574

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Carburetors 1,500; Rubber Prod. 468; Clay Mining & Processing 300; Auto Brake Parts 368; Power Tools 600; Brick Making Eqpt. 75; Lamps 180; Mobile Homes 190; School Furniture 72; Meat Products 98; Hardboard 200; Electric Motors 350.

10 - CLIMATE: Annual avg. temp. 62; monthly avg. Jan.42-July 81; Avg. annual precipitation 49.73 in. Avg. annual snowfall 6 in.

11 - TAP WATER: Hardness 46.0 PPM. Iron 2.1 PPM; calcium 22.0 PPM; turbidity 10.0 PPM; ph 5.9.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers.

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris (5)	1	Kroger, Fred's
Lakeway Vlg.(9)	2	Uncle Lee's, Odoms
Lee Greer (5)	1	Radio Shack
Paris Sq. (6)	1	IGA Foodliner
Paris Plaza (6)	1	Wal-Mart, Warehouse Foods

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. till 8; Groceries-Fri. & Sat til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; National; Howard & Jobe; Dollar General.
Discount Stores-Fred's; Wal-Mart; Uncle Lee's.
Variety Stores-Pay-Less.
Chain Drug Stores-Pay-Less; Rexall; SupeRx; Super D.
Chain Supermarkets-Kroger; Jim Adams; IGA; Odom's; Warehouse Foods.
Other Chain Stores: Goodyear; Western Auto; Sherwin-Williams; Pic 'N Pay; Radio Shack; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes; Auto Shack; Ace Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 8,414; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St., P.O.Box 310, Paris, TN 38242; Tel. (901) 642-1162.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County. E&P Map C-2. County Seat. Retail center. Misc. light mfg. and dairy center. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,530; Loc. Est. 13,814
County 80 Cen. 27,916; Loc. Est. 28,612
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; Loc. Est. 6,095
County 80 Cen. 9,943; Loc. Est. 10,713

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$152,424,000
Savings & Loan	2	$249,982,880

6 - PASSENGER AUTOS: County 20,500

7 - ELECTRIC METERS: Residence, City 2,757

8 - GAS METERS: Residence 1,960

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Building construction 170; Road construction 300; Plumbing-electrical 200; Food processing 500; Textile & garment 550; Printing & publishing 85; Plastics 300; Leather & leather goods 120; Machine shops 75; Transportation equipment 680; Pencil Mfg. 1,220; Metals processing 200; Retail & wholesale trade 268; Miscel. retail workers 305; Food service 400; Automobile service 135; Finance & banking 125; Insurance 40; Repair shops 40; Service 230.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on main square; 1 on Depot St.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)		SupeRx, Burkhart's, Wal-Mart, Kenwin
Madison(7)		K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some-Wed. aft., Jan. thru Nov.
Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Department Stores-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; Burkhart's.
Chain Drug Stores-SupeRx; Revco; Renegar's.
Variety Stores-Scottie's; Fred's.
Discount Stores-Wal-mart; K mart; Family Dollar; Dollar General; Freds.
Chain Supermarkets-Day Bros.; Kroger; Guy's Mkt.; Shelbyville Super; Riverview; Dial's Superett; Kwik Stop 2; Sav-A-Lot; D&D Foods.
Other Chain Stores-Crocker's-Rone Jewelers; Simmons Jewelers; Lambert's Jewelers; Hastings; Bootery; Artley's; Montgomery Ward (local franchise); Clifford Furniture; John F's Furniture; Kenwin's.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,025; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, P.O. Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

SOUTH FULTON, TN
See FULTON, KY

UNION CITY

1 - LOCATION: Obion County. E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; Loc. Est. 9,761
County 80 Cen. 32,781; Loc. Est. 34,000

4 - HOUSEHOLDS:
City 80 Cen. 4,027; Loc. Est. 3,823
County 80 Cen. 12,079; Loc. Est. 12,662

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$173,000,000
Savings & Loan	1	$95,000,000

6 - PASSENGER AUTOS: County 19,500

7 - ELECTRIC METERS: Residence 4,467

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($194); Leather & Shoes 672 ($240); Metal Fabrication 1,000 ($240); Food Packing 750 ($280); Tire 2,964 ($410); Lumber 207 ($200).
Principal Industrial Pay Days-Thu.

10 - CLIMATE: First killing frost, Nov. 12. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; East Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Square, Reelfoot Ave.
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shainberg's; Shatz; Jackson's; Falksff's; Brights.
Variety Stores-Kents; Freds $1 Store; Dollar General.
Chain Drug Stores-Revco Drugs; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E. W. James; IGA.
Discount Stores-Gibson's; Wal-Mart; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Gibson Discount; Royce Shoes; Sherwin-Williams; Homestead; Pick'N Pay Shoe; Ashleys Outlet; Scott Hallmark.

14 - NEWSPAPERS: MESSENGER (e) 8,588; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, Box 430, 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representative: Landon Associates.

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and San Patricio Counties.
El Paso-El Paso County.
Kileen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longview-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkana, Tex.-Ark.-Bowie County, Tex.; Miller County, Ark.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREA

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	1,001	1,169	1,297
5-14 Years	2,330	2,350	2,606
15-24 Years	2,053	2,773	3,076
25-44 Years	2,686	4,029	4,469
45-64 Years	2,142	2,536	2,813
65 and Over	987	1,371	1,521
TOTAL	11,199	14,228	15,782

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	1,315	2,295	4,748
General Mdse	3,620	5,884	12,755
Food	5,533	9,737	23,801
Automobiles	5,874	11,259	23,865
Gasoline Stations	1,999	3,444	9,326
Apparel	1,492	2,445	5,366
Furniture	1,219	2,044	4,499
Eat-Drink Places	1,781	3,678	10,456
Drugs	772	1,311	3,262
TOTAL SALES	25,833	45,816	107,289

ABILENE

1 - LOCATION: Taylor County (MSA). E&P Map D-3. 80 mi. NW of Geographical Ctr. of Texas. County Seat. Cattle, oil, ind., education & transp. ctr.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-Chaparral.

3 - POPULATION:
Corp. City 80 Cen. 98,315; Loc. Est. 103,752
CZ-ABC: (80) 99,761; (83) 106,100
Bal. in PMA-ABC: (80) 39,431; (83) 43,400
Total PMA-ABC: (80) 139,192; (83) 149,500
County 80 Cen. 110,932; Loc. Est. 118,315
MSA 80 Cen. 110,932; Loc. Est. 118,315
Bal. in RTZ-ABC: (80) 121,622; (83) 126,500
PMA & RTZ-ABC: (80) 260,814; (83) 276,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,939; Loc. Est. 37,277
CZ-ABC: (80) 34,442; (83) 37,900
Bal. in PMA-ABC: (80) 14,590; (83) 16,800
Total PMA-ABC: (80) 49,032; (83) 54,700
County 80 Cen. 38,515; Loc. Est. 42,990
MSA 80 Cen. 38,515; Loc. Est. 42,990
Bal. in RTZ-ABC: (80) 46,184; (83) 49,700
PMA & RTZ-ABC: (80) 95,216; (83) 104,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,383,424,000
Savings & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 110,887 (all vehicles)

7 - ELECTRIC METERS: Residence 36,868

8 - GAS METERS: Residence 34,356

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Feed, Cottonseed Oil Products 250; Aero Space Structures 320; Meat Products 448; Newspaper 300; Oil & Gas Processing 150; Bakery Products 200; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 200; Band Instruments 385; Tire Retreading 100; Calculators 260; Total 130 Industries; 7,680 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; So. 23 & Barrow; 1 on Judge Ely Blvd.; Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory(5)	NA	
Brook Hollow(12)	NA	Safeway
Burro Alley(16)	NA	
Crossroads(25)	NA	
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's C[illegible]	NA	Albertson's
Hill[illegible]	[illegible]A	
Ma[illegible]	[illegible]	JCPenney, Sears, Dillards
Meads [illegible](9)	[illegible]	Luskey's
Mercha[illegible] Park([illegible]	NA	Furr's Mkt., TG&Y
Oakwoo[illegible]5)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Rose Park(9)	NA	
Radford Hills(23)	NA	Gibson's
Southwest Park(12)	NA	
Westgate(42)	NA	Mont. Ward, Minters, Bealls, Thorntons

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms; Minters; Thornton's 2; Sears; Montgomery Ward; Dillards; Bealls 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Payless Cashways; McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Variety Stores-TG&Y 5.
Chain Drug Stores-Eckerd's 6.
Chain Supermarkets-M-System 3; Safeway 3; Furr Food 2; Piggly Wiggly 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson.
Other Chain Stores-JCPenney; Sears; Kinney's;

White's; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerners; S&H Green Stamps.

14 - NEWSPAPERS: REPORTER-NEWS (m-mon to fri) 39,071; (e-mon to fri) 15,842; (m-sat) 48,593; (S) 57,431; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: L. Kay Schultz, Adv. Dir., REPORTER-NEWS, PO Box 30, Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks; Branham/Newspaper Sales.

ALICE

1 - LOCATION: Jim Wells County, E&P Map D-5, 125 mi. from San Antonio, 50 mi. W. of Corpus Christi at the Hub of SW part of State. On U.S. Hwy. 281; State Hwys. 44 & 359.

2 - TRANSPORTATION: **Railroads**-Texas Mexican.
Intercity Bus Lines-Continental.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 20,961; Loc. Est. 21,651
County 80 Cen. 36,498; Loc. Est. 38,476

4 - HOUSEHOLDS:
City 80 Cen. 6,481; Loc. Est. 6,680
County 80 Cen. 11,165; Loc. Est. 12,273

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$225,548,458
Savings & Loan	3	$77,290,213

6 - PASSENGER AUTOS: County 30,876 (all Vehicles 1981)

7 - ELECTRIC METERS: Residence 6,322

8 - GAS METERS: Residence 5,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Stock Auction Barns, 125; Oil Field Chem. (3) 300; Crude Oil Ref., 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 72-96; Fall 70-86; Winter 32-78.

11 - TAP WATER: Light alkaline to medium soft.

12 - RETAILING: **Principal Shopping Center**-20 blocks over 3 main sts. & cross sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
LaVillita(9)	NA	JCPenney, TG&Y, Kroger's
Sagewood Mall (19)	NA	HEB Mkt., Ward's, Firestone
Roselawn(6)	NA	Bealls, Gibsons

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Sat. & Thu.
Stores Open Sundays-Drug; Drive-in Grocery.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony; JCPenney; Levine; Terry Farris; Sears Roebuck (order store); Montgomery Ward (order store); Beall's.
Discount Stores-Factory Outlet; Gibson's; TG&Y Family Center; Fashion Outlet.
Variety Stores-TG&Y; Perrys.
Chain Drug Stores-Roselawn; Alice Walgreen; Rushing Rexall.
Chain Supermarkets-Foodcraft 2; Lone Star 5; HEB 2; Kroger Family Center.
Other Chain Stores-Singer Co.; Western Auto; Firestone; Goodyear; Maverick Mkts; Circle K.

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri) 7,222; (S) 7,520; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lowell Hunt, Pub., ECHO-NEWS, 405 E. Main, Alice, TX 78332; Tel. (512) 664-6588.
National Representative: Papert Companies.

ALVIN

1 - LOCATION: Brazoria County (In Brazoria PMSA), E&P Map E-5. Located in the SE portion of state. 25 mi S of Houston. On State Hwy. 35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Greyhound
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,515; Loc. Est. 18,581
County 80 Cen. 169,587; Loc. Est. 191,278
PMSA 80 Cen. 169,587; Loc. Est. 191,278

4 - HOUSEHOLDS:
City 80 Cen. 5,660; Loc. Est. 6,541
County 80 Cen. 53,907; Loc. Est. 63,683
PMSA 80 Cen. 53,907; Loc. Est. 63,683

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$170,000,000

6 - PASSENGER AUTOS: County 149,869 (all vehicles 1981)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Nurseries; Oil & Gas Refineries; Oil Wells; Chemicals.
Principal Industry Pay Days-Thurs., Fri.

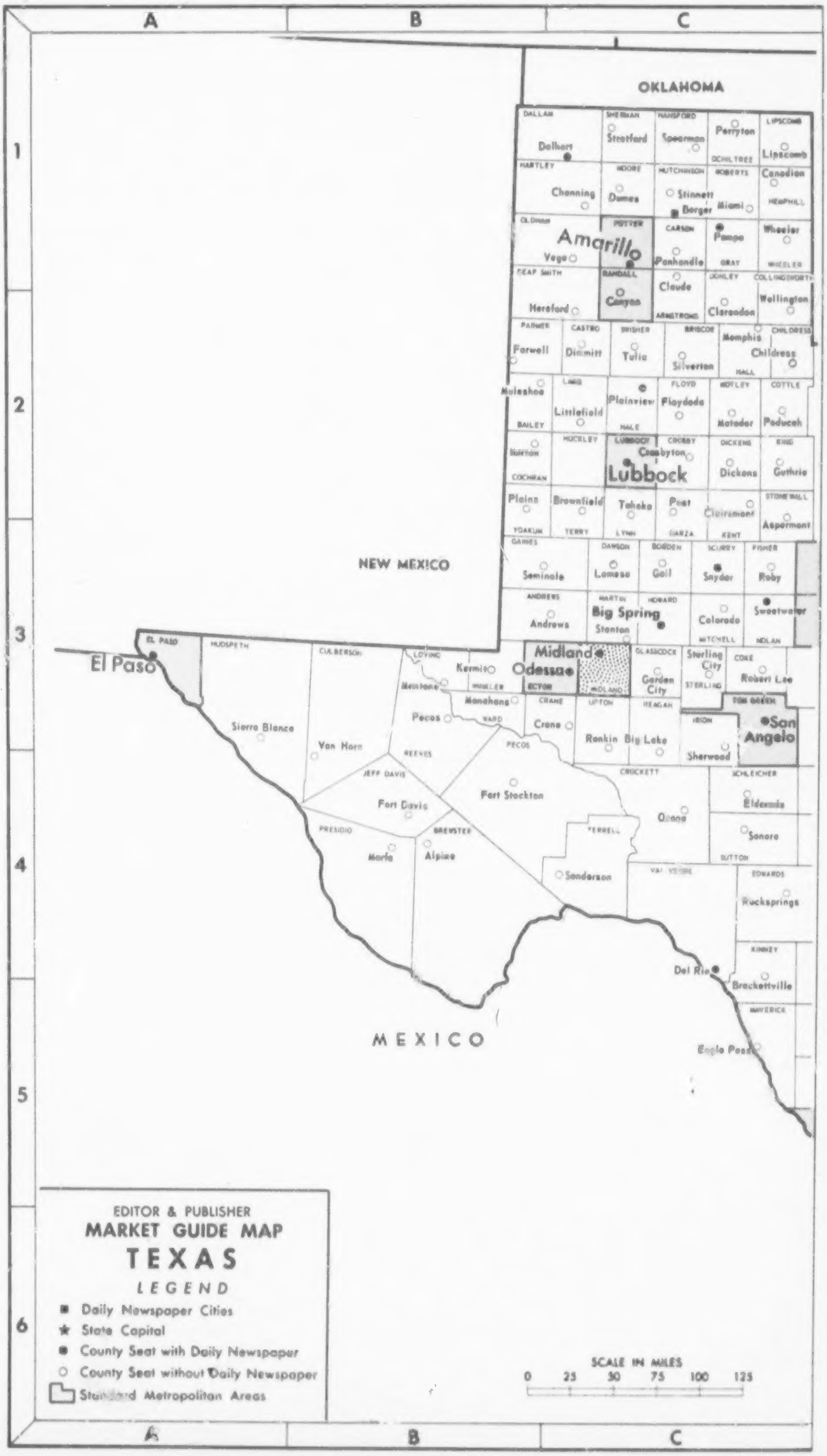
10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75;

11 - TAP WATER: Alkaline, hard not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2500 Hwy. 35 Bypass; Gordon & Coombs, N. Taylor & Willis Gordon & E. House St.; Rosharon Rd.; Loop & Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alvin Bottom Dollar(15)	NA	Bottom Dollar
Alvin Ctr.(9)	NA	Mont. Ward, TG&Y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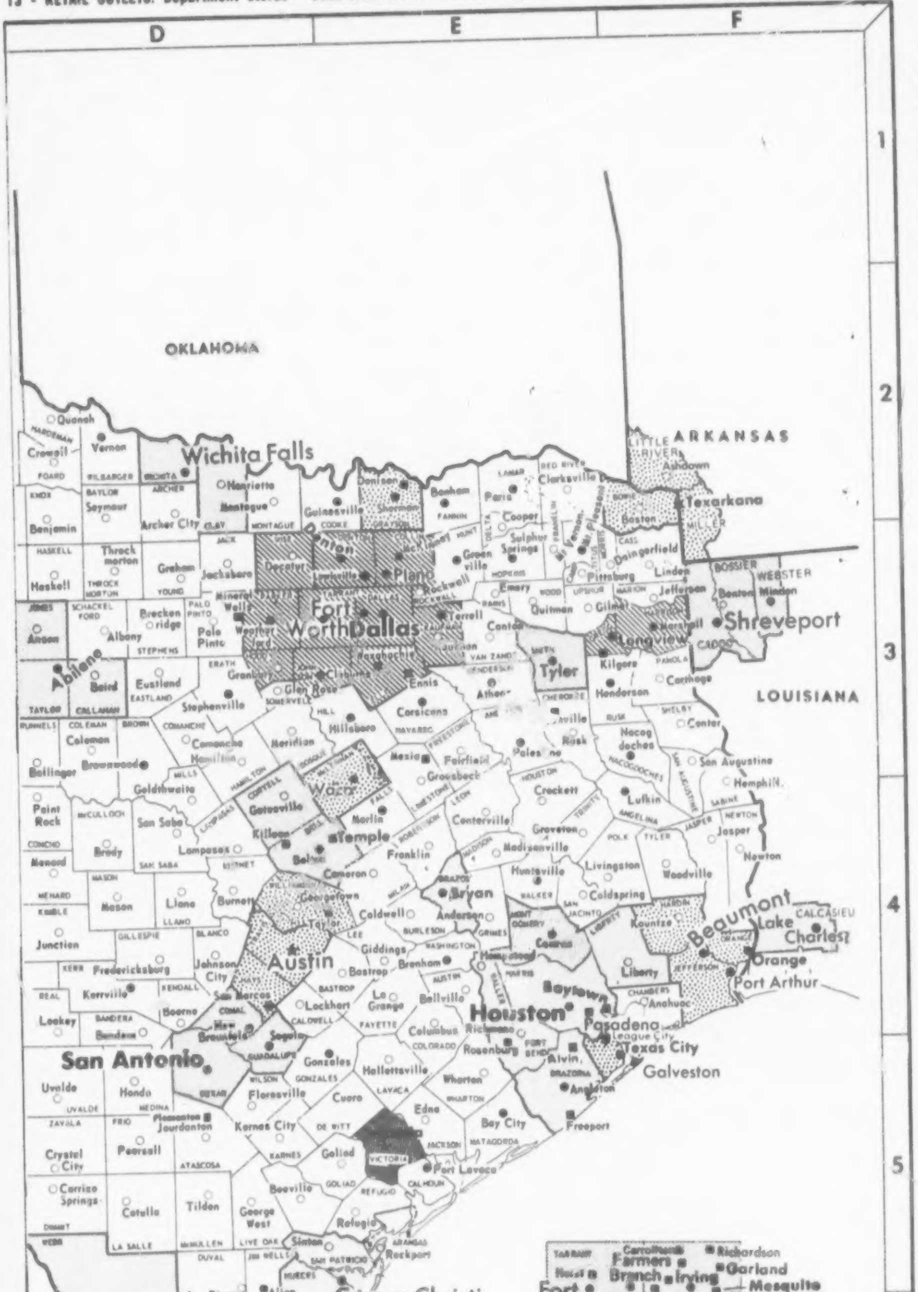
OKLAHOMA
NEW MEXICO
MEXICO
Amarillo
Lubbock
Midland
Odessa
Big Spring
San Angelo
El Paso
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Channing
Dumas
Stinnett
Borger
Miami
Canadian
Pampa
Wheeler
Vega
Panhandle
Canyon
Claude
Hereford
Clarendon
Wellington
Farwell
Dimmitt
Tulia
Silverton
Memphis
Childress
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Crosbyton
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Stanton
Colorado
Sweetwater
Kermit
Monahans
Garden City
Sterling City
Robert Lee
Pecos
Crane
Rankin
Big Lake
Sherwood
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Ozona
Eldorado
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100 125

Highland Sq.(16)	NA	Lewis & Coker
Stanton Ctr.	NA	
Meadowpark	NA	Revco, K mart
Wrights Corner	NA	Eckerds

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockman's; Montgomery Ward.
Discount Stores-Bottom Dollar; K mart; Wal-Mart.
Variety Stores-Perry's; TG&Y.
Chain Drug Stores-Alvin Pharmacy.
Chain Supermarkets-Jumbo; Foodking; Lewis & Coker; Kroger.
Other Chain Stores-House of Beauty; Blue Bonnet Dress Shop; Film 'N Foto.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 2,003; sworn June, 1983.
Local Contact for Advertising and Merchandising Data: Eddie Dean, Adv. Mgr., SUN, 201 E. House, PO Box 431, Alvin, TX 77511; Tel. (713) 331-4421.
National Representative: None.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OKLAHOMA
ARKANSAS
LOUISIANA
MEXICO
Wichita Falls
Texarkana
Fort Worth
Dallas
Shreveport
Abilene
Tyler
Longview
Waco
Temple
Bryan
Austin
Beaumont
Lake Charles
Orange
Port Arthur
Houston
Pasadena
Texas City
Galveston
San Antonio
Victoria
Corpus Christi
Laredo
Harlingen
Mc Allen
Brownsville
Farmers Branch
Irving
Richardson
Garland
Mesquite
Arlington
Grand Prairie

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AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA), E&P Map C-1. Geographic ctr. of the Texas Panhandle, 264 mi. W of Okla. City 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-TWA; Frontier; Texas International; Air Midwest; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; Loc. Est. 186,628
CZ-ABC: (80) 149,230; (83) 162,100
RTZ-ABC: (80) 380,853; (83) 396,600
Counties/MSA 80 Cen. 173,699; Loc. Est. 186,628
  Potter 80 Cen. 98,637; Loc. Est. 103,154
  Randall 80 Cen. 75,062; Loc. Est. 83,474
City & RTZ-ABC: (80) 530,083; (83) 558,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; Loc. Est. 72,399
CZ-ABC: (80) Cen. 56,216; (83) 63,200
RTZ-ABC: (80) Cen. 133,049; (83) 143,600
Counties/MSA 80 Cen. 64,478; Loc. Est. 72,399
  Potter 80 Cen. 37,769; Loc. Est. 41,312
  Randall 80 Cen. 26,709; Loc. Est. 31,087
City & RTZ-ABC: (80) 189,265; (83) 206,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,860,951,000
Savings & Loan	6	$594,486,909

6 - PASSENGER AUTOS: Counties: Potter 98,756; Randall 71,097 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 69,621

8 - GAS METERS: Residence 55,585

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 9,950; Mining Oil 2,900; Const. 5,800; Utilites 7,100; Services 13,950; Trade 23,550; Finance 4,150.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-69; Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Downtown Area-5 blocks on Polk, Taylor & Tyler.
Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; N.E. 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western.
Stores Open Evenings-Sat., Mon. & Thu.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wolflin-Village	NA	Colberts, TG&Y
Wolflin-Georgia(69)	4	K mart, Skaggs Blackburn Bros.
Martindale(14)	3	K's, Thriftstore, United Foods
Sunset(15)	3	Hub, JCPenney
Trades Fair	5	K mart, TG&Y, Furr Food
So. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Wards, Sakowitz
Western Square	6	United Foods, Albertson's
Puckett Plaza(30)	7	Safeway, United, Revco, Sprouse-Reitz
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr Foods
Lawndale	6	Furr Foods, TG&Y, C.R. Anthony
Bell Plaza	8	Grand Central
Wellington Sq.(26)	4	Garaski's Loft, Swiss Colony Cheese
Westgate Mall(120)	8	Sears, Dillards, Mervyn's, Bealls
Interstate Village	6	Albertson's

Stores Open Evenings-Dept.-Thu.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Hub 3; Colbert's 2; Harry Holland.
Discount Stores-K mart; Best; Grand Central.
Variety Stores-Woolworth; TG&Y 6; Thrift Stores 2.

Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; Circle K Stores 7; 7-Eleven 16.
Other Chain Stores-Lerner's; Whites Auto; Western Auto; Zales; S&H Green Stamps; Firestone; B. F. Goodrich.

14 - NEWSPAPERS: NEWS (m) 45,820; (e-mon to fri) 29,258; (S) 75,922; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St., Amarillo TX 79166; Tel. (806) 376-4488.
National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County, (In Brazoria PMSA), E&P Map E-5, County Seat. Chemical, oil & gas industries. Agriculture, cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-Alamo; Merchants; UPS.
Intercity Bus Lines-Trailways.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; Loc. Est. 13,877
County 80 Cen. 169,587; Loc. Est. 191,278
PMSA 80 Cen. 169,587; Loc. Est. 191,278

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678; Loc. Est. 4,605
County 80 Cen. 53,907; Loc. Est. 63,683
PMSA 80 Cen. 53,907; Loc. Est. 63,683

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 149,869 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chemical; Farming.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-N. Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys; 36 & 288 (9 stores); K mart Hwy 288.
Neighborhood Shopping Centers-Four Corners; Angleton Plaza; Angleton Palm Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brazos Mall	9	Sears, Wilsons, JCPenney, Joskers
Lacks Plantation	12	Lacks Center

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Brockmans; Weiners.
Discount Stores-Wal-Mart; K mart.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Eckerd's; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri; S) 5,168; VAC Jan., 1983.
Local Contact for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., or Bruce Page, Ret. Adv. Mgr., ANGLETON TIMES, PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative: U.S. Suburban Press, Inc.

ARLINGTON

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Texas and Pacific; Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways.
Airlines-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; Loc. Est. 175,216
County 80 Cen. 860,880; Loc. Est. 942,095
PMSA 80 Cen. 973,138; Loc. Est. 1,066,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650; Loc. Est. 69,029
County 80 Cen. 310,272; Loc. Est. 355,499
PMSA 80 Cen. 349,034; Loc. Est. 400,313

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 819,599 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field equipment. (Avg. hourly wage $6.69.)

10 - CLIMATE: Avg. Temp.-Summer 88; Winter 34.

11 - TAP WATER: From Lake Arlington Reservoir and 14 city wells. Well water, very soft, alkaline; lake water, medium.

12 - RETAILING: **Downtown Shopping Area** plus 15 major centers in outlying area; 785 retail outlets (C. of C.)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta
Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Montgomery Ward, Dillards, Kinneys
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Sanger-Harris
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anthony's; Sears; Mitchell's; Watsons; Dillard's; Sanger Harris; Montgomery Ward; Joskes.
Variety Stores-Ben Franklin 3; Motts; M.E. Moses; McCrory's.
Discount Stores-Gibson's; K mart; Treasure City; Target; Edison's; Best.
Chain Drug Stores-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd's; Revco.
Chain Supermarkets-Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri;S) 8,277 (paid); 4,549 (free); Mar. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Rich Heiland, Editor/Pub., NEWS, 4880 Alpha Rd., Farmer's Branch, TX 75234; Tel. (817) 277-5511.
National Representative: U.S. Suburban Press, Inc.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3, County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: **Railroads**-St. L., SW.
Motor Freight Carriers-3.
Intercity Bus Lines-Central Texas Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; Loc. Est. 10,350
County 80 Cen. 42,606; Loc. Est. 47,000

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 3,800
County 80 Cen. 16,087; Loc. Est. 18,581

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$133,096,293
Savings & Loan	2	$98,000,000

6 - PASSENGER AUTOS: County 45,588 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,795

8 - GAS METERS: Residence 3,395

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 205 ($160); Oil & Gas 325 ($225); Television Cabinetry & Assembly 800 ($200); Mobile Homes 235 ($200).

10 - CLIMATE: Jan. normal 47; July normal 83. Last killing frost, Mar. 15. First killing frost, Nov. 18. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners, Athens Glass
Heritage Sq.(6)	NA	Sears, Daniels' Super Drug
Athens Ctr.(5)	NA	Wal-Mart, Beall's, PayLess Shoes

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPennay; K. Wolens; Beall Bros. 3.
Variety Stores-Perry Bros.; Duke & Ayer's.
Discount Stores-Gibsons; K mart; Wal-Mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie; Brookshire's.
Other Chain Stores-Western Auto; White; Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 6,454; sworn July 28, 1983.
Local Contact for Advertising and Merchandising Data: Marion Archer, Nat'l. Adv. Mgr., REVIEW, Box 32, Athens, TX 75751; Tel. (214) 675-5626.
National Representative: Papert Companies.

AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Mo. Pacific; Southern Pacific; Mo. Kansas & Texas; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.
Airlines-Emerald; United; Continental; Southwest; Delta; Eastern; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 345,496; Loc. Est. 390,000
CZ-ABC: (80) 394,669; (83) 426,400
RTZ-ABC: (80) 270,408; (83) 317,700
County 80 Cen. 419,335; Loc. Est. 475,000
MSA 80 Cen. 536,450; Loc. Est. 570,000
City & RTZ-ABC: (80) 665,077; (83) 744,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934; Loc. Est. 162,000
CZ-ABC: (80) 149,645; (83) 167,700
RTZ-ABC: (80) 92,374; (83) 112,700
County 80 Cen. 158,341; Loc. Est. 189,000
MSA 80 Cen. 195,856; Loc. Est. 230,000
City & RTZ-ABC: (80) 242,019; (83) 280,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	33	$3,984,000,000
Savings & Loan	6	$1,600,000,000

6 - PASSENGER AUTOS: County 352,065 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 185,000

8 - GAS METERS: Residence 118,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Gov't. 82,500; Trade 61,400; Service/Misc. 53,500; Mfg. 33,000; Construction 14,800; Fin., Ins., and Real Estate 17,200; Trans. and Comm. and Util. 7,700; Mining 800.
Principal Pay Days-Fridays and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barton Creek Mall(185)	6	Dillards, Foley's, Ward's, Sears, Scarbrough's
Capital Plaza(31)	4	Montgomery Ward, Bealls, H.E.B.
Hancock Center(38)	3	Dillards, Sears, H.E.B.
Highland Mall(84)	3	Joske's, JCPenney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Bealls
Westgate Mall(31)	4	H.E.B., Lacks, Bealls

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bealls 6; Dillards 2; Foley's 2; Frost Bros; JCPenney 2; Joske's; Leon's 4; Montgomery Ward 2; Sears 2; Weiner's 5; Yaring's 9.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 15.
Chain Drug Stores-Ace 7; Eckerd 14; Revco 14; Sommers 10; Walgreen 6.
Chain Supermarkets-Foodland 3; H.E.B. 15; Kash-Karry 6; MiniMax 4; Safeway 17; Tom Thumb 9; Skaggs 3; Market Basket 7.
Other Chain Stores-Baker's 3; Franklin's 3; Lerners; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's; Handy Dan.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 143,596; (m-sat) 140,963; (S) 167,917; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, PO Box 670, Austin, TX 78704; Tel. (512) 445-3748.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River. 150 mi. NE of Corpus Christi. 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-AT&SF; Mo. Pac. (G.C.L.); SP.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; Loc. Est. 23,000
County 80 Cen. 37,828; Loc. Est. 43,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; Loc. Est. 6,530
County 80 Cen. 13,110; Loc. Est. 14,220

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$204,123,763
Savings & Loan	2	$142,923,359

6 - PASSENGER AUTOS: County 31,526 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry, Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89, Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Matagorda Plaza; Lacks Center; Gulf Bay Plaza.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount Pharmacy; Houston Drug; Eckerd Drug.
Discount Stores-Gibsons; K mart; Bottom Dollar.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Bay City Food; Stanley 3; Duffy's; H.E.B.; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Montgomery Ward; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri, S) 7,098; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Nat. Adv. Mgr., TRIBUNE, 3013 7th, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads-SP branch and MP Railroads.

3 - POPULATION:
Corp. City 80 Cen. 58,959; Loc. Est. 59,635
County 80 Cen. 2,549,700; Loc. Est. 2,740,792
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,920

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,731; Loc. Est. 22,661
County 80 Cen. 869,880; Loc. Est.1,020,390
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$360,166,248
Savings & Loan	6	$292,226,626

6 - PASSENGER AUTOS: County 2,055,008 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 21,865

8 - GAS METERS: Residence 21,819

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Production 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440); Steel 1,700 ($220); Steel Administration 150 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral (Artesian), semi-soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Plaza(35)	NA	TG&Y, Bayfair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Texas Super Foods, Weiners
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Montgomery Ward, Foleys, Wilsons
Bay Village	NA	Diamond C
West Town II	NA	Aim
Goose Creek Plz.	NA	United, Scooter
Willowcreek	NA	Kroger, Walgreen

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Wilsons; Palais Royale; The Fair 2; Oshman's; Craig's.
Discount Stores-K mart; TG&Y; United Jewelers 2.
Variety Stores-TG&Y 2.
Chain Drug Stores-Big Chief; Black's; Gray; Gulf Coast; Lakewood; Lawhon 2; Medic; Medicine Jar; Eckerd's 2; Walgreens.
Chain Supermarkets-Weingarten; Big Chief; 7-Eleven 8; Jones; Hathaways 2; Kroger 2; Lyons; Stop-N-Go 5; Texas Super Foods; Safeway 2; Super Warehouse; Food King 3; Super-O.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zales, Whitehall, Marquis, Cross, Kay, Mission; Auto: Western Auto, Goodyear, Firestone; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner Shops, Limited, Casual Corner; Shoes: PayLess, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker; Furniture: Culpepper, Cargo; Misc.: Singer, Team Electronics, Waldenbooks, Baskin-Robbins, 84 Lumber, Royal Optical.

14 - NEWSPAPERS: SUN (e-mon to fri; S) 676 controlled; 17,428 paid; Dec. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Mike Graxiola, Adv. Mgr., SUN, PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press, Inc.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4, County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City & Southern; AT&SF.
Motor Freight Carriers-12.
Freight Steamship Lines-9.
Intercity Bus Lines-Continental; Continental Southern; Continental Dixie; Greyhound; Texas.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 118,102; Loc. Est. 122,278
CZ-ABC: (80) 141,215; (83) 147,000
RTZ-ABC: (80) 485,967; (83) 521,100
County 80 Cen. 250,938; Loc. Est. 260,409
MSA 80 Cen. 375,497; Loc. Est. 395,287
City & RTZ-ABC: (80) 627,182; (83) 668,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082; Loc. Est. 45,000
CZ-ABC: (80) 50,648; (83) 54,700
RTZ-ABC: (80) 166,374; (83) 185,000
County 80 Cen. 90,245; Loc. Est. 98,034
MSA 80 Cen. 131,890; Loc. Est. 145,263
City & RTZ-ABC: (80) 217,022; (83) 239,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$874,100,000
Savings & Loan	6	$497,305,110

6 - PASSENGER AUTOS: County 217,646 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 51,564

8 - GAS METERS: Residence 36,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Petroleum 14,500; Chemicals 11,250; Construction 15,800; Food 1,050; Machinery 1,550; Transportation Equipment 4,750; Mining 1,300; Paper Lumber, Wood Products 1,550; Transportation 7,400; Fabricated Metal Products 3,200.
Principal Shopping Days-Thurs., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(52)	4	White House, Ardan, Bealls, Market Basket
Gaylynn(12)	3	Bealls, Fair
Parkdale Mall(84)	6	JCPenney, Bealls, Joske's, Wards
Stadium(9)	3	Market Basket, Bealls
23rd St.(8)	4	Market Basket
Village(30)	4	Gibson's, Market Basket
Parkway Plaza(12)	5	Handy Dan, Kroger
Tower Plaza(6)	NA	
Fullbright(8)	4	Discount Foods
Forest Park(5)	7	Gerland's
11th St. Plaza(25)	3	
Ridgewood Center(10)	3 NA	Norman's
Westmont Center(21)	6	Eckerd's, Weingarten's
Phelan Center(17)	4	Albertson's
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thu., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Bealls; Palais Royal; Sears; JCPenney; Joske's; Montgomery Ward.
Discount Stores-Gibson's; Giant Food Center; K mart; Gemco; Ardan; Wilsons; Target.
Variety Stores-Murphy's; McCrory.
Chain Drug Stores-Walgreens 3; Bill Thames'; Smith's 2; De Koven; Richard's RX; Eckerd's 4; Lovoi & Son's 2; Medical Ctr.; Raimey's 2; Sommer's 5; Sav-Mor; Savon.
Chain Supermarkets-Weingarten's 2; Ace Drive In 2; Jim's Drive In 3; 7-Eleven 18; O'Bannion's 13; Market Basket 17; Gerland's 3; Discount Foods; Albertson's; Safeway; Country Pantry 7; Fertitta's 5; Kwik Pantry 3; Sak-N-Pak 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Stride-Rite Shoes; Waldenbooks; Cloth World; Hancock Fabrics; Catherine's Stout Shoppe.

14 - NEWSPAPERS: ENTERPRISE (m) 67,806; JOURNAL (e-mon to fri) 9,322; ENTERPRISE-JOURNAL (sat & hol) 70,339; (S) 79,495; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE and JOURNAL, 380 Walnut, P.O. Box 3071, Beaumont, TX 77701; Tel. (409) 833-3311.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas & 333 mi. East of El Paso.

2 - TRANSPORTATION: Railroads-Texas & Pacific (division point.)
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; Loc. Est. 25,792
CZ-ABC: (80) 24,804; (83) 23,800
Bal. in PMA-ABC: (80) 8,338; (83) 8,100
County 80 Cen. 33,142; Loc. Est. 34,656
Total PMA-ABC: (80) 33,142; (83) 31,900
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089; Loc. Est. 9,970
CZ-ABC: (80) 9,089; (83) 9,000
Bal. in PMA-ABC: (80) 2,876; (83) 3,000
County 80 Cen. 11,965; Loc. Est. 13,143
Total PMA-ABC: (80) 11,965; (83) 12,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$274,668,967
Savings & Loan	2	$173,786,053

6 - PASSENGER AUTOS: County 34,647 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 10,604

8 - GAS METERS: Residence 9,491

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Processing 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park(21)	-1	TG&Y, Safeway, Anthony's
Highland South(24)	2	Montgomery Ward, Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart
Big Spring Mall(14)	3	JCPenney, Bealls

Principal Shopping Days-Department Stores-Sat., Mon., Fri., Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, K mart, JCPenney, Bealls, TG&Y; all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; Montgomery Ward; C.R. Anthony; JCPenney; Bealls.
Discount Stores-Gibson's; K mart; Wal-Mart; TG&Y.
Variety Stores-Woolworth.
Chain Drug Stores-Leonard's 6; Professional Phcy.
Chain Supermarkets-Safeway 2; Winn-Dixie; Furr's; Giant Discount; Newsom's.
Other Chain Stores-Beall's; Zale's 2; Barnes-Pelletier; Firestone; White's (home & auto); Goodyear; S&H Green Stamps; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Alladin's Castle; Cowtown Boots.

14 - NEWSPAPERS: HERALD (e-mon to fri) 10,554; (S) 11,963; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thad Byars, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; Loc. Est. 7,374
County 80 Cen. 24,285; Loc. Est. 25,453

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877; Loc. Est. 2,911
County 80 Cen. 9,267; Loc. Est. 10,123

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: 22,326 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agriculture; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter -5-55. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated, abundant supply.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Benley's; Duke & Ayres.
Discount Stores-Gibson; Brittain Discount; Wal-Mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,808; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Michael B. Cooper, Pub., FAVORITE, Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; Loc. Est. 17,324
CZ-ABC: (80) 17,566; (83) 18,600
RTZ-ABC: (80) 21,619; (83) 22,400
County 80 Cen. 26,304; Loc. Est. 28,448
City & RTZ-ABC: (80) 39,185; (83) 41,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093; Loc. Est. 6,790
CZ-ABC: (80) 6,768; (83) 7,400
RTZ-ABC: (80) 7,733; (83) 8,300
County 80 Cen. 9,837; Loc. Est. 11,119
City & RTZ-ABC: (80) 14,501; (83) 15,700

5 BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$48,773,144
Commercial	2	$136,420,228

6 - PASSENGER AUTOS: County 33,724 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,646

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink Devel. & Res.; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)	0	Food Bonanza, TG&Y
Downtown	NA	Whites
Bunavista	NA	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods
North Park Center	1	TG&Y

Principal Shopping Days-Mon., Wed., Thu., Sat.
Stores Open Evenings-JCPenney, Thu., Food, daily.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; JCPenney; Bealls.
Variety Stores-M.E. Moses; TG&Y.
Chain Drug Stores-Heard & Jones; Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr Food; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6; Jim's 2; Venture Foods; Taylor and Sons.
Discount Stores-K mart; TG&Y.
Other Chain Stores-Hasting Books & Records; White's; Zale's Oklahoma Tire; Hub Clothiers; Singer Co.; Montgomery Ward (catalog); Sears (catalog); PayLess Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 8,036; (S) 8,912; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, PO Box 5130, Borger, TX 79007; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4, County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads-Gulf, Colorado & Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; Loc. Est. 12,083
County 80 Cen. 21,998; Loc. Est. 23,890

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,798; Loc. Est. 3,870
County 80 Cen. 7,817; Loc. Est. 8,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$140,000,000
Savings & Loan	3	$80,000,000

6 - PASSENGER AUTOS: County 21,605 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Manf. Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown-5 Block Square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square.

13 - RETAIL OUTLETS: Department Stores-JCPenney; New York; Lou's; Cato's, Wenier's; Marsh-Bode & Tonn.
Discount Stores-Wal-Mart; Eckerd's Drug.
Variety Stores-Perry Bros.
Chain Supermarkets-Food City; Brookshire Bros.; H.E.B.; Safeway; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri) 5,987; June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Don R. Chandler, Asst. Pub., BANNER PRESS, Box 585, Brenham, TX 77833; Tel. (713) 836-7956.
National Representative: U.S. Suburban Press, Inc.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA). E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines: Emerald.

3 - POPULATION:
Corp. City 80 Cen. 84,997; Loc. Est. 97,138
CZ-ABC: (80) 84,997; (83) 99,900
RTZ-ABC: (80) 207,376; (83) 313,800
County/MSA 80 Cen. 209,680; Loc. Est. 239,631
City & RTZ-ABC: (80) 292,373; (83) 413,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882; Loc. Est. 25,814
CZ-ABC: (80) 22,882; (83) 27,900
RTZ-ABC: (80) 52,333; (83) 75,800
County/MSA 80 Cen. 58,409; Loc. Est. 69,748
City & RTZ-ABC: (80) 75,215; (83) 103,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$650,883,660
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 130,537 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 25,804

8 - GAS METERS: Residence 12,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Fishing-Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23. Last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. bet. Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	NA	Dillards, JCPenney, Montgomery Ward
Hospital(55)	NA	Ransome's
N. Park Plz.(40)	NA	Kroger Family Ctr.
Palm Vlg.(18)	NA	King Mart
Sunrise Mall(85)	NA	Sears, Bealls, K mart

Principal Shopping Days-Mon. & Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony; Bealls; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillards.
Discount Stores-K mart; Gibson's; Wal-Mart; Ardans.
Variety Stores-Kress; Woolworth; McCrory's.
Chain Drug Stores-Walgreen; Rexall; Medico.
Chain Supermarkets-H. E. Butt 2; El Centro 2; Kroger; King Mart 2; Lopez 4; Saldana; Valley Mart 2; Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Show Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Popular, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's; Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Strouds Furniture.

14 - NEWSPAPERS: HERALD (e-mon to fri) 14,776; (S) 18,067; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l Adv. Dir., HERALD, PO 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3. County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 279 & 10.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines; Continental Trailways.
Airlines-Eagle Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,203; Loc. Est. 20,390
CZ-ABC: (80) 21,709; (83) 23,600
RTZ-ABC: (80) 70,712; (83) 75,800
County 80 Cen. 33,057; Loc. Est. 36,638
City & RTZ-ABC: (80) 92,241; (83) 99,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203; Loc. Est. 7,417
CZ-ABC: (80) 8,098; (83) 9,200
RTZ-ABC: (80) 27,916; (83) 30,800
County 80 Cen. 12,308; Loc. Est. 14,272
City & RTZ-ABC: (80) 36,014; (83) 40,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$210,002,285
Savings & Loan	1	$192,257,050

6 - PASSENGER AUTOS: County 33,255 (all vehicles 1981)

7 - ELECTRIC METERS: 8,205

8 - GAS METERS: 6,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-RR 356; Needlecraft 165; 3M 600; Superior Cable 273; Rock River Woolen Mill; Kohler 300; Ross Co. 150; FMC Wellhead Division, 80
Principal Pay Days-Fri.; 1, 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center.; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Bealls, JCPenney
Sav-On-Food	0	Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd's
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Safeway, Thornton's, TG&Y Singer Sewing Ctr.
Village	NA	Pat Walker's, Fans & Things, Music Box

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Gregory's 5th Season; JCPenney; Montgomery Ward; Sears; Bealls; Thornton's; Stevenson's; Worth's; Connies.
Discount Stores-Gibson; Thompson Surplus; K mart.
Variety Stores-TG&Y; Motts.
Chain Drug Stores-Gibson; Walgreen; Eckerd's; Revco; Sav-X.
Chain Supermarkets-Safeway; Winn-Dixie; Sav-On Food 2; Kroger.
Other Chain Stores-Western Auto; Sherwin Williams; Goodyear; Firestone; Shook Tire; Higginbotham Bros.; Nathan's; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; Jo Ann Fabric; Zales; Kay Jewelers; Kinney Shoes; Gallenkamp Shoes; Athlete's Foot; T-Shirts Plus; Gateway Cards; B. Dalton Booksellers; Love Shop; Peanut Shack; Circus World Toys; PayLess Shoe Source; Bush Ltd.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,348; (S) 12,437; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Arnold, Adv. Mgr., BULLETIN, 700 Carnegie, Box 1188, Brownwood, TX 76801; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway bet. Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Davis Airlines; Rio Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; Loc. Est. 91,908
  Bryan 80 Cen. 44,337; Loc. Est. 48,852
  College Station 80 Cen. 37,272; Loc. Est. 43,057
PMA-ABC: (80) 93,588; (83) 110,800
RTZ-ABC: (80) 51,434; (83) 55,400
County/MSA 80 Cen. 93,588; Loc. Est. 108,114
PMA & RTZ-ABC: (80) 145,022; (83) 166,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 28,048; Loc. Est. 32,482
  Bryan 80 Cen. 16,081; Loc. Est. 18,219
  College Station 80 Cen. 11,967; Loc. Est. 14,263
PMA-ABC: (80) 32,488; (83) 39,900
RTZ-ABC: (80) 19,062; (83) 21,200
County/MSA 80 Cen. 32,488; Loc. Est. 39,330
PMA & RTZ-ABC: (80) 51,550; (83) 61,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$403,176,000
Savings & Loan	5	$329,280,000

6 - PASSENGER AUTOS: County 70,876 (all vehicles 1981)

7 - ELECTRIC METERS: Bryan 18,309; College Station 10,850

8 - GAS METERS: 20,255

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Furniture 475; Rubber Slabs & Sales 275; Alum Windows 593; Poultry Proc. 115; Agri. Chemicals 146; Texas A&M (College Station) 9,200; Allen Military Academy (Bryan); Texas Instruments 500; Oil Well Products 150; Computer Terminals 300; Westinghouse 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Areas-Downtown Bryan Area: 10 blocks long; 5 blocks wide; Manor East Mall; Post Oak Mall (1,000,000 sq. ft.); Townshire Center; 13 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Weingarten
Culpepper Plaza(26)	NA	Safeway, Weiner's
Manor East(20)	NA	JCPenney, Fair, Montgomery Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Sears, Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr.(10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn. Woodstone
Post Oak Mall(88)	NA	Sears, Dillards

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall Bros.; K. Wolen's; Edge's; Weiner's; J.B. White; Margo la Mode; Skagg's; Dillards; Foley's.
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd's; Skagg's.
Discount Stores-TG&Y; K mart; Wal-Mart.
Chain Supermarkets-Safeway 3; Weingartens; Piggly Wiggly 3; Kroger's 2; Skagg's.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; S&H Green Stamps; Star Furn.; PayLess; Fair; Cloth World; Hancocks; Ardans; Willards; Wilsons; Goodyear.

14 - NEWSPAPERS: EAGLE (m) 23,933; (S) 26,985; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Greg Shrader, Adv. Dir., EAGLE, PO Box 2000, Bryan, TX 77805; Tel. (713) 779-4444.
National Representatives: Harte-Hanks Communications; Branham/Newspaper Sales.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA). E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; it is a subdivision of Houston. N.A.S.A. Johnson Space Center, 4 mi. away. Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston Henderson RR Co.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport. 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone Loc. Est. 80,000
County 80 Cen. 2,409,544; Loc. Est. 2,694,545
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,920
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Retail Trading Zone Loc. Est. 31,000
County 80 Cen. 869,880; Loc. Est. 1,017,869
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$96,907,000
Commercial	6	$121,900,000

6 - PASSENGER AUTOS: County 2,055,008 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline. soft.

12 - RETAILING: **Principal Shopping Center**-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreen
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd's
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores-Gibson's; K mart; Target.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Walgreen; Eckerd's; SupeRx.
Chain Supermarkets-Eagle; Kroger; Safeway; Weingarten's; Gerland's.
Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to sat; S) 6,101; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Adv. Dir., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press, Inc.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA) E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: **Railroads**-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight-Central; Western Tex-Pac Express; Santa Fe Transpt.
Airlines-60 mi. to DFW Int'l. Airport-Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 19,218; Loc. Est. 19,997
County 80 Cen. 67,649; Loc. Est. 70,100
PMSA 80 Cen. 973,138; Loc. Est. 1,066,297

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; Loc. Est. 8,196
County 80 Cen. 23,122; Loc. Est. 24,800
PMSA 80 Cen. 349,034; Loc. Est. 400,313

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$279,370,000
Savings & Loan	3	$88,716,069

6 - PASSENGER AUTOS: County 65,731 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 8,581

8 - GAS METERS: Residence 6,842

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prod.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prod. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prod.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: **Principal Shopping Centers**-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	JCPenney
Meadowbrook(6)	NA	Bealls, Wacker's
Ridgeway(4)	NA	True Value Hdwr.
Nolan River(33)	NA	K mart, Bealls, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lintz; Howells; JCPenney; Montgomery Ward; Sears; Mr. Gus; Bealls; K. Wolens.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Winn's; Wal-Mart; K mart
Chain Drug Stores-Rexall 4; Gibsons; Eckerd's; Revco; Safeway.
Chain Supermarkets-Piggly Wiggly; Safeway Super Store; Winn-Dixie; Thrift Mart; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; Mode O' Day; True Value Hardware; Zales; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinney; Pearl Vision; Stevensons; Giovannis; Aladins Castle; Walden II; Jewel-T; Marr's Short Stop 4; Chief Auto Parts; Scotty's Auto; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Handy Man Hardware; Hallmark Cards; Fayva.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri) 9,344; (S) 11,300; sworn Sept. 24, 1982.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE
See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County, (in Houston PMSA) E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy 75; I-45.

2 - TRANSPORTATION: **Railroads**-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airline-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; Loc. Est. 19,194
CZ-ABC: (80) 18,034 (83) 16,900
RTZ-ABC: (80) 110,453; (83) 148,000
County 80 Cen. 128,487; Loc. Est. 149,433
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,920
City & RTZ-ABC: (80) 128,487; (83) 164,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660; Loc. Est. 7,213
CZ-ABC: (80) 6,660; (83) 6,500
RTZ-ABC: (80) 34,827; (83) 48,700
County 80 Cen. 41,487; Loc. Est. 50,467
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240
City & RTZ-ABC: (80) 41,487; (83) 55,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 112,535 (all vehicles 1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Hardwood Lumber; Timber; Carbon Black; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe(14)	NA	Sears, Wacker's Variety
Greenspoint	NA	Beall Bros.
East Davis(8)	NA	Piggly Wiggly
Edgewood	NA	Weingarten
North Hills(34)	NA	Wests, M&L Variety
Crossroads	NA	Eckerd's, Wackers, Safeway

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Wests; Gibsons; Whites.
Variety Stores-M&L.
Chain Supermarkets-Kroger; Weingarten; Safeway; Piggly Wiggly 2; Brookshire Bros. 2; Jamail's.
Other Chain Stores- Radio Shack; Weiners; JCPenney; Montgomery Ward; Western Auto; Amato's; Randall's; Rice; Wal-Mart; Beall Bros.

14 - NEWSPAPERS: COURIER (e) 10,926; (S) 12,113; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alan Smith, Adv. Dir., COURIER, 100 Ave. A, Conroe, TX 77301; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press, Inc.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77 & 181; State Hwys. 9, 44, 286. Average Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-Alamo Express; Brown Express; ETMF Freight Systems; Central Freight; Lee Way Motor Freight; Missouri Pacific Truck Lines; Rodeway Express; Ryder Truck Lines; Red Arrow; Southern Pacific; Southwestern Motor; Tex-Pack Express; Yellow Freight System.
Airlines-American; Eagle, Eastern; Texas International; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 231,999; Loc. Est. 245,604
CZ-ABC: (80) 236,477; (83) 253,200
Bal. in PMA-ABC: (80) 89,751; (83) 97,900
Bal. in RTZ-ABC: (80) 146,091; (83) 155,200
County 80 Cen. 268,215; Loc. Est. 283,943
MSA 80 Cen. 326,228; Loc. Est. 346,960
Total PMA-ABC: (80) 326,228; (83) 351,100
CZ-PMA & RTZ-ABC: (80) 472,319; (83) 506,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,661; Loc. Est. 83,219
CZ-ABC: (80) 77,844; (83) 86,500
Bal. in PMA-ABC: (80) 26,696; (83) 30,200
Bal. in RTZ-ABC: (80) 46,047; (83) 50,700
County 80 Cen. 86,989; Loc. Est. 96,289
MSA 80 Cen. 104,540; Loc. Est. 116,223
Total PMA-ABC: (80) 104,540; (83) 116,700
CZ-PMA & RTZ-ABC: (80) 150,587; (83) 167,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	$1,500,000,000
Savings & Loan	9	$580,000,000

6 - PASSENGER AUTOS: County 217,686 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 86,000

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars; Fabricating; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Utilities; Stone, Clay & Glass; Allied Products; Garment Mfg.
Principal Pay Days-1st, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Average, 63.7-78.6; mean average 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall; S. Padre Island Dr. & Airline Rd.
Neighborhood Shopping Centers-Airline Park, 5900 Williams; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plaza, 5800 Everhart; Country Village, 5810 S. Staples; The Crossings, Staples & Holly; Crossroads Shopping Village, 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda At Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Square, 1016 Santa Fe at Hancock & Third; Kingsberry Square, 6400 Weber at Saratoga; Meadowbrook, 4700 S. Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Square, 5500 Everhart; Windsor Park, 4300 S. Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Arcadia Village(12)	NA	Handy Andy
Ayres St.(14)	NA	H.E.B.
Gulfway(42)	NA	Sun Harvest
Hemin Place	NA	Hamlin Phcy.
K mart(8)	NA	K mart
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Bealls, Dillards, JCPenney, Zale's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Bealls, Eckerd's,
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Shoppers World	NA	Foodland
Stonewall Mall(4)	NA	Model Market
Suburban City	NA	Huff's Foodtown
Sunrise Mall(95)	NA	Frost, Joske's, Sears, Eckerds
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Weber Square(16)	NA	H.E.B., White's
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Bealls, Eckerds

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night 'til 9.

13 - RETAIL OUTLETS: **Department Stores**-Bealls; Dillards; Frost Bros.; Joske's; JCPenney; Oshman's; Sears.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.
Chain Drug Stores-Walgreen; Eckerd's 7; Parr's; Nichols 3; Rexall 5; City Pharmacy; Economical Clinic; Lamar Park; Port Avenue.
Chain Supermarkets-H. E. Butt 12; Model Mkt.; Kroger's 3; Foodtown 7; Maverick Markets 39; Super-D; Super-Max 5; Circle K 26; 7-Eleven 20; Warehouse Groceries 2; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 61,523; TIMES (e-mon to fri) 24,040; (sat) 69,890; (S) 88,860; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Nat'l. Adv. Coordinator, CALLER and TIMES, 820 Lower Broadway, Corpus Christi, TX 78408; Tel. (512) 884-2011.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

CORSICANA

1 - LOCATION: Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 21,712; Loc. Est. 23,241
County 80 Cen. 35,323; Loc. Est. 38,314

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323; Loc. Est 8,941
County 80 Cen. 13,331; Loc. Est. 15,097

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County 31,947 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage-N.A.)-Soft Drink Bottles 270; Pastries & Cake 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chip 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prod. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 400.

10 - CLIMATE: Min. & max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Circle(7)	NA	Gibsons, Winn's
Novarro Mall(18)	NA	Bealls, Woolworths
Seventh Ave.	NA	Eckerd's, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, J.M. Dyer; JCPenney; Miles, Tekell's; Bealls; Montgomery Ward.
Variety Stores-Duke & Ayres.
Discount Stores-Gibsons; K mart; K. Wolens; Woolworth.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; White Auto; Radio Shack.

14 - NEWSPAPERS: SUN (e-mon to fri; S) 10,548; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: A.J. Keeney, Pub., SUN, PO Box 622, Corsicana, Tx 75110; Tel. (214) 872-3931.
National Representatives: Branham/Newspaper Sales; Harte Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 87, 51, and 54. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Ft. Worth & Denver.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; Loc. Est. 6,782
Counties 80 Cen. 10,518; Loc. Est. 10,942
Dallam 80 Cen. 6,531; Loc. Est. 6,718
Hartley 80 Cen. 3,987; Loc. Est. 4,224
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; Loc. Est. 2,613
Counties 80 Cen. 3,747; Loc. Est. 4,088
Dallam 80 Cen. 2,386; Loc. Est. 2,609
Hartley 80 Cen. 1,361; Loc. Est. 1,479

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$156,607,000

6 - PASSENGER AUTOS: Counties, Dallam 7,481; Hartley 4,303 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 2,759

8 - GAS METERS: Residence 2,937

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Meat Proc. 75 ($150); Electric Power 48 ($200); Feed Proc. 75 ($150); Cold Drinks 65 ($175); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Center on 7th St.; Apache Shopping Center on 16th and Tennessee (Furr, United Food Store, Furniture Fashions).
Principal Shopping Days-Thu., Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Wards.
Variety Stores-H&B; Franklin's.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Furr Family; Porters; Alsop's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,764; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA), E&P Map E-3. Northeast portion of Texas on Trinity River 32 miles from Fort Worth, 240 miles NW of Houston and 300 miles NE of San Antonio. On interstate Highways 20, 30, 35E, and 45. Also U.S. Highways 67, 75, 77, 80 and 175; State Hwys. 78, 114, 183, 289, 121, 342, 352, 356. County Seat. A financial, distribution, educational, marketing and insurance center. Manufacturing, wholesale and retail trade, real estate, transportation and convention trade add to Dallas' economy.

2 - TRANSPORTATION: Railroads-Amtrak; Atchison Topeka & Santa Fe; Burlington Northern; Kansas City Southern Lines; Fort Worth and Denver; Missouri-Kansas-Texas; Missouri Pacific; St. Louis Southwestern; Southern Pacific.
Motor Freight Carriers-61 lines serve Dallas.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises.
In-city Bus Service: Dallas Transit System (105 routes).
Airlines-Air Canada; Air 1; Air Jamaica; American; British Caledonian; Cen-Texas; Chaparral; Continental; Delta; Eagle; Eastern; Flying Tiger; Frontier; Jet America; Lufthansa; Metro Airlines; Mexicana; Midway; Muse Air; Northeast Orient; Ozark; Piedmont; Pan Am; Rio; Skyways; Southwest; Sunbelt; Thai International; Trans American; Trans-Central; TWA; United; USAir; Western; and over 12 air cargo shippers and 4 rental firms.

3 - POPULATION:
Corp. City 80 Cen. 904,078; Loc. Est. 938,250
County 80 Cen. 1,556,549; Loc. Est. 1,644,000
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,390; (83) 1,688,200
Bal. in PMA-ABC: (80) 2,417,136; (83) 2,704,100
Total PMA-ABC: (80) 3,973,526; (83) 4,392,300
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,390; (83) 1,688,200
RTZ-ABC: (80) 1,237,458; (83) 1,395,400
City & RTZ-ABC: (80) 2,793,848; (83) 3,083,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; Loc. Est. 390,059
County 80 Cen. 577,753; Loc. Est. 628,200
PMSA 80 Cen. 711,093; Loc. Est. 809,082
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701; (83) 650,300
Bal. in PMA-ABC: (80) 863,627; (83) 1,001,400
Total PMA-ABC: (80) 1,441,328; (83) 1,651,700
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701; (83) 650,300
RTZ-ABC: (80) 439,257; (83) 513,200
City & RTZ-ABC: (80) 1,016,958; (83) 1,163,500

5 - BANKS	NUMBER	DEPOSITS
(Dallas County)		
Commercial	130	$22.9 billion
Savings & Loan	35	$6.8 billion

6 - PASSENGER AUTOS: County 1,436,649 (all vehicles 1981)

7 - ELECTRIC METERS: Res. Ind. & Comm. 492,839 (Avg. monthly chg. 500 KWH $38).

8 - GAS METERS: Res. Ind. & Comm. 236,047 (Avg. monthly chg. 1000 cubic ft. $4.25).

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth SMSA (State of Texas Avg. Wkly. Wage)Wholesale and Retail Trade 430,000 ($226); Manufacturing 309,000 ($356); Services and Misc. 305,000 (NA); Government 182,700 (NA); Financial, Insurance, Real Estate 119,800 (NA); Transportation and Utilities 96,200 ($385); Construction 80,400 (NA); Mining 33,000 ($440); Total Labor Force 1,676,000.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp. Annual Avg. 66F; Hottest month (Avg. 24 hr. temp.) 85F. Coldest month (Avg. 24 hr. temp.) 45F. Record temps. (highest) 113F; (lowest) 4F; Precipitation: Avg. Annual 32 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Major Shopping Centers-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Square; Downtown Dallas; Preston Center; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Abrams-Forest; Bruton Road Village; Bruton Terrace; Buckingham Plaza; Broadway Village; Canyon Creek; Carrollton Center; Caruth Plaza; Casa Linda Plaza; Casa View; Custer Square; Cedar Crest; Duncanville Village; Hampton Square; Hampton Village; Highland Park Village; Hillcrest Village; Independence Square; Inwood Village; Keystone Park; Kiest-Polk Village; Knox Street Village; Lancaster-Kiest; Lochwood Mall; MacArthur Center; Marsh Lane Plaza; Meadow Central Mall; Medallion Center; Mirale Mile; Northlake; Northwood Hills; Oak Lawn; Old Town in the Village; Olla Podrida; Parker Plaza; Park Forest; Pepper Square; Pleasant Grove; Plymouth Park; Preston Royal; Richardson Heights; Sakowitz Village; Snider Plaza; South Park; Spanish Village; Spring Creek Village; Spring Valley; Stevens Park; The Corner; The Quadrangle; Valwood Village; Turtle Creek Village; Walnut Hill Village; Walnut Plaza; plus over 125 smaller centers throughout Dallas and suburban area.
Major Retail Shopping Areas: Preston Road; Lovers Lane; Mockingbird Lane; Dallas North Parkway; Beltline Road; Northwest Highway; Buckner Boulevard; Garland Road; W. Jefferson; Interstate 30; Interstate 20; Interstate 35E; North Central Expressway; Inwood Road; Lemmon Avenue; Oak Lawn; Plano Road; Greenville Avenue; McKinney Avenue; Hampton Road; Kiest Boulevard; Lake June Road; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Road; Coit Road; Arapaho Road; Zangs Boulevard; Illinois and the Downtown area.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Many stores open to 9 PM every night except Sat. Most stores open to 9PM Thurs. Food stores open late every night.

13 - RETAIL OUTLETS: Department Stores-Sanger-Harris (11); Joske's (12); Dillards (9); Neiman Marcus (4); Lord & Taylor (3); JCPenney (14); Sears Roebuck (13); Montgomery Wards (11); Myers (11); Sakowitz; Marshall Field; Saks Fifth Avenue; Bloomingdale's; Mervyn's.
Discount Stores-K mart (22); Target (10); Gibson (14); Sterling Wholesale Jewelry (3); Best Products (3); O.G. Wilson's (2); Wilson's Jewelry Showrooms (2).
Variety Stores-M. E. Moses (27); Mott (18); Ben Franklin (5); TG&Y (6); Duke & Ayers (4); H.L. Green (2); McCrory (3); Hall's (3).
Chain Drug Stores-Revco (70); Eckerd's (40); Myatt's (7); Drug Mart (6); Page Drug/Tom Thumb (29); Skaggs Alpha Beta Pharmacies (14); Treasury Drug (20); Myers & Rosser (6); Safeway Stores Pharmacies (10); Dougherty's (4); Gibson Pharmacies (6); K mart Pharmacies (8); Raven's (4); Target Stores Pharmacies (3); Kroger (2).
Chain Supermarkets- Safeway (53); Tom Thumb (37); Minyard's (41); Kroger (28); Skaggs Alpha Beta (13); Winn-Dixie (11); Piggly Wiggly (4); 7-Eleven (157); Stop 'N Go (36); Schepps (19); Mr. M (18); Affiliated.
Other Chains-Women's Apparel: J. Brannum Co., Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner Shops, Margo's, Margies, Mervyn's, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Western Junction; Family Clothing Stores: Jas. K. Wilson, Woolf Bros., Scheplers, Coopers, Culwell and Son, Longhorn; Shoe Stores: Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman Stores, Kinney, Larry's, Knapp Shoes, Naturalizer Stores, PayLess, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear Stores, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Everts, Fullers, Gordon's, Linz Jewelers, Ounce 'O Gold, Rings and Things, Semor Jewelers, J.C. Sloan, Tabers, Sterlings, Wilsons, Zales; Cleaners: Fishburns, Holiday, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, PayLess Cashways, Sutherland Lumber, Ivy Lumber, Simms-Moore, Wickes Home Ace Hardware, Blue Grass, C&S, Sharp Hdwe., Olympic Paint Stores, Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Colony Paints, Dutch Boy, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Home Furniture, Baggarts, Freed Furniture, Drexel Furniture Stores, Ethan Allen Galleries, Kenyon's, Hart, La Z Boy Stores, Rick Furniture, Levitz Furniture, Sleep Country, Duffey's, Weirs; TV-Stereo: J.G. Boyd's, Curtis Mathes TV Centers, Videoland, Video of Texas, CMC Stereo, Custom Hi Fi, Sound Climax, Thompson Sound, Radio Shack.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 328,332; (S) 406,893; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Freudenfeld, Display Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 745-8222.
National Representative: Cresmar, Woodward, O'Mara & Ormsbee; Leonard Company.
DALLAS TIMES-HERALD (all day) 272,870; (S) 360,639; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Merrill, Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6111.
National Representative: Branham/Newspaper Sales.
DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 237,575; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5, County Seat, 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines- Painter (Greyhound Affiliate); Continental Trailways; Oil Field.

3 - POPULATION:
Corp. City 80 Cen. 30,034; Loc. Est. 32,614
County 80 Cen. 35,910; Loc. Est. 38,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City. 80 Cen. 8,724; Loc. Est. 9,333
County 80 Cen. 10,355; Loc. Est. 11,786

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$170,171,126
Savings & Loan	2	$36,606,232

6 - PASSENGER AUTOS: County 26,725 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 13,266

8 - GAS METERS: Residence 7,168

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; R.R.; Clothing; Winery; Electronics; Bottling; Construction.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.
Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; East Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Dreamland Waterbeds, Omaha Insurance
La Villita(30)	NA	Anthony's Food City
Plaza del Sol(48)	NA	Bealls, K mart

Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gurantee Store; Beall's; Terry-Farris; Anthony.
Variety Stores-Kress; Perry Bros. 2.
Discount Stores-"M" Systems; Warehouse Groceries; K mart; Wal-Mart.
Chain Drug Stores-"M" Systems; PayLess 2; Skillerns.
Chain Supermarkets-H. E. Butt 2; Short Stop Drive In 3; Urby's; Fina One Stop 2; Foodway, Minit Mart 4.
Other Chain Stores-Lane's; Three Sisters; Charm; Firestone; Goodyear; Western Auto; Goodrich; True Value Hardware; Ace Hardware; Radio Shack; Montgomery Ward (catalog); Sears (catalog); Lacks; Zale's; Gordon; Brockwell.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,031; (m-sat) 5,791; (S) 6,305; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Oscar San Miguel, Adv. Mgr., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.
National Representative: None.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69 & 75; State Hwys. 6, 84, & 169.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884; Loc. Est. 24,356

CZ-ABC: (80) 23,884; (83) 24,200
Bal. in PMA-ABC: (80) 65,912; (83) 70,400
County/MSA 80 Cen. 89,796; Loc. Est. 95,602
Total PMA-ABC: (80) 89,796; (83) 94,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,304; Loc. Est. 9,372
CZ-ABC: (80) 9,304; (83) 9,800
Bal. in PMA: (80) 24,688; (83) 27,300
County/MSA 80 Cen. 33,972; Loc. Est. 37,901
Total PMA-ABC: (80) 33,972; (83) 37,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$193,077,014

6 - PASSENGER AUTOS: County 85,386 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 9,309

8 - GAS METERS: Residence 7,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Medicare Claims Processing 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 420; Men's Slacks 400; Box Cars 800; Refrigerated Dough Products 287; Earth Augers 313; Edible Oil Products 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prod. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14. Last killing frost, Mar. 21

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S. Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway	5	Sears
Sher-Den Mall(68)	6	JCPenney, Bealls, Montgomery Ward
West Park	11	Piggly Wiggly, Wackers

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Shopping centers every evening. Downtown-Thu. to 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Bealls.
Chain Supermarkets-Piggly Wiggly; Safeway; Bestyet; Kroger.
Discount Stores-Wackers; Wal-Mart; K mart.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,218; (S) 14,845; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blake, Adv. Dir., HERALD, 331 W. Woodard, Denison TX 75020; Tel(214) 465- 7171
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

DENTON

1 - LOCATION: Denton County. (In Dallas PMSA), E&P Map E-2, County Seat. Educational manufacturing, retail & shipping ctr. N. central part of State. 38 hwy. mi. from Dallas; 35 hwy. mi. from Ft. Worth. Junction of Interstate 35W and Interstate 35E; State Hwys. 377 & 380.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Santa Fe; Texas & Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,063; Loc. Est. 50,652
CZ-ABC: (80) 48,980; (83) 48,300
RTZ-ABC: (80) 126,590; (83) 166,400
County 80 Cen. 143,126; Loc. Est. 166,861
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889
City & RTZ-ABC: (80) 175,570; (83) 214,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522; Loc. Est. 19,147
CZ-ABC: (80) 17,838; (83) 18,300
RTZ-ABC: (80) 42,522; (83) 58,300
County 80 Cen. 49,134; Loc. Est. 60,089
PMSA 80 Cen. 711,093; Loc. Est. 809,082
City & RTZ-ABC: (80) 60,360; (83) 76,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$286,077,453
Savings & Loan	3	$246,078,798

6 - PASSENGER AUTOS: County 124,453 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 18,600

8 - GAS METERS: Residence 13,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll)North Texas State Univ., 4,047 ($52,500,000); Texas Women's Univ., 914 ($22,282,000); Denton State School, 1,600 ($19,000,000); Welding Equip. & Suppl., 650 ($12,000,000); Business Forms, 590 (over $10,000,000); Flour, Corn Meal, Convenience Foods, 163 ($2,700,000); Diesel Trucks, 340 (N.A.); Clothing, 321 (over $7,000,000); Bricks, 250 ($2,600,000) Microwave Antennae, 286 ($4,400,000); Rings, 315 ($6,000,000).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; ph 7.8.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks east on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W. Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Square(18)	NA	Revco
Denton Center(19)	NA	Zales, JCPenney
Sunset(10)	NA	Sherwin-Williams
University Center(8)	NA	S&H Green Stamps

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Russells; JCPenney; Sears; Beall's; Craven; Dillards; Montgomery Ward; Wilsons.
Discount Stores-Wal-Mart; K mart.
Variety Stores-M.E. Moses; McCrory's.
Chain Drug Stores-Revco 2; Eckerd's 2; Osco.
Chain Supermarkets-Safeway 2; Kroger; Piggly Wiggly 4; Buddies 2; Skaggs'; Alpha Beta; Minyards.
Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashion Store; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Flagg Bros. Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; Jo Ann Fabrics; John's Jeans; Joyce Bertram Bath; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; PayLess Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 15,123; (S) 17,921; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Patterson, Adv. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Papert Companies.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA), E&P Map D-6, County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Continental; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 24,075; Loc. Est. 26,855
County/MSA 80 Cen. 283,229; Loc. Est. 323,645

4 - HOUSEHOLDS:
City 80 Cen. 6,755; Loc. Est. 7,247
County/MSA 80 Cen. 75,816; Loc. Est. 90,760

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$111,882,282
Savings & Loan	2	$151,583,085

6 - PASSENGER AUTOS: County 181,635 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

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than dallas/fort worth and houston,
MUCH MORE...

2.3 million Texans

$2.7 billion food sales

780,000 homes

DALLAS FORT WORTH
HOUSTON

$20 billion buying income

$1.6 billion retail sales

TheAustinGroup
Austin American-Statesman, Austin, Texas
Waco Tribune-Herald, Waco, Texas
Port Arthur News, Port Arthur, Texas
Longview News Journal, Longview, Texas
Lufkin News, Lufkin, Texas
Cox Newspapers

512-445-3745

• 1983 S & MM Survey of Buying Power

Represented nationally by CWO&O

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 2,300; Mineral Extraction; Oil N.A.; Mfg. and Const. N.A.; Govt. Service 1,090; Non-Ag. 2,900; Pan American Univ. 820.
Principal Pay Days-Sat. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plaza (6 stores); University Plaza (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Bealls; J&V Mart.
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Medico; Eckerd's.
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Treveno's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; PayLess Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zales.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 5,050; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr., Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative: None.

EL PASO

1 - LOCATION: El Paso County (MSA). E&P Map A-3, County Seat. SW tip of Texas. Wholesale & mfr. ctr. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W. Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Continental Trailways; Autobuses Intercionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus De Mexico; Tex. N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Continental; Aeronaves de Mexico; Frontier; Southwest; Airways of New Mexico; Eastern; Texas Int'l Permian Airways.

3 - POPULATION:
Corp. City 80 Cen. 425,259; Loc. Est. 452,712
CZ-ABC: (80) 437,946; (83) 493,100
RTZ-ABC: (80) 355,248; (83) 379,300
County/MSA 80 Cen. 479,899; Loc. Est. 501,702
City & RTZ-ABC: (80) 793,194; (83) 872,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 128,167; Loc. Est. 136,500
CZ-ABC: (80) 130,019; (83) 151,900
RTZ-ABC: (80) 116,370; (83) 128,500
County/MSA 80 Cen. 140,806; Loc. Est. 158,425
City & RTZ-ABC: (80) 246,389; (83) 280,400

5 - BANKS Dep. $2,238,616,000

6 - PASSENGER AUTOS: County 315,763 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 152,304

8 - GAS METERS: Residence 118,657

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 17,300; Metals 4,000; Oil Refining 1,200; Government 34,500; Durable Goods ($211); Non Durable Goods ($139).
Principal Pay Days-Fort Bliss, 1st; Others 1st and 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51,64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(65)	NA	Safeway, Popular, Mervyn's
Chelmont(33)	NA	Woolworth, C.R. Anthony
Cielo Vista Mall(100)	NA	Wards, JCPenney, Joskes, Beall's, Sears
Country Club	NA	Shur-Sav, Winn's
Coronado Hills(27)	NA	Safeway
Fox Plaza (37)	NA	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreen's
El Mercade Mesa	NA	Safeway, Revco
Kern Plaza(15)	NA	Walgreen's
Lakeside(15)	NA	Food Market, Woolworth
Northgate(48)	NA	Safeway, Popular, JCPenney
Northland(19)	NA	Furr's
Pebble Hills(16)	NA	Safeway, Revco
Ranchland(17)	NA	Winns Variety
Rushfair(24)	NA	Revco
Scottsdale(14)	NA	Winn Variety
Sunrise(43)	NA	Anthony's, Zale's
Valley	NA	Big 8, Ben Franklin
Viscount(15)	NA	Piggly Wiggly
Morningside(25)	NA	Furrs Cafeteria
Montwood Sq.(27)	NA	Skaggs
Pepper Tree Sq.(25)	NA	Charlotte's
Trawood(14)	NA	7-Eleven
Vista Hills(26)	NA	Mervin's
Yarbrough Trading Ctr.(11)	NA	Mervin's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Popular Dry Goods 3; White House; Sears Roebuck 2; Penney 4; Newberry; C.R. Anthony 4; Levines; Del Norte; Montgomery Ward; Dillards; Joskes; Beall's 3; Mervins 2.
Discount Stores-K mart 7; Gibson 3.
Variety Stores-Kress; Woolworth 2; Winns 12; Springers Center; Sprouse-Reitz 4; Kresge; TG&Y Stores 2.
Chain Drug Stores-Walgreen 9; Coleman's 4; McCrory 2; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 7; Furr's 5; Safeway 11; Skaggs Alpha-Beta 3; Gibsons 3.
Other Chain Stores-Singer Co. 3; Ladies Apparel; Franklin's; Lerner's 4; White's Auto 4; Western Auto 3; Goodyear 6; Goodrich; Firestone 3; Zales 4; Thom McAn; PayLess Shoes 6; Kinney; Gordon's 5.

14 - NEWSPAPERS: TIMES (m) 56,711; HERALD-POST (e-mon to fri; m-sat) 32,384; TIMES (S) 88,652; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6261.
National Representatives: Gannett Newspaper Advertising Sales; Story & Kelly-Smith.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA); E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; Loc. Est. 12,110
County 80 Cen. 59,743; Loc. Est. 65,716
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,112; Loc. Est. 4,437
County 80 Cen. 19,866; Loc. Est. 22,848
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	2	$4,500,000

6 - PASSENGER AUTOS: 55,265 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,419

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chemical Equipment; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Shopping Center-Willow Creek S/C; 15 stores; 700 parking spaces.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; Anthony's.
Discount Stores-Gibson's; Holmes Discount Salvage; Jekell Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,427, sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan American, Frontier.

3 - POPULATION:
Corp. City 80 Cen. 385,141; Loc. Est. 393,325
PMA-ABC: (80) 860,880; (83) 941,800
RTZ-ABC: (80) 422,577; (83) 485,800
County 80 Cen. 860,880; Loc. Est. 942,095
PMSA 80 Cen. 973,138; Loc. Est. 1,066,297
Total PMA & RTZ-ABC: (80) 1,283,459; (83) 1,427,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; Loc. Est. 153,797
County 80 Cen. 310,372; Loc. Est. 355,499
PMSA 80 Cen. 349,034; Loc. Est. 400,313
PMA-ABC: (80) 310,272; (83) 352,200
RTZ-ABC: (80) 150,951; (83) 179,400
Total PMA & RTZ-ABC (80) 461,223; (83) 531,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	51	$4,819,775,581
Savings & Loan	13	$1,247,589,000

6 - PASSENGER AUTOS: County 819,599 (al vehicles 1981)

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 296,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Machinery; Food Processing Containers (Av. Wkly. Wage N.A).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillards, Ward's, Sears, JCPenney
Ridgmar(137)	NA	Dillards, JCPenney, Neiman-Marcus, Sears
Seminary South(68)	NA	Dillards, JCPenney, Sears, Striplings
Forum 303(65)	NA	Dillards, Wards
Hulen Mall(92)	NA	Sangers, Wards
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillards
Century City(28)	NA	Safeway, Revco
Cox's Center(9)	NA	Cox's
Greater Richland(28)	NA	Buddies
Hulen Square(25)	NA	Buddies, Motts
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd Drug
Fielder Plaza(41)	NA	Buddies, Eckerds

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Cox's; Dillards; Neiman-Marcus; Sanger-Harris; Sears; Montgomery Wards; Mitchell's; JCPenney; W.C. Stripling; G.C. Murphy; Margo's; S&H Green Stamps.
Discount Stores-K mart 2; Treasure City; Mannings; Target.
Variety Stores-Woolworth's; Mott's; Ben Franklin; McCrory's.
Chain Drug Stores-Eckerds; Skaggs 2; Skillern's 8; Revco 12; Town & Country 3; Daniel 3; Modern 2; Mr. Cut Rate 2; Perrone & Park 3; Weaver 2; Wren 2.
Chain Supermarkets-7-Eleven 63; Save U 26; Buddies 34; Wyatts 10; Safeway 18; Supersave 6; A&P 6; Chicotsky's Village Food Mkts. 2; F&M 5; Biunen's 4; Candle 4; Crow 9; Diamond 2; Fugua's 2; Ed Harnis 3; Hitchin-Post & Drive In 2; Kimbell's 3; McCloud's; Quietway 9; Randy's 3; Bill Sodd 5; Thrifty Marts 13; Windy's Drive-In's; Zip-In 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 108,924; (e-mon to fri) 128,586; (sat) 239,676; (S) 269,857; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe Waller, Nat'l. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker Co.; Towmar (Mexico).

FREEPORT
See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2, County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; American.

3 - POPULATION:
Corp. City 80 Cen. 14,077; Loc. Est. 14,902
County 80 Cen. 27,656; Loc. Est. 30,712

4 - HOUSEHOLDS:
City 80 Cen. 5,568; Loc. Est. 5,869
County 80 Cen. 10,078; Loc. Est. 11,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$103,889,000
Commercial	5	$216,933,222

6 - PASSENGER AUTOS: County 27,500 (all vehicles 1981)

7 - ELECTRIC METERS: Residence, County 13,662

8 - GAS METERS: Residence, City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Chick's; JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super Drug; Eckerd's;
Chain Supermarkets-Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros., Sears (catalog); Osborne; Zales; Radio Shack.

14 - NEWSPAPERS: REGISTER (e) 8,350; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Only tin smelter in U.S. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.
Airlines-American; Frontier; Muse Air; Ozark; Republic; Southwest. (South Houston Hobby Airport)

3 - POPULATION:
Corp. City 80 Cen. 61,902; Loc. Est. 63,200
CZ-ABC: (80) 61,902; (83) 63,700
RTZ-ABC: (80) 87,777; (83) 94,000
County/PMSA 80 Cen. 195,940; Loc. Est. 212,444
City & RTZ-ABC: (80) 149,679; (83) 157,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013; Loc. Est. 25,154
CZ- ABC: (80) 24,013; (83) 25,700
RTZ-ABC: (80) 30,345; (83) 33,800
County/PMSA 80 Cen. 69,284; Loc. Est. 78,730
City & RTZ-ABC: (80) 54,358; (83) 59,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$526,474,000
Savings & Loan	3	$392,045,400

6 - PASSENGER AUTOS: County 154,799 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 23,665

8 - GAS METERS: Residence 16,520

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Fishing & Agriculture 2,555; Construction 9,288; Manufacturing 15,848; Transportation 5,588; Public Utilities 3,099; Wholesale Trade 2,817; Retail Trade 13,711; Finance, insurance & real estate 5,528; Business & repair services 4,162; Personal, entertainment & recreation 3,568; Health services 10,186; Education 7,602; Professional & related 3,699; Public administration 4,058.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Bealls
Port Holiday(28)	NA	TG&Y, The Fair, Kroger
Westgate(12)	NA	Safeway, Eckerd's
K mart(10)	NA	K mart

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Shopping centers every evening to 9.
Stores Open Sundays-Krogers, Gerlands, Weingartens, Eckerd's, Safeway.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
Variety Stores-S.H. Kress; McCrory's; Perry's; TG&Y.
Discount Stores-K mart; Mr. Thrifty; Wal-Mart.
Chain Drug Stores-Walgreen 2; Wright's 3; Texas 4; Eckerd's.
Chain Supermarkets-Gerland's 3; Kroger; Weingarten's; Safeway 1; 7-Eleven 11; Stop-N-Go 5; U-Tote M-7; Micheletti's 2.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Cook Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; Tru-Valu Hardware; Western Auto; Zale's Jewelry; Goodrich; Grahams; Western Auto; Margos La Mode; B. Dalton Bookseller; Evenson's; General Nurtition Center; Graves Fashions; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Bldg. Supplies; Color Tile; Radio Shack; PayLess Shoe Source.

14 - NEWSPAPERS: NEWS (m) 27,490; (S) 28,653; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, PO Box 628, Galveston, TX 77553; Tel. (713) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. 12 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-M.K.T. of Texas; Santa Fe.
Motor Freight Carriers-41
Intercity Bus Lines-Trailways; Greyhound

3 - POPULATION:
Corp. City 80 Cen. 138,857; Loc. Est. 150,000
CZ-ABC: (80) 138,857; (83) 164,700
RTZ-ABC: (80) 10,812; (83) 13,800
County 80 Cen. 1,556,549; Loc. Est. 1,672,117
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889
City & RTZ-ABC: (80) 149,669; (83) 178,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978; Loc. Est. 50,000
CZ-ABC: (80) 45,978; (83) 56,600
RTZ-ABC: (80) 3,369; (83) 4,400
County 80 Cen. 577,753; Loc. Est. 649,499
PMSA 80 Cen. 711,093; Loc. Est. 809,082
City & RTZ-ABC: (80) 49,347; (83) 61,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,181

6 - PASSENGER AUTOS: County 1,500,000 (all vehicles)

7 - ELECTRIC METERS: Residence 46,109

8 - GAS METERS: Residence 29,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping centers**-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Cntr; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingslev & First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plz. (20)	NA	Tom Thumb, Cloth World
North Star Plz. (22)	NA	North Star Rexall
K mart Plaza (8)	NA	K mart
Walnut Village (21)	NA	Minyards
Walnut Plaza (25)	NA	Revco, Kroger
Walnut Creek (10)	NA	Safeway
Jupiter Plaza (24)	NA	Radio Shack
Walnut Park (12)	NA	Pizza Inn
Plano/Walnut (17)	NA	Yardbirds
Duckcreek (9)	NA	Safeway
Meadowcreek (37)	NA	Safeway, Tom Thumb
Ridgewood (70)	NA	Minyards, Sears
Orchard Hills (14)	NA	Rexall Pharmacy
Oakridge	NA	
Club Hills (30)	NA	Safeway
Broadway Vlg. (35)	NA	Tom Thumb
Garland (27)	NA	JCPenney
Eastgate (20)	NA	Radio Shack
Centerville Crossroads (22)	NA	Target,Kroger, Homers
Lakeview Vlg. (21)	NA	Winn-Dixie
Richardson Sq.(110)	NA	Joskes Dillards, Ward's
Town East (145)	NA	Sears, Joskes
Faulkner (30)	NA	

Principal Shopping Days-Thu. Night; Fri. & Fri. night, Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.
Discount Stores-K mart; Manufacture's Outlet.
Chain Drug Stores-Drug Mart 2; Skagg's; Revco 5; Eckerd's 4; Garland Phcy. 3; Garview.
Chain Supermarkets-Safeway 4; Kroger 3, Tom Thumb 3; Minyards 3; Skaggs/ Albertson; Gerland Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin Williams; Goodyear; Revco; TG&Y; Myers; Sears; Satellite Store; Zales; Sears Order Store; M. E. Moses; Target; Mervyn's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,903; (S) 13,581; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Linda L. Smith, Adv. Mgr., NEWS, 613 State St., Garland, TX 75040; Tel. (214) 272-6591.
National Representative: U.S. Suburban Press, Inc.

GONZALES

1 - LOCATION: Gonzales County, E&P Map U-5, County Seat. On the Guadalupe River. 90 mi. from coast in south central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: **Railroads**-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6
Interstate Bus Lines-Kerrville; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152; Loc. Est. 8,136
County 80 Cen. 16,883; Loc. Est. 18,199

4 - HOUSEHOLDS:
City 80 Cen. 2,480; Loc. Est. 2,649
County 80 Cen. 5,949; Loc. Est. 6,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$90,055,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 14,901 (all vehicles 1981)

7 - ELECTRIC METERS: 3,198

8 - GAS METERS: 2,300

9 - PRINCIPAL INDUSTRIES: Southern Clay Prod.; Egg Packing; Feed Mill; Hatcheries; Purina Products Plant; Meat Pkg.; Cattle Buyers; Holly Farms.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-13 blocks on 5 sts.
Principal Shopping Days-Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gindler's; Lieberman's; Men's Wear: The Toggery; Ladies Wear: J.B. White, Bill's Dollar Store; Shoe Bar; The Corral Western Wear; Donnie's Western Wear; Gibson; Wal-Mart; The Clothes Tree.
Variety Stores-Perrys; Ben Franklin.
Chain Drug Stores-Wal-Mart Pharm.; Kotzebue Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Johnson; True Value.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 3,165; sworn Sept. 22, 1982.
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: **Railroads**-T&P.
Intercity Bus Lines-Texas Motor Coaches.
Motor Freight Lines-15.
Airlines-Airports, Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462; Loc. Est. 80,589
City of Pub.-ABC: (80) 71,457; (83) 81,400
County 80 Cen. 1,556,549; Loc. Est. 1,672,117
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714; Loc. Est. 27,450
City of Pub.-ABC: (80) 23,711; (83) 28,000
County 80 Cen. 577,753; Loc. Est. 623,265
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,436,649 (all vehicles 1981)

7 - ELECTRIC METERS: 16,000

8 - GAS METERS: 15,000

9 - PRINCIPAL INDUSTRIES: Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp. Jan. 46, June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrier Pkwy.(9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr. (2)	NA	Buddies; Winn-Dixie
Grand Central (4)	NA	JCPenney
Indian Hills (10)	NA	B&W Foods
Inglewood (3)	NA	Dairy Mart
Marshall Plz. (25)	NA	Piggly Wiggly, TG&Y
Midway Mall	NA	Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thurs., Fri. nights.

13 - RETAIL OUTLETS: **Department Stores**-Watson Bros.; Meyer's; Dillard's; Montgomery Ward.
Variety Stores-Woolworth; Mott's, TG&Y.
Discount Stores-Gibson's, K mart.
Chain Drug Stores-Ward's; Skillern's 2; Millar; Walgreen; Cicero's Rexall; Baker's; Thrifty; SuperRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2, Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson; Mingards.
Other Chain Stores-Firestone, Goodyear; Whites Western Auto; Sherwin-Williams Paint; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,688; (S) 7,180; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Davidson, Pub./Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100
National Representative: U.S. Suburban Press, Inc.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-MKT; KCS-L&A; StLSW.
Intercity Bus Lines-Greyhound; Continental
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 80 Cen. 22,161; Loc. Est. 23,142
CZ-ABC: (80) 22,161; (83) 22,900
Bal. in PMA-ABC: (80) 33,087; (83) 36,700
County 80 Cen. 55,248; Loc. Est. 60,451
Total PMA-ABC: (80) 55,248; (83) 59,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,271; Loc. Est. 8,697
County 80 Cen. 20,331; Loc. Est. 23,303
CZ-ABC: (80) 8,271; (83) 8,900
Bal. in PMA-ABC: (80) 12,060; (83) 13,900
Total PMA-ABC: (80) 20,331; (83) 22,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$185,000,600
Savings & Loan	2	$143,250,000

6 - PASSENGER AUTOS: County 47,054 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 11,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Wood and Furniture Mfg. 400 ($190 to $265); Auto Mufflers 350 ($5.25 hr.).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads (26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills (15)	NA	Martin Theatres, Woody's Mkt.
South Gate (8)	NA	Jewel-T, Harvey's TV
Town South (15)	NA	TG&Y, Eckerd's, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears Roebuck; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd's; Hallmark.

14 - NEWSPAPERS: HERALD-BANNER (m) 12,398; (S) 12,680; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

HARLINGEN

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. In the Ctr. Valley at Junction of Federal Hwys. 77 & 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Valley Transit.
Airlines-Southwest; American; Ozark; Continental; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 43,543; Loc. Est. 48,105
CZ-ABC: (80) 64,399; (83) 71,200
RTZ-ABC: (80) 241,638; (83) 283,900
County/MSA 80 Cen. 209,680; Loc. Est. 239,631
City & RTZ-ABC: (80) 306,037; (83) 355,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,091; Loc. Est. 14,836
CZ-ABC: (80) 18,873; (83) 21,600
RTZ-ABC: (80) 64,383; (83) 78,700
County/MSA 80 Cen. 58,409; Loc. Est. 69,748
City & RTZ-ABC: (80) 83,256; (83) 100,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$293,622,000
Savings & Loan	4	$511,212,000

6 - PASSENGER AUTOS: County 130,537 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 16,782

8 - GAS METERS: Residence 8,356

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Dairy Proc. 175; Bakery 600; Fruit & Veb. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Av. Annual Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(Downtown), 5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers (Number of square feet)-7th St. & 77 Sunshine Strip (22,500); Ed Carey Dr. & Highway 83/77 (22,000); North 77 Sunshine Strip (51,000); Jackson St. & Third St. west to Commerce; Morgan Blvd. & 77 Sunshine Strip (42,300); South 77 Sunshine Strip (60,000); North 77 Sunshine Strip & 13th St. (250,000); 77 Sunshine Strip at Arroyo Colorado (95,000).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Square South	NA	Brooks & Brooks, Suburban Casuals
Commerce Plaza	NA	Allstate Ins. Hair Affair
Coronado Village	NA	Winn's, Baskin Robbins
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	Anthony's, PayLess Shoes
Sun Valley Mall	NA	JCPenney, Beall's, Radio Shack
Treasure Hills Plz	NA	Curtis Mathes, Winn's, Hallmark

Principal Shopping Days-Sat., 1st Mon. monthly.
Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Terry Farms; JCPenney; TG&Y; Gibson's Discount; Beall's; K mart.
Variety Stores-McLellan's.
Chain Drug Stores-Day (Retail 2); Adams Walgreen; Medico.
Chain Supermark[illegible]E. Butt 3; Scurlocks; Kroger; Valley Mart.
Other Chain Stores-State Farm Insurance; Suburban Casuals; Brooks & Brooks; Allstate Insurance; Hair Affair; Winn's; Baskin Robbins; Sherwin Williams; Thom McAn Shoes; Kwik Copy; Anthony's; PayLess Shoes; Zale's Jewelers; Radio Shack; Kinney Shoes; Curtis Mathes; Winn's; Hallmark.

14 - NEWSPAPERS: VALLEY STAR (m) 28,703; (S) 29,470; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l Adv. Mgr., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential center. 138 mi. E of Dallas; 78 mi. W of Shreveport; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: Railroads-M.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Lines-5.

3 - POPULATION:
Corp. City 80 Cen. 11,473; Loc. Est. 11,596
County 80 Cen. 41,382; Loc. Est. 42,790

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,331
County 80 Cen. 15,011; Loc. Est. 16,292

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$76,637,810
Commercial	3	$171,310,947

6 - PASSENGER AUTOS: County 37,344 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,301

8 - GAS METERS: Residence 4,765

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees)-Oil (3,000); Bricks (400); Mobile Homes (150); Office Furn. (225); Lumber (225); Garment (300).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd's

Principal Shopping Days-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-Gibson's; United Dollar; Wal-Mart; K mart.
Chain Drug Stores-Drug-Sav; Gibson's; Eckerd's; Revco; Safeway.
Chain Supermarkets-Safeway; Brookshire; Piggly Wiggly; Griffith; Gibson's.
Other Chain Stores-Goodyear; White Auto; Singer Co.; Western Auto; Regan's; Sears; Collegiate Shoppe; Montgomery Ward; Otasco.

14 - NEWSPAPERS: NEWS (e-mon to fri;S) 6,307; sworn Sept. 30, 19[illegible].
Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS, 1703 Hwy. 79 South, Henderson, TX 75652; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 15,853; Loc. Est. 16,342
County 80 Cen. 21,165; Loc. Est. 21,423

4 - HOUSEHOLDS:
City 80 Cen. 4,969; Loc. Est. 6,869
County 80 Cen. 6,487; Loc. Est. 5,254

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$89,010,000
Savings & Loan	2	$52,800,000

6 - PASSENGER AUTOS: County 19,113 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Meat Packing 446; Sugar Plant 360; Clothing 162. (Total work force 10,215).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22. Last killing frost, April 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: Principal Shopping Center-8 blocks downtown, 20 other on principal highways.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Plz.(12)	1	Jack & Jill, TG&Y
Sugarland Mall(25)	1	Furr's, JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony 2; Gaston's; Harman's 2; Rutherford's.
Discount Stores-Gebo's; Farm Discount & Lumber.
Variety Stores-M. E. Moses; TG&Y; Winn's.
Chain Supermarkets-Furr's; Thriftway; PriceLess; Jack & Jill.
Other Chain Stores-Sherwin-Willia[illegible]ontgomery Ward; Sears (Catalog); Western Auto; White's Auto; Mode O'Day; Sweetbriar.

14 - NEWSPAPERS: BRAND (e-tues to fri) 3,198; (S) 4,035; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee, Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative. None.

HOUSTON

1 - LOCATION: Harris County (PMSA), E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 90, 75, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Missouri Pacific; Katy; Amtrak; Burlington Northern.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas.
Freight Steamship Lines-Over 200.
Airlines-American; Air France; Eastern; KLM; Pan American; Texas International; Continental; Delta; Southwest; Aeromexico; Air Canada; British Caledonian; Cayman Airways; Viasa (Venezuelan Airlines); USAir; Western; Republic; Ozark; Air Jamaica; Alia Royal Jordanian; TWA; United; Frontier Airlines; Piedmont; Emerald Valley; Muse Air.

3 - POPULATION:
Corp. City 80 Cen. 1,594,086; Loc. Est. 1,710,000
CZ-ABC: (80) 2,409,547; (83) 2,746,600
RTZ-ABC: (80) 975,328; (83) 1,151,700
County 80 Cen. 2,409,544; Loc. Est. 2,635,200
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,920
City & RTZ-ABC: (80) 3,384,875; (83) 3,898,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 602,242; Loc. Est. 640,700
CZ-ABC: (80) 869,882; (83) 1,029,000
RTZ-ABC: (80) 321,296; (83) 393,100
County 80 Cen. 896,880, Loc. Est. 987,400
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240
City & RTZ-ABC: (80) 1,191,178; (83) 1,422,[illegible]00

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	196	$35,266,398,191
Savings & Loan	42	$7,124,186,004

6 - PASSENGER AUTOS: County 2,055,008 (All Vehicles 1981)

7 - ELECTRIC METERS: Residence County 1,098,992

8 - GAS METERS: Residence County 577,140

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage & Salary Earners (Total Number 1,570,300). Manufacturing 238,800-Durable Goods 143,500: Lumber & Wood Prods. 3,500; Furniture & Fixtures 1,300; Stone, Clay & Glass 8,500; Primary Metals 10,400; Fabricated Metal Prods. 31,700; Machinery excl. Electrical 59,000; Electrical Machinery & Equip. 14,400; Transportation Equip. 5,300; Professional & Scientific Goods 7,300; Other Durable Goods 2,100. Nondurable Goods 95,300: Food & Kindred Prods. 13,300; Textile & Apparel 1,300; Paper & Allied Prods. 4,400; Printing & Publishing 16,900; Chemicals and Allied Prods. 34,800; Petroleum & Coal Products 18,100; Other Nondurable Goods 6,500; Total Nonmanufacturing 1,331,500; Mining 102,600; Contract Construction 141,800; Transp. Comm. & Utils. 108,400 (Transp. & Allied Services 61,500, Communications 21,300, Utilities 25,600); Trade 481,600 (Wholesale 127,200, Retail 254,300); Fin., Ins. & Real Estate 100,100; Service, Excl. Priv. Hsld. 313,700 (Bus. & Personal Serv. 151,700, Med & Prof Serv. 162,000); Government 177,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers-There are about 200 shopping centers in the area.
SHOPPING CENTERS
50 or More Stores-Almeda Mall; Baybrook Mall; Baytown; Brazos Mall; Carillon West; Champion III; Fondren Southwest Village; GAlleria; Greenspoint Mall; Gulfgate Mall; Highland Village; Long Point; Memorial City; Meyerland Plaza; North Oaks Mall; Northline Mall; Northwest Mall; Pasadena Plaza; Pasadena Town Square; River Oaks; San Jacinto Mall; Sharpstown Center; Town & Country; West Oaks Mall; Westbury Square; Woodlake Square; The Village.
31 to 50 Stores-Bender Square; Echo Lane; Gessner-Harwin Plaza; Greenbriar Shopping Center; Greenway Plaza; Humblewood Plaza; Kingwood Center; Lakeside Village; Mason Village; Merchants Park; Northland; Northtown Plaza; Northwest Village; Oak Forest; Park Plaza; Pasadena Oaks; Popolo Village; Southway; The Underground; Weslayan Plaza; Westchase Mall; Woodland Acres.
21 to 30 Stores-Almeda Square; Ashford Square; Atascocita Shopping Center; Bay Plaza Center; Bear Creek; Braeswood Shopping Center; Briargrove; Bunker Hill; Chanpion Village I; Cypress Village; Dashwood; Deauville Plaza; Fondren Square; Fondrenwood Court; Forest West; Four Corners West; Greenspoint Gallery; Hammerly Plaza; Jones Road Plaza; Keegan's Plaza; Kempwood Plaza; Lantern Lane; Maplewood; Mariner Village; Miramar; Montclaire; Nassau Northshore; Oaks of Inwood; Palm Center; Parkshire; Ponderosa Center; Post Oak Plaza; Saks Center; Stafford Plaza; Stella Link; Timberwood; Town Plaza; Village Green; West Hill; West Junction; West Town; Westhill Village; Willow Park; Wind Chimes; Windsor Plaza; Woodway Square; 45 York Plaza.
15 to 20 Stores-Allen Center; Almeda Genoa; Armand Center; Baybrook Terrace; Bellwood Plaza; Beltway; Broadway Mall; Country Club; Countryside Village; Cypress Square; Cypresswood Plaza; Deauville Square; Garden Oaks; Gessner Square; Gulf Point; Gulfway; Huntwick Village; Jacinto City; Jester Village; Klein Square; Kuykendahl Village; Laura Koppe; Levitz Plaza; Long Point; Loop Center; MacGregor; Mainhill; Mission Bend; Northshore Village; Oak Village; Piney Point; Post Oak Center; Prestonwood Forest; South Main; Southpoint; Township Center; Westheimer Village; Woodforest.
10 or less Stores-Beekman; Berry Road; Fontaine; Greens Bayou; Jester Village; Katy Road; Melcher; Mosher; North Shepherd; Oak Village; Pinewood Village; Plum Creek; Prestonwood Village; Richmond Village; Robindell; South Hill; Southway.
Principal Shopping Days-Department Stores: Fri. Sat. Food: Thurs., Mon.
Stores Open Evenings-Department Stores: Many open til 9 every weekday. Food: Most open til 9 weekdays; many 24 hours.

13 - RETAIL OUTLETS: Department Stores-Foley's 11; Lord & Taylor 3; Montgomery Ward 8; Neiman-Marcus 3; Joske's 9; Sakowitz 9; Saks Fifth Avenue; Sears 10; Marshall Field 2; JCPenney 9.
Discount Stores-Gemco 6; K mart 21; Target 16; Winn's 8; Sage 7; Gibsons 5; United Jewelers 8; Wilson Catalog Stores 5; Best Products 3; W. Bell & Co. 4; Houston Jewelry 2.
Variety Stores-Ben Franklin 2; Kresge 2; Woolworth 9; TG&Y 20; Variety Value 4.
Chain Drug Stores-Cunningham's 4; Doyles 2; Eckerd 78; Medic Pharmacy 5; Jones Apothecary 8; Ralstons 19; Sage 3; Walgreens 70; Sav-On-Drugs 10.
Chain Supermarkets-Baby Giant 10; Cheri's Superette 4; Clayton's 4; Continental 3; Corner Food Stores 7; Doyle Drive In 5; Eagle-Gemco 23; Fiesta 10; Food City 6; Food Giant 5; Foodland 4; Gerlands 19; Jumbo 3; Korner Pantry 5; Kroger 56; Lewis & Coker 8; Lucky Seven 25; Minimax 29; Mr. M 5; Obrien's 2; Randalls 23; Rice 37; Safeway 47; Save Mart 3; Sellers Bros. 8; 7-Eleven 200; Stop 'N Go 170; Sunny's 44; U Totem 199; Weingartens 54.
Other Chain Stores-Men's Clothing: Al's Formal Wear 16, Bond's 2, Buck's 3, Chess King 10, Graham's 2, Kuppenheimer's 5, Leopold Price & Rolle 12, Men's Warehouse 12, Norton Ditto 2, J. Riggin's 9, Rodneys 2, Ventura's 9, Zindler's 3; Women's Clothing: Casual Corner 13, Charles Ford 2, Esther Wolf, Everitt Buelow 4, Fashion Conspiracy 7, Finder's Keepers 4, Foxmoor 8, Frederick's 2, Isabell Gerhart 3, Judy's 6, Kinda Krazy 3, Lane Bryant 5, Lerner's 13, The Limited 13, Margies 4, Margos 11, Pic-A-Dilly 14, Shelly's Tall Girls 4, 5-7-9 Shops 5, The Woman's Shop 9; Family Clothing: Beall's 12, Craig's 13, County Seat 7, The Fair 3, Frost Brothers 3, The Gap 18, J. Brannam 8, Jean Connection, Jean Machine, Jeans West 10, Leonard's 10, Marshall's 5, Palais Royal 20, Walter Pye 5, Way Out West 9, Weiner's 42; Shoes: Athletes Foot 5, Baker's 12, Bally's 3, Brucals 5, Burt's 3, Butlers 7, Chandler's 7, Church's, Cowtown 3, El Bee 7, Ellis, Fayva 24, 5 & 10 Shoe Store 3, Flagg Brothers 4, Florsheim 13, Florsheim Thayer McNeil 4, Fontgear 3, French Bootery 3, Hanover 7, Hardy's 7, Hopper's, Jarman 6, Johnston Murphy 4, Joyce Selby 4, Just Boots 6, Kinney's 28, Knapp 4, National Brand 4, Naturalizer 11, PayLess 20, Pix 2, Red Cross 9, Red Wing 8, Sak's 2, Shoe Box 10, The Shoe Fair 4, Shoe Gallery 5, Shoe Hut 3, The Shoe Rack 6, Shoes N' Such 4, Shoe Warehouse, Sofwear Shoes 4, Shoe World, Standard Shoes 12, Thom McAn 13, Wild Pair 8; Furniture: Blum's 3, Brittain's 5, Carolina, Denhome 5, Dinettes N' Barstools 5, Fingers 12, Furniture Clearance Center, Furniture Idea 2,

Georgetown Manor 2, Haverty's, Hilsher's 2, Lazy Boy Showcase Shoppers 3, Leather & Oak 2, Leon's, Levitz 3, Metropolitan 4, Modern Furniture Rentals 6, R & B Furniture 4, Sleep-N-Aire 9, Star 9, Storehouse 4, Suniland 2; W & J Sloane 3, Waddell's 3; Miscellaneous: Academy 16, Firestone 20, Goodyear 27, Whites 17.

14 - NEWSPAPERS: CHRONICLE (all day-mon to fri) 438,760; (m-sat) 432,112; (S) 528,831; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Thomas, Nat'l. Adv. Mgr., CHRONICLE, 801 Texas Ave., Houston, TX 77002; Tel. (713) 220-7171.
National Representative: Sawyer-Ferguson-Walker. Co.
POST (m-mon to fri) 395,786; (m-sat) 421,663; (S) 456,355; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Diversified farming, cotton seed milling, lumber, rock quarries. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; I-45.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; Loc. Est. 26,533
County 80 Cen. 41,789; Loc. Est. 47,475

4 - HOUSEHOLDS:
City 80 Cen. 6,558; Loc. Est. 6,967
County 80 Cen. 11,813; Loc. Est. 14,217

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$158,468,000

6 - PASSENGER AUTOS: County 47,054 (All Vehicles 1981)

7 - ELECTRIC METERS: 14,378

8 - GAS METERS: 5,152

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Coors Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equipment.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Northwest Shopping Ctr**-11th St. (9 stores); Timber Hills.
Neighborhood Shopping Centers-Downtown (Ave. L & 13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Some in Northwest Shopping Center to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-Howard's; Wal-Mart; K mart.
Variety Stores-TG&Y; Duke & Ayres.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Piggly Wiggly; Safeway; Rice's; Kroger's.
Other Chain Stores-Zale's Jewelry; Firestone; Goodyear; Western Auto; Baskin Robbins; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (m) 7,700; (S) 9,000; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Steve Balke, Adv. Dir., ITEM, PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

HURST

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: **Railroads**-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.
Airlines-American; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; Loc. Est. 33,968
CZ-ABC: (80) 114,812; Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (83) 130,800
County 80 Cen. 860,880; Loc. Est. 942,095
PMSA 80 Cen. 973,138; Loc. Est. 1,066,297

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111; Loc. Est. 12,825
CZ-ABC: (80) 40,241; (83) 47,600
County 80 Cen. 310,272; Loc. Est. 355,499
PMSA 80 Cen. 349,034; Loc. Est. 400,313

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County 819,599 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11 - TAP WATER: Artesian wells; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Belaire; Richland Plaza; Richland Center, Wilshire; Norrich; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellvue(11)	NA	
Euless Town Ctr.	NA	Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurst Plaza(8)	NA	Town & Country Drugs
Hurstview(9)	NA	
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	JCPenney, Sears, Montgomery Wards
Pipeline Road(6)	NA	
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Uptown Medical Plz.	NA	
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckerd
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger-Harris, Cox

Principal Shopping Days-Thu., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard's; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores-M.E. Moses; Mott's.
Discount Stores-Gibson's; K mart; Treasure City; Best; H.S. Wilson; Target.
Chain Drug Stores-Revco; Treasury Drug; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skaggs; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 7,604; (S) 7,799; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wanda Lund, Adv. Bus. Mgr., MID-CITIES NEWS, 728 Brown Trail, Hurst, Texas 76053; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press, Inc.

IRVING

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 109,943; Loc. Est. 116,754
City of Pub.-ABC: (80) 109,943; (83) 117,300
County 80 Cen. 1,556,549; Loc. Est. 1,672,117
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184; Loc. Est. 44,403
City of Pub.-ABC: (80) 40,184; (83) 44,500
County 80 Cen. 577,753; Loc. Est. 649,499
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,436,649 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 23,275

8 - GAS METERS: Residence 22,844

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Chemicals; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, JCPenney, Joske's
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. No.(15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Dillard's
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. & Thurs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillards; Joskes.
Variety Stores-Duke & Ayres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page Drug; SupeRx; Skagg's; Skillern's 2.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertsons.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,592; (S) 12,712; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rick Neal, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press, Inc.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution center for E Texas agriculture, manufacturing and lumber area. College center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Continental; Central Texas; Texas Lines.

3 - POPULATION:
Corp. City 80 Cen. 12,264; Loc. Est. 13,224
County 80 Cen. 38,127; Loc. Est. 41,111

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501; Loc. Est. 4,790
County 80 Cen. 13,627; Loc. Est. 15,392

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$118,737,000
Savings & Loan	3	$116,254,000

6 - PASSENGER AUTOS: County 31,811 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 6,988

8 - GAS METERS: Residence 4,527

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Charcoal 75 ($140); Plastic 722 ($170); Monuments 15 ($160); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on 6 streets; Jackson Square (15 Units).
Principal Shopping Days-Thurs., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White; Sears; JCPenney; Montgomery Ward.
Variety Stores-Perry; Duke & Ayres.
Chain Supermarkets-Safeway; Brooksnires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Stores-Bearden Furn.; Western Auto; Goodyear; Sport Shop; Lynell's (ladies); Groom Furn.; Murphy Bros. Furn.; Linda Kay; Ron Moore's Man Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes; Cherokee Hardware.

14 - NEWSPAPERS: PROGRESS (e-mon to fri; S) 6,871; sworn Sept. 26, 1982.
Local Contact for Advertising and Merchandising Data: Joe Ben Oller, Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4. County Seat. Agriculture center 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: **Intercity Bus Lines**-Kerrville.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; Loc. Est. 16,585
CZ-ABC: (80) 21,782; (83) 24,600
RTZ-ABC: (80) 28,501; (83) 33,300
County 80 Cen. 28,780; Loc. Est. 32,920
City & RTZ-ABC: (80) 50,283; (83) 57,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,955; Loc. Est. 6,204
CZ-ABC: (80) 8,471; (83) 9,900
RTZ-ABC: (80) 11,056; (83) 13,300
County 80 Cen. 11,171; Loc. Est. 13,433
City & RTZ-ABC: (80) 19,527; (83) 23,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$347,789,317
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 26,878 (all vehicles 1981)

7 - ELECTRIC METERS: Corp. City 7,309

8 - GAS METERS: Residence 4,639

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's, Winn's Super S
Town Plaza(9)	1	Winn's Variety

Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Schreiner's; JCPenney; C.R. Anthony; Bealls.
Variety Stores-Winn's 2.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson's; Revco.
Chain Supermarkets-Food City; HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S.
Other Chain Stores-Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,566; (S) 9,066; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William E. Dozier, Jr., Pub., TIMES, 429 Jefferson St., PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg & Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - TRANSPORTATION: **Railroads**-Mo. Pac.
Intercity Bus Lines-Continental Trailways.

Motor Freight Carriers-3.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,332; Loc. Est. 11,573
Counties 80 Cen. 140,860; Loc. Est. 151,134
Gregg 80 Cen. 99,487; Loc. Est. 108,344
Rusk 80 Cen. 41,382; Loc. Est. 42,790

4 - HOUSEHOLDS:
City 80 Cen. 4,265; Loc. Est. 4,591
Counties 80 Cen. 50,895; Loc. Est. 57,172
Gregg 80 Cen. 35,884; Loc. Est. 40,880
Rusk 80 Cen. 15,011; Loc. Est. 16,292

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$192,017,417
Savings & Loan	2	$92,963,418

6 - PASSENGER AUTOS: Counties Gregg: 118,552; Rusk 37,344 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 6,006

8 - GAS METERS: Residence 6,054

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($247); Plumbing Fixtures 395 ($311); Boat Mfg 130 ($230).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Aklaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Kilgore Plaza Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Lynn's Toy Store; Hurwitz; Revco; Brookshire's; J.B. White Co.; Baskin Robbins. Mid-Town Shopping Center: Safeway; Eckerd's; Danni's Music Store; TG&Y; Margie's; Kilgore First Nat'l. Mini-Bank; Joyce's Hair Fashions. **Principal Shopping Days**-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's; J.B. White Co.
Variety Stores-TG&Y.
Discount Stores-Dollar General; Howard's Discount.
Chain Drug Stores-Longhorn; Revco; Safeway, Eckerd.
Chain Supermarkets-Safeway; AG; Brookshire's; Beard's.
Other Chain Stores-The Automotive; Western Auto; White Auto Supp.; Montgomery Ward; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; Murphy Furn.; E-Z Mart; 7-Eleven 2; Baskin Robbins; Thriftyman Foods 2; The New Yorker; Lynn's Toy Store; Kenwin; Cavender's Boot City; Revco; Radio Shack; Singer Sewing Machine; Merle Norman.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri) 5,842; (S) 6,708; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD, PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Post), American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-3.
Airlines-Rio Airlines: daily to Dallas.

3 - POPULATION:
Corp. City 80 Cen. 46,296; Loc. Est. 50,873
CZ-ABC: (80) 84,891; (83) 95,600
RTZ-ABC: (80) 43,615; (83) 50,800
County 80 Cen. 157,889; Loc. Est. 163,009
MSA 80 Cen. 214,656; Loc. Est. 220,806
City & RTZ-ABC: (80) 128,506; (83) 146,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,672; Loc. Est. 18,939
CZ-ABC: (80) 21,823 (83) 25,300
RTZ-ABC: (80) 13,355; (83) 16,100
County 80 Cen. 52,661; Loc. Est. 59,661
MSA 80 Cen. 66,751; Loc. Est. 71,100
City & RTZ-ABC: (80) 35,178; (83) 41,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$280,286,655
Savings & Loan	6	$409,115,463

6 - PASSENGER AUTOS: County 135,190 (all vehicles 1981)

7 - ELECTRIC METERS: City & RTZ 33,410

8 - GAS METERS: City & RTZ 15,764

9 - PRINCIPAL INDUSTRIES: (CZ)Industry, Number of Wage Earners-Beverages 45; Publishing 100; Personal Services 650; Home Bldg. 325; Packing & Moving 100; Data Processing 300; Govt. Emp. 8,387; Vending 50; Education 2,500; Ft. Hood: 39,249 troops, 44,702 dependents. Total annual payroll $828 million.
Principal Pay Days-1st, 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25. Last killing frost, Mar. 10.

11 - TAP WATER: Soft, natural; fluoridation.

12 - RETAILING: Principal Shopping Centers: KILLEEN: Killeen Mall (100 stores, Dillards, Sears, O.G. Wilson, Beall's, JCPenney), 40 Blocks Business 190, Downtown, 440 Plaza, Wendland Plaza, Mid-town Mall, 40 Blocks Rancier St. COPPERAS COVE: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. HARKER HEIGHTS: 20 Blocks Business 190, Downtown, Heights Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cove Terrace(42)	10	Brooks
West Park(18)	10	Winn-Dixie, TG&Y
E. Rancier(5)	1	Minimax
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Piggly Wiggly, Winn's
Gibson Center(2)	1	King Saver
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(21)	NA	HEB, Woolworth
440 Plaza(36)	3	Winn-Dixie
Wendland(10)	3	K mart, HEB
Heights(3)	NA	Piggly Wiggly

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; Barry's; Montgomery Ward; Dillards; JCPenney.
Discount Stores-Gibson's; Ft. Hood Commisary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2; O.G. Wilson; K's Thrift.
Variety Stores-Winn's 3; TG&Y 2; Woolworth.
Chain Supermarkets-Affiliated 3; Minimax 2; Safeway; HEB 4; Winn-Dixie 3; Piggly Wiggly 2.
Other Chain Stores-White Auto; Firestone 2; Western Auto 2; Goooyear; Mary Carter Paints; Sherwin-Williams; S&H Green Stamps; Zale's Jewelers 3; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreen; Baker Shoes; Gallenkamp Shoes; Linz Jewelry; Waldenbook.

14 - NEWSPAPERS: HERALD (m) 15,829; (S) 19,020; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, 2nd & Avenue A, Killeen, TX 76541; Tel. (817) 634-2125.
National Representative: Papert Companies.

LAKE JACKSON-FREEPORT-CLUTE

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA), E&P Map E-5. Five mi. from Gulf coast, 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Oil production. Shrimping. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury and Old Ocean.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Freeport.
Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; Loc. Est. 43,690
Lake Jackson 80 Cen. 19,102; Loc. Est. 19,813
Freeport 80 Cen. 13,444; Loc. Est. 13,944
Clute 80 Cen. 9,577; Loc. Est. 9,933
CZ-ABC: (80) 44,714; (83) 49,900
RTZ-ABC: (80) 67,297; (83) 81,800
County 80 Cen. 169,587; Loc. Est. 191,278
PMSA 80 Cen. 169,587; Loc. Est. 191,278
City & RTZ-ABC: (80) 112,011; (83) 131,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; Loc. Est. 15,498
Lake Jackson 80 Cen. 6,549; Loc. Est. 7,042
Freeport 80 Cen. 4,536; Loc. Est. 4,878
Clute 80 Cen. 3,327; Loc. Est. 3,578
CZ-ABC: (80) 15,333; (83) 17,900
RTZ-ABC: (80) 20,104; (83) 25,400
County 80 Cen. 53,907; Loc. Est. 63,683
PMSA 80 Cen. 53,907; Loc. Est. 63,683
City & RTZ-ABC: (80) 35,437; (83) 43,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$501,000,000
Savings & Loan	4	$292,202,830
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 149,869 (all vehicles-1981)

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) -Chem 7,500 ($385); Constr. 3,500 ($350); Mfg. 800 ($265); Comm. Fishing 900 ($215); Shipping & Trans. 350 ($250).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Lake Jackson, 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport, 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad. Angleton, 8 blocks on Hwy 288, 10 on Hwy 35. Clute, 10 blocks on S. Hwy 288, 5 on S. Main, 8 on Dixie Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brazos Mall (100)	NA	Sears, JCPenneys, Beall's, Joske's Osco Drug.
Freeport 4 Corners(10)	NA	Kroger, Eckerd's Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Wacker Eckerd's
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd's
Palm Center(7)	NA	Perry's, Firestone, Brockman's
Brazosport Village (20)	NA	Ward's, Newman's Weiner's,
Lack's Plantation Center(27)	NA	Lack's, Baron's, American Savings
Kroger Center(10)	NA	Kroger, Walgreen, True Value
K mart Center(1)	NA	K mart
Oyster Creek Ctr. (15)	NA	Safeway, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery; Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Joske's; Beall's; Fair.
Variety Stores-Perry's 2; Winn's; Ben Franklin; TG&Y.
Discount Stores-K mart; Howard's; Bottom Dollar; Wilson's; Wal-Mart.
Chain Drug Stores-Eckerd's 3; Walgreen 2; Osco.
Chain Supermarkets-Kroger 3; Safeway 3; Gerland's; 2; Stanley's; Lucky 7 (2).
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; National Shirt; Zales; Thom McAn; Walden Books; Spencer Gifts; Naturalizer Shoes; Radio Shack; Corrigan's Jewelers; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Jeans West; Ventura's Formal Wear; Flagg Shoes; Hanover Shoes; B. Dalton; Montgomery Ward.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e-mon to fri; m-sat) 19,590; (S) 20,823; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Dobbs, Adv. Dir., BRAZOSPORT FACTS, PO Box 547, Clute, TX 77531; Tel. (713) 265-7411.
National Representative: U.S. Suburban Press, Inc.

LAREDO

1 - LOCATION: Webb County (MSA), E&P Map D-6, County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 83, 81, 59; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte.
Airlines-Metro; Continental.

3 - POPULATION:
Corp. City 80 Cen. 91,449; Loc. Est. 100,000
CZ-ABC: (80) 91,499; (83) 102,900
RTZ-ABC: (80) 180,026; (83) 183,900
County/MSA 80 Cen. 99,258; Loc. Est. 109,911
City & RTZ-ABC: (80) 271,475; (83) 286,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903; Loc. Est. 27,103
CZ-ABC: (80) 23,903; (83) 27,900
RTZ-ABC: (80) 36,412; (83) 37,900
County/MSA 80 Cen. 25,896; Loc. Est. 30,029
City & RTZ-ABC: (80) 60,315; (83) 65,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$1,303,611,000
Savings & Loan	3	$90,565,100

6 - PASSENGER AUTOS: County 63,408 (all vehicles-1981)

7 - ELECTRIC METERS: Residence 28,847

8 - GAS METERS: Residence 19,205

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing; Transportation (freight forwarding/warehousing); Coal Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillards, Montgomery Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory's

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Dept.: Sat.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's; Bon Ton.
Specialty-La Feria; Dillard's; Las Novedades; Polly Adams; Town House; Frontier Dept. Stores; California Dress Talk; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
Shoes-Guarantee; Kinney Shoes 2; Scooti; Sam Sullivan; Bell Bros.; Dalton; Thom McAn 2.
Discount Stores-Santos; Munden; Kroger's; Dr. Ike's Economy Center.
Variety Stores-S.H. Kress; Woolworth; McLellan's; Perry's.
Chain Drug Stores-Central (Walgreen); Continental Rexall; City Drug.
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; H.E.B. 5; Jitney Jungle.
Other Chain Stores-O. Tamez; Red & White; Maverick Markets 8; Winnie Lee; Charm (Ladies); Vogue (Ladies); La Mode (Ladies); Farragut's; Lane's; Sherwin-Williams; Outlet; Three Sisters; Firestone; Western Auto; White's Auto; Singer Co.; Zale's Jewelers; Green's Jewelers; Gordon's Jewelers; PFAU Tire; Radio Shack; Modern; City Service Goodyear; Laredo Furn. Distributors; Wig Fashions; Star Beauty Supply; 7-Eleven; Ardans; K mart; Wal-Mart; Pier 1 Imports; McCoy's.

14 - NEWSPAPERS: TIMES (m) 19,146; (S) 19,690; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Soco Garza, Nat. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Papert Companies.
NEWS (bilingual) (mS) 21,954; Jan. 10, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Gil Lopez, Adv. Dir., NEWS, PO Box 1928, Laredo, TX 78041; Tel. (512) 724-8386.
National Representative: Landon Associates.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA), E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa-Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.

Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273· Loc. Est. 28,299
County 80 Cen. 143,126; Loc. Est. 166,861
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
City 80 Cen. 7,986; Loc. Est. 9,547
County 80 Cen. 49,134; Loc. Est. 60,089
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$90,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 124,453 (all vehicles 1981)

7 - ELECTRIC METERS: 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Metal Fabrication 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days-1st, 15th, Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Slight alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main Valley 33 stores; Lakeland Plaza 28 stores; Old Orchard Village 22 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Golden Triangle Mall(100)	10	Denton, Sears, Montgomery Ward, Dillards, Bealls
Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Ward's
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Sears.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; Gibson; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Piggly-Wiggly; Minyard's; Tom Thumb; Safeway; Kroger; Winn-Dixie; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 5,277; sworn Sept. 26, 1982.
Local Contact for Advertising and Merchandising Data: Wanda Lund, Pub., LEADER, 591 Main St., PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3565.
National Representative: U.S. Suburban Press, Inc.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA), E&P Map E-3, County Seat. Oil field & industrial ctr. On U.S. 80, 259 & I-20. 65 mi. W of Shreveport, La., 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Mooney Motor Coach; Carthage.
Airlines-Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762; Loc. Est. 68,167
CZ-ABC: (80) 69,568; (83) 77,800
RTZ-ABC: (80) 148,563; (83) 165,000
County 80 Cen. 99,487; Loc. Est. 107,109
MSA 80 Cen. 151,752; Loc. Est. 163,200
City & RTZ-ABC: (80) 218,131; (83) 242,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934; Loc. Est. 26,034
CZ-ABC: (80) 25,224; (83) 29,400
RTZ-ABC: (80) 52,823; (83) 60,800
County 80 Cen. 35,884; Loc. Est. 41,043
MSA 80 Cen. 53,933; Loc. Est. 61,104
City & RTZ-ABC: (80) 78,047; (83) 90,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$684,735,476
Savings & Loan	3	$255,420,683

6 - PASSENGER AUTOS: County 118,552 (all vehicles 1981)

7 - ELECTRIC METERS: 37,635

8 - GAS METERS: 22,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 1,980 ($298); Chem. & Refiner (NA); Machine Shop 2,480 ($301); Construction 3,680 ($225); Apparel 1,180 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 2,801 ($284); Transport Equip. 600 ($250); Other Mfg. 6,690 ($375); Total Employees 41,300 ($285).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Center; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann, including 650,000 sq. ft. mall; 4 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers-Pinewood Earlee; High; Colonial; Brockwood; Southview; Greggton; Pine Tree; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Village; Royal Forest; Alpine Village; Spring Hill; Towne Lake; Point North; Park Place; Oak Forest; Triple Creek.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thu., Fri., Sat., Mon., Tues.
Stores Open Evenings-Department Stores-Thurs., Sat.; Food-Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Beall's; Sears; K. Wolens; Anthony 3; JC Penney; Seller Bros.; Wilson's.
Discount Stores-Gibson's 2; Wacker's; Kroger Family Center; Zale's Jeweler; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y 2; K mart; Otasco 2; Wal-Mart 2.
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skagg's 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd's 31; Osco.
Chain Supermarkets-Safeway 3; Brookshire 6; Kroger 2; Buddies 2; Tom Thumb; Winn-Dixie 3.
Other Chain Stores-Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Austin Shoe; Texas State Optical; Lee Optical; Regan's (women's); Auto Supplies. H & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire Store, General Tire, Goodyear, KellySpringfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, The Automotive, Reliable, East Texas; S&H Green Stamps; Gold Bond Stamps; Fox Photo; Royal Optical; Gordon's Jewelers; Thom McAn; Kinney Shoes; Buster Brown Shoes; Bakers Shoes; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furniture.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 17,156; NEWS (e-mon to fri) 15,608; (S) 40,296; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pam Dickerson, Nat'l. Adv. Mgr., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 747-3311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LUBBOCK

1 - LOCATION: Lubbock County (MSA), E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.
Motor Freight Carriers-15.
Intercity Bus Lines- Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Continental; Texas International;

3 - POPULATION:
Corp. City 80 Cen. 173,979; Loc. Est. 184,126
CZ-ABC: (80) 175,913; (83) 190,600
RTZ-ABC: (80) 238,755; (83) 250,800
County/MSA 80 Cen. 211,651; Loc. Est. 224,781
City & RTZ-ABC: (80) 414,668; (83) 441,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783; Loc. Est. 66,934
CZ-ABC: (80) 61,124; (83) 68,700
RTZ-ABC: (80) 79,413; (83) 86,400
County/MSA 80 Cen. 72,627; Loc. Est. 80,756
City & RTZ-ABC: (80) 140,537; (83) 155,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$1,105,852,716
Savings & Loan	6	$328,674,752

6 - PASSENGER AUTOS: County 180,344 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 63,422

8 - GAS METERS: Residence 50,764

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G., H., Texas Ave., Aves J.K.L.&M. all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway; 4 at 34th St. Village; 3 in Green Acres Shopping Center; 10 on E. Broadway; 10 in Arnett-Benson Center; 2 in Highland Place; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Center; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St., Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Village; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr. 1.2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mackenzie Terr.	2	TG&Y, Furr's
Family Park	2	TG&Y, Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward, TG&Y
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	TG&Y, Furr's
Red Bud Sq.(15)	NA	Furr's, TG&Y
So. Plains Mall(115)	9	JCPenney, Sear's, Hemphill-Wells, Dillard's
Briercroft(15)	NA	TG&Y, United, PayLess Shoes
Cactus Alley(12)	NA	
Flintwood(4)	NA	Latham's Dept.
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thu. evg.; Food Tues. evg.; Wed. morn. & Thu. evg., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; S&O Clothiers; HemphillWells; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard's; Margaret's; Anthony's.
Variety Stores-TG&Y 8.
Chain Drug Stores-Day Drugs 3; John Halsey 3; L & H 4; Presciption Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd's 31.
Discount Stores-Furr's; White Stores Family Ctr.; K mart; Albertson; TG&Y Family Center; Best Products; Target; H.J. Wilson.
Chain Supermarkets-Furr's 9; Safeway 3; United 4; Independents 67; 7-Eleven 12; Albertson 3.
Other Chain Stores-Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Handy Dan; Homers.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 59,990; (e-mon to fri) 14,456; (m-sat) 69,850; (S) 80,277; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E. Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State 103, 94.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Texas Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,562; Loc. Est. 31,283
CZ-ABC: (80) 28,562; (83) 30,500
RTZ-ABC: (80) 109,807; (83) 124,000
County 80 Cen. 64,172; Loc. Est. 71,239
City & RTZ-ABC: (80) 138,369; (83) 154,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180; Loc. Est. 11,086
CZ-ABC: (80) 10,180; (83) 11,300
RTZ-ABC: (80) 38,002; (83) 44,600
County 80 Cen. 21,781; Loc. Est. 25,273
City & RTZ-ABC: (80) 48,182; (83) 55,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$226,115,300
Savings & Loan	2	$154,739,285

6 - PASSENGER AUTOS: County 58,754 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 11,880

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber. Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St., 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Angelina Mall(23)	NA	Clark Dept.
Chestnut Village(18)	NA	Mont. Ward, Eckerd
Judson(12)	NA	Brookshire Groc.
Lufkin Mall(71)	NA	JCPenney, Sears
Timberland(7)	NA	Don's Grocery
Towne Square(20)	NA	Wal-Mart, Pier I

Principal Shopping Days-Department Stores Wed. thru Sat. Food: Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mathews-Miller; Clark's; Beall's; JCPenney; Sears; The Fair.
Discount Stores-K's Thrift Center; Howard's; Wal-Mart.
Chain Drug Stores-Cavanagh, Peden 2; Thompson Phcy.; Eckerd's 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Mac's 3; Safeway 2; Beard's.
Other Chain Stores-Beall's; The Fair; Sears; Montgomery Ward; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Hancock Fabrics; Regans; Perry Bros.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,810; (S) 16,770; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (713) 632-6631.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4. County Seat. Agri. & Mfg., Livestock and geothermal heat ctr. 222-bed VA Admin. Hosp. midway between Dallas & Houston. Tomato Shpg. Ctr. on Hwys 6 & 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; Loc. Est. 7,560
County 80 Cen. 17,946; Loc. Est. 18,632

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810; Loc. Est. 3,064
County 80 Cen. 6,920; Loc. Est. 7,474

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$80,351,000
Savings & Loan	1	$140,000,000

6 - PASSENGER AUTOS: County 15,851 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 3,700

8 - GAS METERS: Residence 3,156

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc; Soap & Candles; Business Forms Printing; Silk Flowers & Arrangements; Mfg. Business Clothing/Apparel; Day-Nite Wild Game Feeders; Boats; Fuel Alcohol & Components; Marlin Mineral Water Geothermal Energy Resource; Private Hospital & Clinic; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Processing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov. Last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: Principal Shopping Center-Downtown 3 blocks on Live Oak Street, with expansion eastward and shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Wal-Mart; Perry's.
Chain Drug Stores-Majestic; Shelton; Sanitarium Drugs.
Chain Supermarkets-Live Oak; Kash Way; H.E.B.; Marlin Super Mart.
Other Chain Stores-J.B. White; Rush's Truevalue; Lonnie Hicks Shoe Store; RJ's; Better Mousetrap; Perry Bros.; Barnett's; Rae's Jewelry; Threadgill's Jewelry; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kenwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Roppolo Gifts; Style Shop; Career Girl.

14 - NEWSPAPERS: DEMOCRAT (e) 3,223; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Dwight L. Thomas, Publisher, DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,921; Loc. Est. 26,509
CZ-ABC: (80) 27,324; (83) 29,500
Bal. in PMA-ABC: (80) 61,188; (83) 67,400
County 80 Cen. 52,265; Loc. Est. 56,874
MSA 80 Cen. 151,752; Loc. Est. 165,208
Total PMA-ABC: (80) 88,512; (83) 96,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818; Loc. Est. 9,484
CZ-ABC: (80) 9,665; (83) 10,900
Bal. in PMA-ABC: (80) 21,479; (83) 24,500
County 80 Cen. 18,049; Loc. Est. 20,565
MSA 80 Cen. 53,933; Loc. Est. 61,445
Total PMA-ABC: (80) 31,144; (83) 35,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$227,212,000
Savings & Loan	3	$122,744,000

6 - PASSENGER AUTOS: County 45,064 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800; Agricultural Prod. 725; Lignite Mining and Processing to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter -1-87. First killing frost, Nov. 12. Last killing frost. Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on South Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. (South).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side	2	Brookshire's
W. Grand	2	Sure Way Food
Parkview(6)	NA	Magic Mart
Pinecrest(7)	NA	Safeway, Singer, Ben Franklin
Marshall Mall(36)	3	JCPenney, Bealls, K mart
East End Blvd.	2	Howard's
Grand Plaza(9)	1	PayLess Shoes, Brookshire's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. thru Sat.
Stores Open Sundays-Supermarkets; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; JCPenney; Beall Bros.; Sears.
Discount Stores-Magic Mart; Howard's; K mart.
Variety Stores-McLelland's; Ben Franklin; Dollar General.
Chain Supermarkets-Kroger; Safeway 2; Brookshire 2.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Montgomery Ward (catalog); Otasco; C.R. Anthony.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,542; (S) 12,192; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Owensby, Adv. Dir., NEWS MESSENGER, PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburgh-Mission MSA), E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Line-5.
Airlines-Texas International; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 67,042; Loc. Est. 76,609
CZ-ABC: (80) 141,934; (83) 166,100
RTZ-ABC: (80) 168,561; (83) 198,500
County/MSA 80 Cen. 283,229; Loc. Est. 323,645
City & RTZ-ABC: (80) 310,495; (83) 364,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628; Loc. Est. 22,461
CZ-ABC: (80) 40,143; (83) 48,900
RTZ-ABC: (80) 42,531; (83) 51,800
County/MSA 80 Cen. 75,816; Loc. Est. 90,760
City & RTZ-ABC: (80) 82,674; (83) 100,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$699,593,237
Savings & Loan	3	$429,763,327

6 - PASSENGER AUTOS: County 181,635 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 24,376

8 - GAS METERS: Residence 9,656

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Clothing Mfg.; Chemical & Fertilizer Mfg.; Bottling Co.; Refining-Natural Gas; Bakeries; Sheet Metal Fab.; Screw Worm Eradication Station; Tourist; Import & Export; Citrus & Vegetable; Cotton.

10 - CLIMATE: Av. Annual Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Bealls, Dillards, JCPenney, Sears, Jones & Jones
Palm Valley Mall(69)	NA	JC Penney, Sears, Zales
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thurs., Fri. and Sat.
Stores Open Evenings-Sat.; Groc. to 7, Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony; Terry-Farris; Sears; Valley Mercantile; Barkers; Montgomery Ward; Beall's; Dillards; Jones & Jones; Kroger Family Center; H.E.B. Family Center.
Variety Stores-Woolworth; McCrory's; McLellans; Hanshaws; Kress.
Discount Stores-Bargain World; Shoppers World; Globe; Discount House, inc.; Gibson's 2; Kroger; Whalen's; K mart.
Chain Drug Stores-Klinck's; Walgreen 2; Faulkner's Rexall 2; Medico.
Chain Supermarkets-HEB 3; Kroger; Globe; M. Rivas; Carl's; King Mart; Valley Mart; Warehouse Grocery.
Other Chain Stores-Ardans; Barkers; Osment's Applicance; Strouds Furniture; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Parisian; PayLess Shoes; Man's Shop; Franklin's; Lack's; Doyle's; Puryear's; Thom McAn; Whalen's; Vogue; Aaronson Bros.; Amigo Store; Advance; Zales; Winn's; White Auto.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 27,425; (S) 36,103; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Nat. Adv. Mgr., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-3, County Seat. Mfg. Ctr., 30 min. N of Dallas, 55 mi. NE of Ft. Worth, Ctr. of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; Loc. Est. 17,800
County 80 Cen. 144,490; Loc. Est. 169,500
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612; Loc. Est. 5,764
County 80 Cen. 46,344; Loc. Est. 55,333
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$190,600,000
Savings & Loan	3	$101,400,000

6 - PASSENGER AUTOS: County 122,358 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,462

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Milk, Ice Cream 100 ($190).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; The Annex; JCPenney; McKinney; B&B; Gibson's; Wal-Mart.
Chain Drug Stores-North Side 2; Ward's; Skillerns.
Variety Stores-Woolworth; Duke & Ayres; Ben Franklin.
Chain Supermarkets-Safeway 2; Cabell's; Piggly-Wiggly; Moseleys; Birds; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri;S) 6,352; Dec. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 308 W. Virginia, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press, Inc.

MESQUITE

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing area; in NE part of state, 10 mi. E. of Dallas; on U.S. Hwys. 80, I-20, I-635.

2 - TRANSPORTATION: Railroads-Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas).

3 - POPULATION:
Corp. City 80 Cen. 67,053; Loc. Est. 72,024
County 80 Cen. 1,556,549; Loc. Est. 1,672,117
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,368; Loc. Est. 23,189
County 80 Cen. 577,753; Loc. Est. 649,499
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$62,267,000

6 - PASSENGER AUTOS: County 1,436,649 (all vehicles 1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Food Freezing; Mfg. Pharmaceuticals; Paints; Tools; Containers; Building Supplies; Brick Making; Electronic Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost. Mar. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Town(52)	NA	Ward's, JCPenney
Broadmoor Plaza(15)	NA	Revco
Broadway Vlg.(6)	NA	Broadway Foods
Little Town(4)	NA	Safeway
Mesquite Central(30)	NA	Sears
Northridge(14)	NA	Piggly Wiggly
Town East Mall(150)	NA	Sears, Revco Drug
Town East(14)	NA	Skaggs, TG&Y
Driftwood Village(20)	NA	Firestone Store

13 - RETAIL OUTLETS: Department Stores-Dillards; Sanger-Harris; Joske's.
Discount Stores-Gibson's.
Chain Supermarkets-Safeway; Kroger's; Minyard's; Tom Thumb.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 5,834; Sept. 30, 1981 VAC (latest statement available).
Local Contact for Advertising and Merchandising Data: Roger Ash, Pub., NEWS, PO Box 136, Mesquite, TX 75149; Tel. (214) 285-6301.
National Representative: None.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth, Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; Loc. Est. 7,500
County 80 Cen. 20,224; Loc. Est. 21,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862; Loc. Est. 2,900
County 80 Cen. 7,421; Loc. Est. 8,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$90,000,000
Commercial	2	$53,950,000

6 - PASSENGER AUTOS: County 15,500 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,401

8 - GAS METERS: Residence 2,726

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State School 915 (N.A.); Furniture Mfg. 100 (N.A.).

10 - CLIMATE: First killing frost. Nov. 20. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on M'Kinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Karner-Phillips; K. Wolens.
Variety Stores-Perry Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,834; sworn Sept. 23, 1982.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA), E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agriculture, shopping center. More than 800 oil and oil servicing firms maintain offices here. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; Interstate 20; State Hwys. 349, 158; F. M. 307, 868.

2 - TRANSPORTATION: Railroads-Texas & Pacific.
Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Continental.
Airlines-Continental; Texas International; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; Loc. Est. 78,048
CZ-ABC: (80) 71,011; (83) 77,400
RTZ-ABC: (80) 197,318; (83) 213,600
County/MSA 80 Cen. 82,636; Loc. Est. 93,126
City & RTZ-ABC: (80) 268,329; (83) 291,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558; Loc. Est. 29,562
CZ-ABC: (80) 25,719; (83) 29,100
RTZ-ABC: (80) 68,770; (83) 77,100
County/MSA 80 Cen. 29,650; Loc. Est. 35,00[illegible]
City & RTZ-ABC: (80) 94,489; (83) 106,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,544,034,704
Savings & Loan	3	$237,484,375

6 - PASSENGER AUTOS: County 98,566 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 2[illegible],044

8 - GAS METERS: Residence 23,439

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Construction 2,790 ($253); Trade 9,830 ($2[illegible]3); Services 6,820 ($216); Gov't. 4,720 ($290).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 16 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St. W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive, Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine. 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Permian	1	Mid Tex of Midland
The Village(25)	1	Walgreen, White's Auto TG&Y
Village Annex(8)	1	Montgomery Ward
Brunson Village(7)	1	Carter's Market
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Square(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Sears, Anthony's
Northland (12)	1	Wolfe Nursery, M. System
Dellwood Plaza(31)	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillards
Tiara Del Sol	NA	U.A. Cine 4, Gibsons

Principal Shopping Days-Sat., Mon. and Thu.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; JCPenney; Grammer-Murphy; Sears, S&Q; Anthony's; Dillard's; Sakowitz.
Chain Drug Stores-Walgreen, Tull's 3; Revco.
Discount Stores-White's; Gibson's; Albertson's.
Variety Stores-Kresge's; Sprouse Reitz; TG&Y.
Chain Supermarkets Furr's 2; Safeway 3; M. System 3; 7-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2.
Other Chain Stores-Austin Shoes; Barnes Shoes 2; Krugers Jewelry; Balie Griffith Firestone 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Montgomery Ward (catalog); Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; J & K Shoe Store; PayLess Shoes; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Dunlap's; Gold Bond Stamps; S&H Green Stamps; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 25,227; (m-sat) 24,908; (S) 30,373; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Hardin, Adv. Dir., REPORTER-TELEGRAM, PO Box 1650, Midland, TX 79702; Tel. (915) 682-5311.
National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford; Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; Loc. Est. 15,115
County 80 Cen. 24,062; Loc. Est. 25,629
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257; Loc. Est. 5,020
County 80 Cen. 8,977; Loc. Est. 10,057

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$134,952,811
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 25,831 (All Vehicles 1981)

7 - ELECTRIC METERS: Residence 5,155

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Aluminum Prod.; Kitchen Fixtures & Cabinets; Plastic Prod.; Oil & Gas Drilling & Related Industries.

10 - CLIMATE: Av. Annual Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Postons; JCPenney; Mitchell's; Sturdivant Hdwe.
Variety Stores-Perry Bros.; Duke & Ayres; Ben Franklin.
Chain Drug Stores Hilley's Phcy.
Discount Stores-Buy Rite; Gibson's; Buddies Handyman; Alco.
Chain Supermarkets-Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners.
Other Chain Stores-Goodyear; Montgomery Ward; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; S) 5,102; sworn Sept. 30, 1982.
Local contact for Advertising and Merchandising Data: Don Dillard, Pub./Gen. Mgr., INDEX, PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4465.
National Representative. Papert Companies.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3, County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Cotton Belt.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,003; Loc. Est. 11,600
CZ-ABC: (80) 11,003; (83) 11,900
RTZ-ABC: (80) 38,430; (83) 42,500
County 80 Cen. 21,442; Loc. Est. 22,100
City & RTZ-ABC: (80) 49,433; (83) 54,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056; Loc. Est. 4,400
CZ-ABC: (80) 4,056; (83) 4,600
RTZ-ABC: (80) 13,799; (83) 15,900
County 80 Cen. 7,740; Loc. Est. 9,000
City & RTZ-ABC: (80) 17,855; (83) 20,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$123,539,000
Savings & Loan	2	$33,451,000

6 - PASSENGER AUTOS: County 21,477 (all vehicles 1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Whlse. Meat Proc.; Sawmills; Furniture Mfg.; Chicken Proc.; Meat Pkg. Cannery; Mattresses; Hardwood Timber; Clay Prod.; Lignite; Coal; Oil Refining; Women's Wear; Electrical Generating; Ind. Cable and Tubing; Feed Processing; Machinery; Sulphur Processing.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Town & Country (2 stores-Piggly Wiggly, Perry Bros. Variety); Jefferson Park-Safeway, Revco; TG&Y, Beall's, Sears; South Townsmall shops; Square, sixteen small shops downtown.

13 - RETAIL OUTLETS: Department Stores-West's; Beall Bros.; Marshall's; S&H Green Stamps; Gold Bond Stamps; Montgomery Ward; Sears.
Variety Stores Perry's.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores Rexall; Walgreen; Drug-Sav; Revco.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's.
Other Chain Stores-White Auto; Western Auto; Radio Shack; True Value Hdwe. 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,983; (S) 5,520; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pres./Pub., TRIBUNE, 111 E. Second St., Mount Pleasant, TX 75455; Tel. (214) 572-8701.
National Representative. Papert Companies.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads - H.E. & W.T.T. & N.O.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,149; Loc. Est. 28,932
County 80 Cen. 46,786, Loc. Est. 50,780

4 - HOUSEHOLDS:
City 80 Cen. 9,268; Loc. Est. 10,094
County 80 Cen. 16,457, Loc. Est. 18,743

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$349,159,963
Savings & Loan	3	$140,754,084

6 - PASSENGER AUTOS: County 36,409 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 12,890

8 - GAS METERS: Residence 9,754

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Wood Wkg. 300; Poultry Processing 600; Chairs 400; Stephen F. Austin State University 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral. very soft; deep wells & surface lake; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northview Plaza (20)	20	Mont. Ward, The Fair, Otasco.
North St. (6)	NA	Safeway, Buddies, Sears
University Mall (14)	NA	

Principal Shopping Days-Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mize; JCPenney; Beall's; The Fair; J.B. White; Weiners.
Variety Stores-McCrory's; Dollar Store; Ben Franklin.
Discount Stores-Howard's; Wal-Mart; K mart.
Chain Drug Stores-Eckerd's; Coulter-Coe 2; Revco.
Chain Supermarkets-Buddie's; Kroger's; Safeway; Brookshire's 3; Ken's Minit-Mkts 6.
Other Chain Stores-Firestone; Sears (catalog); Montgomery Ward (catalog); Western Auto; Weiner's; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 9,150; (S) 11,615; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, PO Box 68, Nacogdoches, TX 75961; Tel. (713) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA), E&P Map D-4. County Seat. Mfg., textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas(Katy).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport (all major carriers), 25 mi. south.

3 - POPULATION:
Corp. City 80 Cen. 22,402; Loc. Est. 23,957
CZ-ABC: (80) 22,375; (83) 24,500
RTZ ABC: (80) 81,533; (83) 93,700
County 80 Cen. 36,446; Loc. Est. 40,785
MSA 80 Cen. 1,071,954; Loc. Est. 1,150,627
City & RTZ-ABC: (80) 103,908; (83) 118,200

4 - HOUSEHOLDS:
City 80 Cen. 7,895; Loc. Est. 7,862
CZ-ABC: (80) 7,884; (83) 9,000
RTZ-ABC: (80) 26,563; (83) 31,700
County 80 Cen. 12,958; Loc. Est. 15,133
MSA 80 Cen. 349,330; Loc. Est. 392,399
City & RTZ-ABC: (80) 34,447; (83) 40,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$128,473,000
Savings & Loan	3	$178,857,000

6 - PASSENGER AUTOS: County 34,512 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 10,867

8 - GAS METERS: Residence 4,845

9 - PRINCIPAL INDUSTRIES: Type of Industry-Textile; Furniture; Dresses; Lime Products; Limestone; Cement Forms; Canoes & Coolers.
Principal industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: Principal Shopping Centers-Downtown 6 blocks north & south on Seguin St.; Downtown 7 blocks east & west on San Antonio St. around Plaza Square.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Square, N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Courtyard(17)	3	TG&Y, Weiner's
Walnut Sq.(11)	3	Safeway, K mart, Revco
Landa(13)	1	Wuest's, Winn's
Kroger(4)	1	A&B Hearing Ctr.

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Shopping Centers & Major Chains every evening till 9.

13 - RETAIL OUTLETS: Department Stores-Paul Bruners; Jacob Schmidt's; Weiner's.
Discount Stores-Gibson's; K Mart; TG&Y.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd's.
Chain Supermarkets-Safeway; Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Zales; Radio Shack; Boise Cascade; Goodyear; JCPenney; Wickes.

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 6,197; (S) 6,981; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter Lewis, Adv. Mgr., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: U.S. Suburban Press, Inc.

ODESSA

1 - LOCATION: Ector County (MSA) E&P Map C-3, County Seat. Oil; Petrochemical; Mfg.; 2 Colleges; Ranching; Whsl. & Ret. Ctr. Western portion of state; 320 mi. W. of Ft. Worth; 285 mi. E. of El Paso; U.S. Hwys. I-20, 80 & 385; State Hwy., 302.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines-Continental; Texas International; Southwest; American; Muse.

3 - POPULATION:
Corp. City 80 Cen. 90,027; Loc. Est. 98,725
CZ-ABC: (80) 112,831; (83) 124,500
RTZ-ABC: (80) 224,909; (83) 240,500
County/MSA 80 Cen. 115,374; Loc. Est. 129,913
City & RTZ-ABC: (80) 337,740; (83) 365,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139; Loc. Est. 36,447
CZ-ABC: (80) 39,653; (83) 45,400
RTZ-ABC: (80) 76,812; (83) 85,300
County/MSA 80 Cen. 40,450; Loc. Est. 47,646
City & RTZ-ABC: (80) 116,465; (83) 130,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$839,496,000
Savings & Loan	5	$403,121,000

6 - PASSENGER AUTOS: County 136,653 (all vehicles 1981)

7 - ELECTRIC METERS: 57,096

8 - GAS METERS: 31.750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 9,952 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 709 ($227); Retail 10,720 ($168); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 2,650 ($215).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillards
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreen, Cobbs, Cloth World
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's Dept., TG&Y, Furr's Mkt.
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin Dept., Wal-Mart, Montgomery Ward

Principal Shopping Days-Mon., Wed., Thu., Sat.

Stores Open Evenings-Thur. Winwood Mall Mon. thru Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; Winkler's; Cobbs 2; Model Shop; Anderson's; C. R. Anthony 2; Ardan's; Thornton's; Dillaros.

Variety Stores-Wacker; TG&Y 3; G.C. Murphy.

Discount Stores-Gibson's 2; Walgreen Super Center; Strike-It-Rich; Furr's Family Center 3; K mart; Ardan's; Wal-Mart.

Chain Drug Stores-Walgreen 2; Skaggs.

Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway 3; Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3.

Other Chain Stores-White's (Auto), Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 35,433; (m-sat) 36,092; (S) 44,785; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.

National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA), E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. Industrial deep water port, lumber, rice cattle country on Texas Gulf Coast. Heavy industrial, petrochemical, steel fabrication; paper products and shipbuilding, cement, synthetic rubber. On U.S. Hwy. 90 (I.H. 10) and State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation-Ocean going freight facilities; Intracoastal barge lines operate through the Port of Orange.

Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.

Motor Freight-Missouri Pacific; Southern Pacific; Herrin Transp.; Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Mid-County Airport (Jefferson County); Metro; Continental; Hammond.

3 - POPULATION:

Corp. City 80 Cen. 23,628; Loc. Est. 23,706
CZ-ABC: (80) 31,293; (83) 31,400
RTZ-ABC: (80) 67,460; (83) 75,700
County 80 Cen. 83,838; Loc. Est. 90,024
MSA 80 Cen. 375,497; Loc. Est. 395,287
City & RTZ-ABC: (80) 98,753; (83) 107,100

4 - HOUSEHOLDS:

Corp. City 80 Cen. 8,237; Loc. Est. 8,808
CZ-ABC: (80) 11,071; (83) 11,500
RTZ-ABC: (80) 21,720; (83) 25,500
County 80 Cen. 27,918; Loc Est. 31,362
MSA 80 Cen. 131,890; Loc. Est. 145,263
City & RTZ-ABC: (80) 32,791; (83) 37,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County 75,423 (all vehicles 1981)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Chemicals 3,150 ($449); Paper Prod. 750 ($309); Rice Milling 100 ($256); Utilities 200 ($279); Cement 70 ($326). Average Monthly Payroll $27,000,000.

Principal Industrial Pay Days-Wed., Thu., Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, October. Last killing frost, April.

11 - TAP WATER: Alkaline. very soft; not fluoridated.

12 - RETAILING: Most retail stores are on or near a T-shaped district whose top extends about 4 miles along Green Ave. and its extension, MacArthur Drive, with its shank running 2 miles down 16th St. Other centers are: The Fair, Palais Royal, JCPenney, Bealls; Orangehurst West (K mart, Walgreen's, Weiners, Gerland's Big Star, The Fair, Market Place, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(4)	NA	Dollar General. Favorite Food Mkt. Weingarten's
Northway(20)	NA	Weingarten's, Zale

Principal Shopping Days-Thu., Fri., Sat. & Mon.

Stores Open Evenings-Clothing Thu.; Food daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; JCPenney; Bealls; Palais Royal; Sears; Weiner's; Wards.

Variety Stores-Perry Bros. 2.

Discount Stores-Gibson's 3; Cliff's 17; Duran's 2; Gerland's Big Star.

Other Chain Stores-Goodyear; Western Auto; Firestone; Zale's; Singer Co ; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores; White's; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger; Weingarten's.

14 - NEWSPAPERS: LEADER (e-mon to fri) 11,439; (S) 13,183; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data; Ernest Krietsch, Adv. Dir., LEADER, 200 Front Ave., Orange, TX 77630; Tel. (409) 883-3571.

National Representative: Papert Companies.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 100 mi. S of Dallas; 150 mi. N of Houston; 133 mi. SW of Shreveport. Railroad, industrial, commercial and farm center in E Texas. On U.S. Hwys. 84, 79 & 287; State Hwys. 19 & 155.

2 - TRANSPORTATION: Railroads-Gulf Div. "H" for Missouri Pacific, T.S.E.R.R.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:

Corp. City 80 Cen. 15,948; Loc. Est. 16,403
CZ-ABC: (80) 23,860; (83) 27,200
RTZ-ABC: (80) 33,812; (83) 37,700
County 80 Cen. 38,381; Loc. Est. 42,145
City & RTZ-ABC: (80) 57,672; (83) 64,900

Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 5,977; Loc. Est. 6,278
CZ-ABC: (80) 8,684; (83) 10,200
RTZ-ABC: (80) 10,870; (83) 12,600
County 80 Cen. 12,385; Loc. Est. 14,222
City & RTZ-ABC: (80) 19,554; (83) 22,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$73,335,038
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 32,906 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 700 ($260); Glass 438 ($185); Meat Packing; Glass Mfg.; Oil & Gas Prod.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prod.; 1 Bottling Plt.; 1 Ice Plt.; Millwork; Wooden Pallets; Newspaper Racks; International Fashions; Kay-Lynn Sportswear; Pabco-Sure Fit Metals; Cosmos Tablet Co.

Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20. Last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.

Neighborhood Shopping Centers-Royall at Neches; N. Mallard. 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Piggly Wiggly, TG&Y, Anthony's

Principal Shopping Days-Mon.; Thurs.; Fri.; Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; JCPenney; Beall's; Montgomery Ward (catalog); Sears Roebuck (catalog); Anthony's.

Discount Stores-Gibson; TG&Y Family Stores; K mart; Super Value Drug; Wal-Mart; McCoy's Building Supply Centers; Dollar Stores.

Chain Supermarkets-Safeway; Kroger; Winn Dixie; Brookshire; Beard's; Affiliated.

Other Chain Stores-Babcock Home & Auto; Automotive, Inc., E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; Baskin-Robbins; 7-Eleven; Home Furniture; Zales; Gordons, Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 11,081; (S) 12,192; Mar. 31, 1983 ABC.

Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.

National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 57 mi. E of Amarillo; 225 mi. W of Okla. City on Hwy. 60, County Seat. Agr. ctr. for 5 counties. Oil ctr. for 6 counties.

2 - TRANSPORTATION: Railroads-Santa Fe.

Motor Freight Carriers-4.

Intercity Bus Lines-Trailways Bus System.

Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N of city-5,500' asphalt runway with 1,000' overrun; charter & private facilities available; lighted.

3 - POPULATION:

Corp. City 80 Cen. 21,396; Loc. Est. 22,374
CZ-ABC: (80) 21,396; (83) 21,700
RTZ-ABC: (80) 35,480; (83) 37,800
County 80 Cen. 26,386; Loc. Est. 27,552
City & RTZ-ABC: (80) 56,876; (83) 59,500

4 - HOUSEHOLDS:

Corp. City 80 Cen. 8,290; Loc. Est. 8,949
CZ-ABC: (80) 8,290; (83) 8,700
RTZ-ABC: (80) 13,086; (83) 14,500
County 80 Cen. 10,224; Loc. Est. 11,132
City & RTZ-ABC: (80) 21,376; (83) 23,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$178,306,495
Savings & Loan	2	$266,671,643

6 - PASSENGER AUTOS: County 31,456 (All Vehicles 1981)

7 - ELECTRIC METERS: Residence 10,111

8 - GAS METERS: Residence 8,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 4,005 ($325); Mfg. 2,370 ($250); Construction 125 ($300).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15. Last killing frost, April 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Area-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.

Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado (28)	2	Montgomery Ward, Alco, Dunlaps
Pampa Mall (31)	5	Bealls, JCPenney, K mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Gibson's; Alco; Ideal; Furr; Allsup; Wards; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; C. R. Anthony 2; Dunlap's; Bealls; The Hub Clothier.

Variety Stores-Alco; K mart; Moses

Discount Stores-Gibson's; Alco; Factory Outlet Clothing; PayLess Shoes.

Chain Drug Stores-Family Pharmacy; Heard-Jones (Rexall); Revco.

Chain Supermarkets-Ideal 3; Furr's; Safeway.

Other Chain Stores-Firestone; Zale's Jewelers 2; Sears (catalog); Sherwin-Williams; Singer; PayLess Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Shallow Waterbeds; Jo Ann Fabrics; Evensan's; Kinney Shoes; Flip Side Records; Stewarts; Stevenson's; Walden Books; Gordon's Jewelers; Karmelkorn Shoppe; Peanut Shacke; General Nutrition Center; Ailadin's Castle; T-Shirts Plus; Texas State Optical; Regis; Checker Auto Parts.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,161; (S) 8,751; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: John McKeon, Adv. Mgr., NEWS, 403 W. Atchison, PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.

National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County, E&P Map E-2, County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.

Motor Freight Carriers-6.

Intercity Bus Lines-Continental-Dixie; Jordan.

Airlines-Metro.

3 - POPULATION:

Corp. City 80 Cen. 25,498; Loc. Est. 26,600
CZ-ABC: (80) 25,498; (83) 27,000
Bal. in PMA-ABC: (80) 16,658; (83) 18,700
County 80 Cen. 42,156; Loc. Est. 44,986
Total PMA-ABC: (80) 42,156; (83) 45,700

4 - HOUSEHOLDS:

Corp. City 80 Cen. 9,923; Loc. Est. 10,684
CZ-ABC: (80) 9,923; (83) 10,900
Bal. in PMA-ABC: (80) 5,787; (83) 6,800
County 80 Cen. 15,710; Loc. Est. 17,558
Total PMA-ABC: (80) 15,710; (83) 17,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$153,228,835
Savings & Loan	2	$144,985,000

6 - PASSENGER AUTOS: County 38,482 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 11,117

8 - GAS METERS: Residence 8,381

9 - PRINCIPAL INDUSTRIES: Elec. Lamps; Boilers; Concrete Prod.; Furn.; Wooden Containers & Crates; Bras & Corsets; Paper Boxes; Business Forms; Soups.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookshire(5)	NA	Brookshire
The Village(15)	NA	Carolines
Buttermilk Creek(4)	NA	Sherwin-Williams, Munsingwear
Western Oaks(6)	NA	Kens Food Store
Williamsburg(42)	NA	Kroger, Goodrich
Micabeau(35)	NA	Safeway, Belk's, JCPenney, Beall's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Department Stores-Thu.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-Sears; Ayres; Beall Bros; JCPenney; Belk's.
Discount Stores-Gibson's; Kroger; Wal-Mart; K mart.
Variety Stores-Duke & Ayres; Wackers; Ben Franklin.
Chain Drug Stores-Palace (Hilley's); Eckerd.
Chain Supermarkets-Safeway 2; Brookshire; Buddy's; Kroger's Family Center; R.R. Jordan 2; Piggly Wiggly; 7-Eleven 4.
Other Chain Stores-White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,226; (S) 13,640; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Stringfellow, Adv., Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: Harte-Hanks Communications; Branham/Newspaper Sales.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA), E&P Map E-4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; Loc. Est. 122,853
County 80 Cen. 2,409,544; Loc. Est. 2,694,545
PMSA 80 Cen. 2,735,763; Loc. est. 3,078,920
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750; Loc. Est. 44,838
County 80 Cen. 869,880; Loc. Est. 1,017,869
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$490,000,000
Commercial	5	$328,000,000

6 - PASSENGER AUTOS: County 2,055,008 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 33,700

9 - PRINCIPAL INDUSTRIES: Chemical; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees: Av. Wkly. Wage $180.

10 - CLIMATE: Aver. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10. Last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	Ben Franklin, White Stores
Market Ctr.(21)	NA	Eckerd Drugs, Weingarten's Mkt.
Pasadena Oaks(45)	NA	
Pasadena Plaza	NA	White Stores, JCPenney, Kinney
Red Bluff(16)	NA	Weiner's, White Stores
Arlington Place	NA	Stop & Go
Berkshire Village	NA	Martin's Market
Family Park	NA	Rice
Southmoor Plaza	NA	Kroger, SupeRx
Spencer Plz(30-40)	NA	Walgreen
Town Square	NA	Foley's, Joskes, Walgreen

Principal Shopping Days-Tue., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Palais Royal; JCPenney; Sears; Montgomery Ward; Foleys; Oshman's; Weiners; Whites; Joskes; Mervyn's.
Discount Stores-Abel's 3; K mart.
Chain Drug Stores-Kev Rexall; SupeRx; Eckerds; Walgreen; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; U-Tote-em; Food King, Gerlands; Fiesta.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Handy Dan.

14 - NEWSPAPERS: CITIZEN (mS) 990 controlled; 9,904 paid; Dec. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Harold Varnado, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press, Inc.

PECOS

1 - LOCATION: Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W. of Odessa; On US Hwy. 285 & Interstate 20.

2 - TRANSPORTATION: Railroads-AT & SF; T&P; PVS.
Airlines-Continental; Texas International; Southwest.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; Loc. Est. 13,479
County 80 Cen. 15,801; Loc. Est. 16,290

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; Loc. Est. 4,109
County 80 Cen. 4,567; Loc. Est. 5,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$75,000,000
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 13,208 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,464

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agriculture; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Garment Mfg.; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Airlawn S.C. (3 Stores)-Safeway; Winn's White Auto; Anthony's.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Sears; Top Dollar.
Variety Stores-Woolworth; C.R. Anthony; Sprouse-Reitz.
Discount Stores-Gibson's.
Chain Drug Stores-Pecos Drug 2; Bozeman 1.
Chain Supermarkets-Safeway; Foodway.
Other Chain Stores-Winn's; Western Auto; Whites; Goodyear; Singer Co.; Firestone; United Dry Goods.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,523; sworn Oct. 5, 1982.
Local Contact for Advertising and Merchandising Data: Ray M. Stafford, Publisher, ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County, E&P Map C-2, County Seat. Retail center for 10-county area. Heart of irrigated district. Processing of farm products. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: Railroads-Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,187; Loc. Est. 23,683
County 80 Cen. 37,592; Loc. Est. 39,462
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494; Loc. Est. 7,964
County 80 Cen. 12,385; Loc. Est. 13,623

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 35,943 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 10,448

8 - GAS METERS: Residence 7,872

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Fertilizer 175; Farm Equipment 155; Irrigation Pumps 117; Concrete Tile 100; Mach. Shops 20; Beef Processing 675; Clothing Mfg. 225; Bottling 100; Seed & Feed 225; Aircraft 60.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. min. 41 (Jan.); Avg. Max. 78 (July). First killing frost, Nov. 21. Last killing frost, Apr. 1. Avg. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway, 9 on Ash; 7 on Austin; 13 on fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Olton Rd.(9)	NA	Bearings & Ind. Supply
Gabriel/Wayland(18)	NA	Buddys, Gabriel's, Anthony's
The Village(21)	NA	Thriftway, Radio Shack, Winn's
Edgemore(6)	NA	M-Systems, TG&Y Revco, K mart
College(9)	NA	Camera Shop

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Marse & Son, Gabriels; JCPenney; C.R. Anthony, Dargan's; Montgomery Ward; K's Thrift Ctr.
Variety Stores-TG&Y; Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-Gibson's, K mart.
Chain Supermarkets-Furr Food; Piggly Wiggly; Pay 'N Save 2; United Super Mkt.; 7-Eleven 5; M System; Allsups 10.
Other Chain Stores-Western Auto; Goodyear; White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Gold Bond Stamps; Sherwin-Williams; Payless Shoes; Radio Shack; Checker Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,533; (S) 10,600; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jack Overby, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: Railroads-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; Loc. Est. 82,454
County 80 Cen. 144,490; Loc. Est. 164,713
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221; Loc. Est. 26,256
County 80 Cen. 46,344; Loc. Est. 55,333
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS		
Commercial	2	$135,332,000

6 - PASSENGER AUTOS: County 122,358 (all vehicles 1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper and Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Shops(5)	NA	True-Value Hdwe.
Dallas North(20)	NA	Drug Emporium
14 Jupiter Place	NA	Tom Thumb Mkt. Page Drug
Litte "K"(7)	NA	Ye Olde Butcher
Park Mall(20)	NA	SupeRx, Kroger, Ben Franklin
Plano North(7)	NA	Safeway, Sears
Pittman(20)	NA	Skaggs, Albertson Corners
Prairie Creek(25)	NA	Skillern's Vlg., Safeway
Lancers Sq.(25)	NA	True Value Hdwe., Firestone
Independence Square(20)	NA	Tom Thumb, Lester Melnick, Broders
Parker Plaza(20)	NA	Safeway, Homers
Village Sq.(10)	NA	Winn-Dixie, Revco
Cambridge Sq.(2)	NA	Target

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx; Revco; Skillern.
Chain Supermarkets-Safeway; Winn-Dixie; Kroger; Tom Thumb.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri; S) 14,688; Dec. 31, 1981 VAC (latest statement available).
Local Contact for Advertising and Merchandising Data: Jan Walton, Adv. Mgr., STAR-COURIER, 1301 19th St., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: U.S. Suburban Press, Inc.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA) E&P Map F-4. County sub-courthouse; Ind. Ctr.; Four major oil refineries, 981,000 barrels of crude daily capacity; shipping; 2nd largest deep water port in Texas-commodities shipped: petroleum & by-prod.; oil & gas field; grain; lumber, etc.; 92 mi. E of Houston, 300 mi. W. of New Orleans; 78 mi. NE of Galveston; 40 feet deep water channel to Gulf of Mexico.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).
Motor Freight Carriers-13.
Freight Steamship Agents-12.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Metro; Continental; Hammond.

3 - POPULATION:
Corp. City 80 Cen. 61,195; Loc. Est. 63,499
CZ-ABC: (80) 117,434; (83) 119,600
RTZ-ABC: (80) 64,258; (83) 70,800
County 80 Cen. 250,938; Loc. Est. 260,409
MSA 80 Cen. 375,497; Loc. Est. 395,287
City & RTZ-ABC: (80) 181,692; (83) 190,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,130; Loc. Est. 24,190
CZ-ABC: (80) 42,138; (83) 44,700
RTZ-ABC: (80) 21,700; (83) 24,700
County 80 Cen. 90,245; Loc. Est. 98,034
MSA 80 Cen. 131,890; Loc. Est. 145,263
City & RTZ-ABC: (80) 63,838; (83) 69,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$671,773,214
Savings & Loan	6	$383,200,797

6 - PASSENGER AUTOS: County 217,546 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 41,897

8 - GAS METERS: Residence 36,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical, 12,600 ($524); Refining, 15,100 ($481); Fab. Metals, 2,700 ($283); Transportation Equipment Manufacturing, 4,500 ($385); Water Transportation 4,375; Construction; 14,625; Mining 1,400.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14. Last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreen, The Fair, Oshman's, Beall's

Snell(18)	NA	Garrison's Phcy., Drago Hardware
Weingarten's(10)	NA	Weingarien, TG&Y, Weiner's Vlg.
K mart(8)	NA	K mart, Gerland's
Central Mall(63)	NA	Sear's, Beall's
Midcounty(10)	NA	Weingarten's, TG&Y, The Fair, JCPenney, White House
Tri-Cities(9)	NA	Market Basket, West's
Mid-Way(3)	NA	Speir's, Garret's TV
Steinhagen(8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days-Department Stores-Mon., Sat.; Food-Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; West's; White House.
Discount Stores-Gibson's; K mart; Wal-Mart 2.
Variety Stores-McLellan; S.H. Kress; TG&Y; Dollar General Stores.
Chain Drug Stores-Walgreen 3; King's 2; Pat Wood 2; Mulkey 2; Webb 2; Eckerd's; K&B.
Chain Supermarkets-Weingartens 2; Market Basket 10; Speir's 3; Gerland's; Safeway 2; Howdy Doody; Giant.
Other Chain Stores Firestone; B. F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Gem Jewelry 2; Gordon Jewelry; Nacol Jewelry 2; Franklins; Lee Martin; Kinney's Shoes; Margolis Shoes; PayLess Shoes; Thom McAn Shoes; Conns; Oshman's; Hancock's; Graves; McLaury's; By-Way Shoes; Zales; Red Cross; General Nutrition; Hancock Fabrics; SoFro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (e-mon to fri) 24,625; (m-sat) 24,608; (S) 26,943; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hundley, Adv. Mgr., NEWS, PO Box 789, Port Arthur, TX 77640; Tel. (713) 985-5541.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map F-5, County Seat. Diversified farming; cotton; grain; forage production; cattle; commercial fishing & seafood processing; mineral extraction; oil and gas wells. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35 On Lavaca Bay.

2 - TRANSPORTATION: Railroads-Southern Pacific
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; Loc. Est. 11,619
County 80 Cen. 19,574; Loc. Est. 21,245
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445; Loc. Est. 3,979
County 80 Cen. 6,469; Loc. Est. 7,365

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$104,664,739
Savings & Loan	3	$27,975,422

6 - PASSENGER AUTOS: County 17,452 (all vehicles 1981)

7 - ELECTRIC METERS: City Est. 4,697

8 - GAS METERS: City Est 3,089

9 - PRINCIPAL INDUSTRIES: Grain Sorgum; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chemicals; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(3)	3	Bottom Dollar
Brook Hollow	10	Rice Mkt.
Calhoun Plaza (29)	9	Safeway, Weiner's, TG&Y, Beall's
Fairway(9)	9	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	17	HEB, Coles Dept., Cunningham Drug

13 - RETAIL OUTLETS: Department Stores-Sears, Montgomery Ward.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,660; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St., Port Lavaca, TX 77979; Tel. (512) 552-9768.
National Representative: None.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-2 Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; Loc. Est. 77,870
City of Pub.-ABC: (80) 72,655; (83) 84,300
County 80 Cen. 1,556,549; Loc. Est. 1,672,117
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097; Loc. Est. 26,458
City of Pub.-ABC: (80) 24,157; (83) 29,100
County 80 Cen. 577,753; Loc. Est. 649,499
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$462,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,436,649 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center. Avg. Wkly. Wage; $240
Principal Pay Days 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg. North(11)	NA	Montgomery Ward
Buckingham Square(2)	NA	Winn-Dixie
Camelot(17)	NA	A&P Sears, Radio Shack
Campbell Rd. Village(10)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Custer Square(10)	NA	
Dal Rich Village(25)	NA	TG&Y, Safeway
Northrich Village(5)	NA	Gibsons
Pavillion	NA	Marshalls
Richardson E.(16)	NA	Baskin Robbins, Kinneys
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Square	NA	Sears, Dillards,
Mall(104)	NA	Montgomery Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley Village(13)	NA	Kroger, Rexall
Town & Country(20)	NA	Goodyear, Wendys
University Village	NA	

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Joskes; Dillards; Marshalls.
Chain Drug Stores-Skagg's; Skillern's; Sun; Steen.
Variety Stores-Whites
Discount Stores-Gibson's; K mart.
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-tue to fri) 9,543; (S) 9,723; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Joe Mazza, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 234-1131.
National Representative: U.S. Suburban Press, Inc.

ROSENBERG

1 - LOCATION: Fort Bend County, (In Houston PMSA), E&P Map E-4. On Hwys. 59, 36, 90A.

2 - TRANSPORTATION: Railroads-Gulf; Colorado & Santa Fe; Southern Pacific.
Bus-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 20,075
County 80 Cen. 130,846; Loc. Est. 159,257
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,920

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,753; Loc. Est. 6,649
County 80 Cen. 39,840; Loc. Est. 50,823
PMSA 80 Cen. 973,162; Loc. Est. 1,145,240

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$48,272,000

6 - PASSENGER AUTOS: County 96,873 (all vehicles 1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich(7)	NA	Mont. Ward, Weiners, Woolworth
Weingarten	NA	Bealls, Weingarten
Lamar Plaza(27)	NA	Kroger, Sears

13 - RETAIL OUTLETS: Discount Stores-Gibsons; K mart.
14 - NEWSPAPERS: HERALD COASTER (e-mon to fri; S) 7,337; Mar. 1983 VAC.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St., PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: U.S. Suburban Press, Inc.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA), E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Railroads-Panhandle & Santa Fe; Gulf; Colorado & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Oil Field; Texas, New Mexico & Oklahoma Coaches.
Airlines-Rio; Eagle; Permian.

3 - POPULATION:
Corp. City 80 Cen. 73,240; Loc. Est. 79,041
CZ-ABC: (80) 73,240; (83) 78,900
Bal. in PMA-ABC: (80) 11,544; (83) 13,600
Bal. in RTZ-ABC: (80) 57,399; (83) 60,800
Total PMA-ABC. (80) 84,784; (83) 92,500
Total PMA & Bal. in RTZ-ABC: (70) 142,183; (83) 153,300
County/MSA 80 Cen. 84,784; Loc. Est. 92,640
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576; Loc. Est. 29,601
CZ-ABC: (80) 26,576; (83) 29,700
Bal. in PMA-ABC: (80) 3,973; (83) 4,700
Bal. in RTZ-ABC: (80) 21,019; (83) 23,100
Total PMA-ABC: (80) 30,369; (83) 34,400
Total PMA & Bal. in RTZ-ABC: (80) 51,388; (83) 57,500
County/MSA 80 Cen. 30,369; Loc. Est. 34,775

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$648,610,000
Savings & Loan	5	$215,092,391

6 - PASSENGER AUTOS: County 82,331 (all vehicles 1981)

7 - ELECTRIC METERS: 31,275

8 - GAS METERS: 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Govt. (ex. military) 6,230; Goodfellow AFB 2,873; Public Schools 1,073; Fin., Insur., Real Estate 1,490; Retail trade 6,870; Wholesale trade 1,360; Trans., Util. 3,210; Contract Const. 2,170; Mining 790; Prtg., Allied Ind. 420; Food & Kindred Prod. 870; Stone, Clay & Glass Prod. 130; Fabricated Metal Products 240; Other Durable Goods 3,300.

10 - CLIMATE: Av. Annual Temp., 63.5; Jan. Mean Minimum 32.2; July Mean Temp. 96.3; av. annual rainfall 17.53"; av. annual humidity 73% mornings, 40% afternoons.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way bet. Van Buren and Village; 3 on N. Main St.; 2 on Chadbourne bet. Concho River & RR tracks; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Way and Ave. N.; Gibson's Knickerbocker Rd. at Stadium; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M-System
Aim Complex	NA	AIM(TG&Y), Lack's
Freeland(6)	NA	Holiday Cleaners, M-System
Stadium Park(22)	NA	Gibsons, Fabric Mart, Jabbo's
Sherwood(9)	NA	Radio Shack, Beef & Bun
Village(23)	NA	Winn-Dixie, Ashley's, Anthony's
University Plaza(4)	NA	Hallmark Cards, Schlotzsky's
Southwest Plaza (20)	NA	Furrs, Backstroms, Clothworld
Sunset Mall(88)	NA	Sears, JCPenney, Wilson's
Albertson's(1)	NA	Albertson's
W. Beauregard	NA	Home Hdwe., Strike-it-Rich
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Concho Valley Ctr	NA	K mart, M-System

Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Close-Food-10 Mon. thru Sat. Most others 5:30; K mart; Gibson's to 9 Mon.-Sat.; Albertson's to 12 p.m.; M-System to 9 p.m.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Hemphill-Wells; Sears; JCPenney; Bealls; Anthony's; Backstrom's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Osco Drug.
Discount Stores-B-W Merchandise 2; K mart; Gibson's; Strike-It-Rich 2; Wilson's.
Variety Stores-Woolworth; Winn's.
Chain Supermarkets-Safeway 2; Winn Dixie 2; Town & Country 14; Colonial 17; Albertson's; M-System 3; Furrs.
Other Chain Stores-Western Auto; Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale Jewelry; S&H Green Stamps; Wilson's; Lerners; Thom McAn; SoFro; TG&Y (AIM).

14 - NEWSPAPERS: STANDARD-TIMES (m-mon to fri) 34,727; (e-mon to fri) 6,445; (m-sat) 36,619; (S) 40,721; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mike Sexton, Adv. Dir., STANDARD-TIMES, 34 W. Harris Ave., San Angelo, TX 76903; Tel. (915) 653-1221.
National Representatives: Harte-Hanks Communications; Branham/Newspaper Sales.

SAN ANTONIO

1 - LOCATION: Bexar County (MSA), E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstates 10, 35, 410, 37.

2 - TRANSPORTATION: Railroads-MKT (freight); MP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley; Arrow; Painter.
Airlines-Alamo; American; Amistad; Continental; Delta; Eastern; Metro; Mexicana; Muse Air; Ozark; Southwest; Texas; Texas International; TWA; USAir.

3 - POPULATION:
Corp. City 80 Cen. 785,880; Loc. Est. 841,014
CZ-ABC: (80) 866,238; (83) 982,200
RTZ-ABC: (80) 692,875; (83) 769,000
County 80 Cen. 988,800; Loc. Est. 1,057,978
MSA 80 Cen. 1,071,954; Loc. Est. 1,150,627
City & RTZ-ABC: (80) 1,589,113; (82) 1,751,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733; Loc. Est. 288,601
CZ-ABC (80) 291,781; (83) 331,800
RTZ-ABC: (80) 217,824; (83) 250,500

County 80 Cen. 320,639; Loc. Est. 358,967
MSA 80 Cen. 349,330; Loc. Est. 392,399
City & RTZ-ABC: (80) 509,605; (83) 582,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	47	$5,719,169,905
Savings & Loan	14	$1,819,858,000

6 - PASSENGER AUTOS: County 745,772 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 373,846

8 - GAS METERS: Residence 277,454

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Govt. 94,300; Retail/Wholesale 107,900; Mfg. 50,600; Medicine 12,000; Military 89,336.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-85; Summer 72-94; Fall 48-88; Winter 41-66. First killing frost, Nov. 30. Last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; may require treatment for industry boiler use.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 5 sts. (30 city blocks).
Shopping Centers (Number of Stores)-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9, Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Central Park 90; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Shopping City 65; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Star Mall 149; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Southpark Mall 50; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Wonderland Shopping City 79; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Food City 10; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11; Windsor Park 125; Ingram Park Mall 145.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Thu.; Grocery & Shpg. Ctrs. week nights.

13 - RETAIL OUTLETS: **Department Stores**-Joskes 4; Sears 5; JCPenney 6; Montgomery Ward 4; Frost Bros. 3; Dillard's 4; Beall's 5; Foley's 2; Solo-Serve 5; La Feria 4.
Discount Stores-Shoppers World 5; K mart 9; Target 6.
Variety Stores-Woolworth 3; Kress; TG&Y 9; Ben Franklin 2; Winn's 32.
Chain Drug Stores-Sommers 32; White Cross 2; Walgreen's 15; PayLess 2; Crain & Palmer; Empire 3; Modern; Nick's 2; Royal Drugs; Sorola's; Revco 11; Eckerd's 23.
Chain Supermarkets-H.E.B. 35; Handy Andy 20; Stop 'N Go 113; Albertson's 5; Centeno 3; Warehouse Grocery 3; Kroger 13; Lone Star Ice & Food 50.
Other Chain Stores-Grayson's; Thom McAn 9; Three Sisters; Baker's 6; Burt's 4; Chandler's; Western Auto 11; Firestone 14; Lerner's 5; Zales 6; National Shirts 5; Kinney Shoes 12; Radio Shack 26; Pier I Imports 3; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys R Us 2; Furniture: Lack's 7, Levitz, Weberg's, Furniture Expo, Sutherlands' 2, Home Pro Improvement, Handy Dan 8, McCoy's 3; Liquor Stores: Don's and Ben's 16, Charles Dailey, Denson's.

14 - NEWSPAPERS: EXPRESS (m-mon to fri) 87,081; NEWS (e-mon to fri) 74,555; (m-sat) 153,214; (S) 192,549; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Howard Schramm, V.P.-Adv., EXPRESS and NEWS, Avenue E and 3rd St., San Antonio, TX 78297; Tel. (512) 225-7411.
National Representative: Branham/Newspaper Sales.
LIGHT (e-mon to fri) 127,262; (m-sat) 145,532; (S) 192,109; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bill Green, Adv. Dir., LIGHT, McCullough & Broadway, San Antonio, TX 78206; Tel. (512) 226-4271.
National Representatives: Hearst Advertising Service; Towmar.

SAN MARCOS

1 - LOCATION: Hays County, (In Austin MSA), E&P Map D-4. County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32; 123 & 306.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; Loc. Est. 25,212
CZ-ABC: (80) 23,420; (83) 27,600
RTZ-ABC: (80) 55,941; (83) 65,900
County 80 Cen. 40,594; Loc. Est. 45,615
MSA 80 Cen. 536,450; Loc. Est. 587,171
City & RTZ-ABC: (80) 79,361; (83) 91,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627; Loc. Est. 6,960
County 80 Cen. 12,583; Loc. Est. 14,823
MSA 80 Cen. 195,856; Loc. Est. 224,159
CZ-ABC: (80) 6,627; (83) 7,500
RTZ-ABC: (80) 18,542; (83) 22,700
City & RTZ-ABC: (80) 25,169; (83) 30,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 30,213 (all vehicles 1981)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton; Corn and Cattle; Furniture Factory; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators and Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bealls.
Discount Stores-Gibson's; Mundens; Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco.
Chain Supermarkets-HEB; Wuests; Safeway.
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zales; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-tue to fri) 4,513; (S) 5,769; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Espinoza, Adv. Mgr., RECORD, 35 South, PO Box 1109, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative: None.

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA), E&P Map D-4, County Seat. Texas Lutheran College, Mfg., Oil Wells, Agriculture, Cotton, Ranching. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; Loc. Est. 18,660
CZ-ABC: (80) 17,854; (83) 18,900
RTZ-ABC: (80) 60,116; (83) 68,600
County 80 Cen. 46,708; Loc. Est. 51,864
MSA 80 Cen. 1,071,954; Loc. Est. 1,150,627
City & RTZ-ABC: (80) 77,970; (83) 87,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751; Loc. Est. 5,909
CZ-ABC: (80) 5,751; (83) 6,300
RTZ-ABC: (80) 20,908; (83) 24,800
County 80 Cen. 15,733; Loc. Est. 18,299
MSA 80 Cen. 349,330; Loc. Est. 392,399
City & RTZ-ABC: (80) 26,659; (83) 31,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$105,778,000

6 - PASSENGER AUTOS: County 41,011 (all vehicles 1981)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Car Radios; Oil Wells; Cotton Gins; Bottling Works; Hatcheries; Ranching.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Hwy. 90 E. US Hwy. 90A & State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Park Center(13)	NA	JCPenney, Kress, Mode O'Day
Plaza Del Rey (26)	NA	K mart, TG&Y, Eckerd, Beall's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; JCPenney; J.B. White Co.
Discount Stores-Gibson's; K mart; TG&Y.
Variety Stores-Perry's; Duke & Agers.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; Fleming; HEB; 7-Eleven; U-Totem.
Other Chain Stores-Mode O'Day; Sears (catalog); Hills Jewelers; Radio Shack; Auto Shack.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 5,152; (S) 5,991; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dana Ellis, Adv. Dir., GAZETTE-ENTERPRISE, 1100 N. Camp St., PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5402.
National Representative: U.S. Suburban Press, inc.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2, County Seat. Agri., ind. & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City; 324 mi. SW of Little Rock, Ark.; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75 & 82 & State Hwy. 289.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; Loc. Est. 32,031
CZ-ABC: (80) 30,413; (83) 31,700
RTZ-ABC: (80) 155,434; (83) 174,400
County/MSA 80 Cen. 89,796; Loc. Est. 95,602
City & RTZ-ABC: (80) 185,847; (83) 206,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,718; Loc. Est. 12,226
CZ-ABC: (80) 11,718; (83) 12,700
RTZ-ABC: (80) 56,985; (83) 66,100
County/MSA 80 Cen. 33,972; Loc. Est. 37,901
City & RTZ-ABC: (80) 68,703; (83) 78,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$305,426,803
Savings & Loan	3	$210,445,161

6 - PASSENGER AUTOS: County 85,386 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 12,858

8 - GAS METERS: Residence 9,909

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronic Equip. 3,700; Food processing 1,436; Surgical products 738; Aluminum castings and extrusions 287; Textile Mfg. 600; Earth augers 157; Conveyor Mfg. 167; Box Mfg. 74; Control Valves 330; Trailer Mfg. 150; Steel Wire Products 130; Concrete products 162; Auto Glass Mfg. 390; Men & Womens clothing 35; Truck Body Mfg. 144; Buckle & Leather Works 53; Fishing Lures 42; Mobile Homes 108; Pre-Fab Buildings 34; Air Pollution Controls 74.
Principal Pay Days-Thu. & Fri.; 15th & 30th.

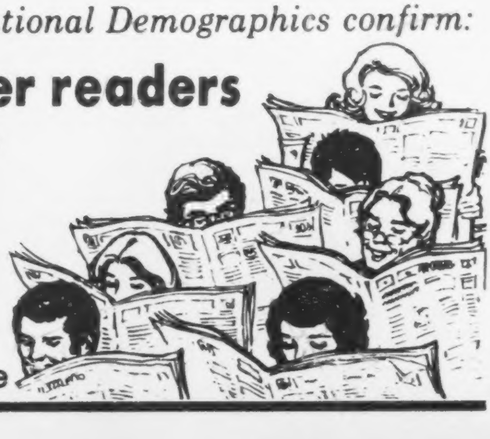
Readership studies by Simmons and International Demographics confirm:

More San Antonio newspaper readers prefer the daily and Sunday

San Antonio Light

THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

Represented Nationally by Hearst Advertising Service



10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts., 1 at N. Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Comer's(4)	NA	Kroger, Revco
Midway	NA	Sears
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney, Montgomery Ward
Westwood(32)	NA	Piggly Wiggly, Revco
Colonial Square(6)	NA	High Fashions

Principal Shopping Days-Sat., Thu., Mon.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Drug, Supermarkets, Drive-In Grocers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's.
Discount Stores-Gibson's 2; K mart.
Variety Stores-Winn's 2.
Drug Stores-May's; Hestand; Revco 2.
Chain Supermarkets-Safeway; Piggly Wiggly 2; Kroger; Tom Thumb Food; Skaggs-Alpha-Beta.
Other Chain Stores-Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; K's Thrift Center; Home Furniture; Zale's; Mode O'Day; Kinney Shoes; Musicland; Sweeney Jewelry; Embassy Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Radio Shack; Sweeney Jewelers; Hickory Farms; Brooks Fashion Store; The Athletes Foot; Bolen's Card Shop; Chess King; Fashion Conspiracy; Foxmoor Casuals; Flowerama; Gordon's Jewelry; Lerners; Merle Norman Cosmetics; T Shirts Plus; Enchanted Sun; Kimberly Collections; Tobacco House; B. Dalton Bookseller; Payless Cashways; Color Tile; Brands Western Wear; Sherman True Value Hardware; Southern Mills; Boise Cascade Bldg.; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Footscene.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 19,683; (S) 22,088; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & Agri. Ctr. in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific & Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; Loc. Est. 13,386
County 80 Cen. 18,912; Loc. Est. 19,241

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; Loc. Est. 4,712
County 80 Cen. 6,376; Loc. Est. 7,067

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$215,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 19,863 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gasoline plants 325 ($285); Petroleum Prod. 1,500 ($230); Petroleum Service 1,100 ($230); Chemical Prods. 315 ($255); King's Highways ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-(Downtown)-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q.; 4 on Ave. R; 4 on Ave. S.; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney; Sears; Montgomery Ward; Owens.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; White Auto; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,357; sworn Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881; Loc. Est. 12,819
County 80 Cen. 22,560; Loc. Est. 24,159
Demographic Information available, from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,652; Loc. Est. 5,064
County 80 Cen. 8,699; Loc. Est. 9,778

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$295,753,246
Savings & Loan	2	$216,244,155

6 - PASSENGER AUTOS: County 21,832 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 7,876

8 - GAS METERS: Residence 3,928

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Suite & Dresses 250; Peanut Prod. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Avg. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING: Principal Shopping Areas Gibson's; South Loop Mall; Mitchells; Reunion Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(10)	NA	
Plaza(10)	NA	K mart, Buddies Mkt.

Principal Shopping Days-Mon., Wed., Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Higginbotham Bros.; Beall Bros.; Mitchell's.
Chain Stores-10; 7 located in City Zone.
Variety Stores-Perry Bros.; Ben Franklin; Duke & Ayers.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE (e-mon to fri) 4,771; (S) 5,857; Publisher's Statement March 1983.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3125.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; Loc. Est. 13,919
County 80 Cen. 25,247; Loc. Est. 27,554

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013; Loc. Est. 5,405
County 80 Cen. 9,528; Loc. Est. 10,871

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 21,998 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Machinery; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13. Last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Howard's, Kroger, Perry Bros. Variety); Shannon Square (10 stores, local retail); The Center (currently 5 stores-Wal-Mart, Beall's, Payless Shoes, Sulphur Springs Sports Center).
Principal Shopping Days-Mon., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; Marshall's; JCPenney; Foster's; Montgomery Ward; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco.
Discount Stores-Howard's; Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Brookshire; Kroger; Super Handy 3; Safeway.

14 - NEWSPAPERS: NEWS-TELEGRAM (e-mon to fri) 6,779; (S) 7,143; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Clarke Keys Ed./Bus Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-3141.
National Representative: Papert Companies.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 260 mi. W of Dallas.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Santa Fe; Orient.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; Loc. Est. 12,793
County 80 Cen. 17,359; Loc. Est. 18,468
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,654; Loc. Est. 4,954
County 80 Cen. 6,446; Loc. Est. 7,217

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$122,012,000
Savings & Loan	1	$152,000,000

6 - PASSENGER AUTOS: County 17,511 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 6,338

8 - GAS METERS: Residence 4,502

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prod. 125 ($850); Clothing 550 (NA); Cotton Compress 100 (NA).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Area-20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	2	Best Foods
Lamer St.	1	Sears, Village Food
Nolan County Plaza(5)	1	Safeway, TG&Y, Foust Foods

Principal Shopping Days-Mon., Wed., Sat. Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; C.R. Anthony; Thorntons.
Variety Stores-Mott's; TG&Y.
Discount Stores-Gibson; Munden; K mart.
Chain Drug Stores-Rexall; Curry-Armor; Eckerd's.
Chain Supermarkets-Village; Safeway; M. System.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Wilder Tire; Skinneys; Colonial.

14 - NEWSPAPERS: REPORTER (e-mon to fri, S) 4,828; sworn Sept. 29, 1982.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677 **National Representative**: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA), E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95 & 29; U.S. Hwys. 79 & 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Missouri-Kansas-Texas, Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; Loc. Est. 10,796
County 80 Cen. 76,521; Loc. Est. 89,574
MSA 80 Cen. 536,450; Loc. Est. 587,171

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832; Loc. Est. 3,943
County 80 Cen. 24,932; Loc. Est. 30,607
MSA 80 Cen. 195,856; Loc. Est. 224,159

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 66,629 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25. Last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 North.
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	NA	Montgomery Ward, Radio Shack
Taylor Plaza(6)	NA	Revco Drug, TG&Y

Principal Shopping Days-Department Stores-Mon. Wed., Sat. Food-Mon., Thurs., Fri., Sat.
Stores Open Evgs. & Sun.-Drug; grocers.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Montgomery Ward; Sears.
Variety Stores-Duke & Ayres; Perry's.
Discount Stores-Gibson's; TG&Y; Wal-Mart.
Chain Drug Stores-Thrifty; Luhn & Johns; Schwenker Rexall 2; Gibson's; Revco.
Chain Supermarkets-Safeway; HEB; Piggly Wiggly.
Other Chain Stores-Gellman's; Mode O'Day; Austin Shoes; Firestone; Western Auto; White Auto; Bill's Dollar Store; Kinwin; Fabric World; 100,000 Auto Parts; Fabric & Linen World; Perry's; Goodyear; Fotomat; Radio Shack; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,176; sworn Sept. 17, 1982.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-3621.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA), E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, and intersection of U.S. 190, 81, State 36, 95 and 53.

2 - TRANSPORTATION: Railroads-MK&T; Santa Fe (division point); Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,483; Loc. Est. 44,293
CZ-ABC: (80) 53,134; (83) 59,000

RTZ-ABC: (80) 193,080; (83) 216,600
County 80 Cen. 157,889; Loc. Est. 164,569
MSA 80 Cen. 214,656; Loc. Est. 220,806
City & RTZ-ABC: (80) 246,214; (83) 275,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,039; Loc. Est. 16,527
CZ-ABC: (80) 19,749; (83) 22,700
RTZ-ABC: (80) 64,105; (83) 74,600
County 80 Cen. 52,661; Loc. Est. 56,882
MSA 80 Cen. 66,751; Loc. Est. 71,198
City & RTZ-ABC: (80) 83,854; (83) 97,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$312,920,627
Savings & Loan	3	$389,058,372

6 - PASSENGER AUTOS: County 135,190 (all vehicles)

7 - ELECTRIC METERS: Residence. 22,961

8 - GAS METERS: Residence 13,925

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Clothing 500; Farm Equipment 225; Fixtures 200; Foundry 284; Food 650; Governmental 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Publishing 325; Railroad 725; Schools 950; Shoes 210; Screw Machine Products 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furniture 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,650.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on South 25; Ave. A thru G on S. 8 St.; 25th thru 29th Sts. Bet. Adams & Barton Aves.; 21st thru 29th Sts. on Adams Ave.; 7th Thru 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. So. 57th thru So. 63rd St.; 4400 block of So. Interstate Hwy. 35; S.E. Corner of Intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Loop(14)	NA	Piggly Wiggly, Gibson's, Perry's
Temple Mall(75)	NA	Dillards, Wilsons, JCPenney, Sears, Beall's
Towne & Country Mall(10)	NA	Montgomery Ward
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly, 7-Bar Western Wear
Southwest City(11)	NA	Safeway, K Wholen's
Oak Park(6)	NA	Audio Tech
Temple Sq.(10)	NA	Klothes Line
The Market Place(30)	NA	HEB, Revco, Weiner's
Exchange Plaza(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores-Cheeves Brothers, J.M. Dyer, Montgomery Ward, JCPenney, Sears, K's Thritt, Beall Brothers, Barry's; Dillards, Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Vera Lee's; Triple D Tack & Western.
Discount Stores-Gibson's; K mart; K Wholen's; Dollar General; Faraway Places; First Place Warehouse.
Variety Stores-Perry's.
Chain Supermarkets-Safeway; Glidden's Red & White; Piggly Wiggly 2; 7-Eleven 11; HEB 2; Minimax; Super-Save; Strasburger; Meshack's 2; Williams Drive-In; Zippy 8; King Saver; Albertson's.
Chain Drug Stores-Eckerd's 2; Osco; Revco 2.
Other Chain Stores-Singer Company; Firestone; Goodyear; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); Thom McAn (Shoes); The County Seat (pants); Fashion Conspiracy; General Nutrition; National Shirt Shop; Radio Shack; Walden Books; Molitor Toys; Leon's; Lemers; Lowery Organs; Baker's Shoes; Coach House Gifts; Fox Photo/Hallmark; K-G Men's Wear; Kruger Jewelry; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Jerry's Pets; Ortega's (Jewelry); Merle Norman (cosmetics) 2; Mister Penguin (Men's Formal Wear); Mr. Music; Rocky's Pipe Shop; Regis Hairstylists; Spencer's Gifts; Stuart's; T-Shirts Plus; Wicks N' Sticks; Weiner's; Red River Pottery; Suzanne's; Oshman's; Command Performance; B. Dalton Bookseller; Hasting's Records; Pfau Tires; Gordon's Jewelers; Kruger's; Boise Cascade Building Materials Ctr.; Gallenkamp Shoes; World Bazaar; Back In A Flash Ltd.

14 - NEWSPAPERS: TELEGRAM (m) 25,003; (S) 27,323; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Adv. Mgr., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA), E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; Loc. Est. 14,182
County 80 Cen. 39,015; Loc. Est. 43,154
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
City 80 Cen. 4,302; Loc. Est. 4,387
County 80 Cen. 13,154; Loc. Est. 14,789
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$162,420,000
Savings & Loan	2	$72,240,306

6 - PASSENGER AUTOS: County 35,601 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wood Working 171 ($190); Hospital 1700 ($184); Dresses 100 ($160); Paper Prod. 122 ($234); Alum Prods. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hwy. 80-W; 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Plaza(20)	NA	Kroger
Town West Plaza(20)	NA	JCPenney, Kroger

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lintz; K Wholen's
Discount Centers-Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; White Auto; Radio Shack; PayLess Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) controlled 450; paid 5,570; Mar. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Noble H. Welch, Pub./Editor, TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, Tex.; Miller County, Ark. (MSA), E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. Ctr. for 100-mile area for cotton & cattle.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 52,730; Loc. Est. 52,282
CZ-ABC: (80) 72,561; (83) 73,500
RTZ-ABC: (80) 285,167; (83) 298,500
Counties/MSA 80 Cen. 113,067; Loc. Est. 116,414
Bowie Co., TX 75,301; Loc. Est. 78,522
Miller Co., AR 37,766; Loc. Est. 37,892
City & RTZ-ABC: (80) 357,728; (83) 372,000

4 - HOUSEHOLDS:
City 80 Cen. 20,213; Loc. Est. 20,931
CZ-ABC: (80) 26,797; (83) 28,200
RTZ-ABC: (80) 101,951; (83) 110,800
Counties/MSA 80 Cen. 40,925; Loc. Est. 44,155
Bowie, TX 27,449; Loc. Est. 29,974
Miller, AR 13,476; Loc. Est. 14,181
City & RTZ-ABC: (80) 128,748; (83) 139,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$403,942,419
Savings & Loan	4	$156,589,416

6 - PASSENGER AUTOS: Miller Co., AR 16,245; Bowie Co., TX 71,255 (all vehicles)

7 - ELECTRIC METERS: Residence 30,779

8 - GAS METERS: Residence 30,752

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Ordnance 7,593 ($158); Clay & Min. 200 ($120); Food 228 ($110); RR Tank Cars 358 ($160); Tires 1,050 ($175); Mobile Homes 431 ($120); Pipe Fitting Prod. ($104); Lumber Prod. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lbr., Sat.; Clay Prod., Sat.; Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Mall	NA	Dillard, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
Jefferson Sq.	NA	Safeway
New Boston Rd.(3)	NA	Price Lo, TG&Y
Oaklawn	NA	Montgomery Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd's

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Belk-Jones; Montgomery Ward; JCPenney; Sears; West's.
Discount Stores-Howard's; K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Osco; Boulevard Phcy.; Boyd's; Medisav; Hart 2; Eckerd.
Variety Stores-TG&Y; McCroys 2.
Chain Supermarkets-Safeway 3; 7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; EZ Mart 17; Price Lo.
Other Chain Stores-Okla. Tire & Sup.; Firestone; Goodyear; Goodrich; Western Auto; White's Auto; Kay's; Gordon's; Zale's (jewelry); Austin's; Lee's (shoes); Singer; S&H Green Stamps; Skibell's; Regans; Regents; Holly's; Stelen's; Payless; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 31,125; (S) 34,504; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representatives: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA), E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75 and State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 miles.

3 - POPULATION:
Corp. City 80 Cen. 41,403; Loc. Est. 43,715
County/PMSA 80 Cen. 195,940; Loc. Est. 212,444

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045; Loc. Est. 13,868
County/PMSA 80 Cen. 69,284; Loc. Est. 78,730

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 154,799 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 19,876 (1979)

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. Annual Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harbor Village(5)	NA	Whites, Bay-Tex, Building Supply
Mainland Mall(10)	NA	Walgreens, Weiner's, Weingarten
Mainland Plaza(10)	NA	Minimax, Mainland Bank, Texas Super
Bay Center(10)	NA	SupeRx, Kroger, Wal Mart
Trade Winds(24)	NA	Safeway, Weiners, Sears, TG&Y

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri., Sat.
Stores Open Sundays-Drug and some supermarkets.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Walgreen; Eckerd.
Discount Stores-White's; Wal-Mart; K mart.
Chain Supermarkets-Weingarten's; Texas Super 3; Kroger; Lucky 7 2; Safeway; Ronnies; Super Value; Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward (catalog); Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (m) 12,640; (S) 12,800; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Jim Lee, Adv. Dir., SUN, 624 Fourth Ave., Texas City, TX 77590; Tel. (713) 945-3441.
National Representative: Branham/Newspaper Sales; U.S. Suburban Press, Inc.

TYLER

1 - LOCATION: Smith County (MSA), E&P Map E-3, County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern (shops & gen. offices); Missouri Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Texas-Central Bus Lines; Greyhound.
Airlines-Texas Int'l.; Tricon Int'l.; Metroflight.

3 - POPULATION:
Corp. City 80 Cen. 70,508; Loc. Est. 75,696
CZ-ABC: (80) 77,493; (83) 84,600
RTZ-ABC: (80) 395,574; (83) 449,100
County/MSA 80 Cen. 128,366; Loc. Est. 140,856
City & RTZ-ABC: (80) 473,067; (83) 533,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024; Loc. Est. 28,710
CZ-ABC: (80) 28,552; (83) 32,400
RTZ-ABC: (80) 141,469; (83) 166,700
County/MSA 80 Cen. 46,042; Loc. Est. 52,831
City & RTZ-ABC: (80) 170,021; (83) 199,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$999,900,000
Savings & Loan	5	$559,300,000

6 - PASSENGER AUTOS: County 120,326 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 30,353

8 - GAS METERS: Residence 27,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); RR Man Office 300 ($246); Clothing 700 ($140); Alum.

Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,200 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15. Last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 -RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th, Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Center-8 units; N.W. Loop Shopping Center-8 units; W.C. Square-5 units; Lincoln Plaza-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillards, JCPenney, Zales
Bergfield(36)	2	Montgomery Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Safeway, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco Drugs, TG&Y
Front-Beckham (14)	1	B-Mart Groc., Eckerds
West Bow	2	Beard's, Eckerds, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras, Guys & Dolls

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thurs.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillards; K. Wholen's; Sears; Montgomery Ward; JCPenney; New York Store; Selber Bros.; Sanger Harris.
Discount Stores-Gibson 2; K mart 2.
Variety Stores-Perry 5&10 3; TG&Y 2.
Chain Drug Stores-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethen Allen; Parker-Chatham; Almand's; Furniture World; Kelly Furniture; Murphy Bros.; Wilson; Bossa Cascade Lbr. Co.; Jewel T.; Wilks Lbr.

14 - NEWSPAPERS: TELEGRAPH (m) 36,796; COURIER-TIMES (e-mon to fri) 8,465; COURIER-TIMES-TELEGRAPH (S) 46,012; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: JoAnne Smith, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St., Tyler, TX 75710; Tel. (214) 5978111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 287 and 281; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver City.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,695; Loc. Est. 13,703
County 80 Cen. 15,931; Loc. Est. 16,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871; Loc. Est. 5,453
County 80 Cen. 5,983; Loc. Est. 6,657

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,444 (all vehicles 1980)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 250 ($150); Processing & Mfg. 48 ($110); Guar. Processing 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-Clayton's; C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Coleman's; Gibson's; T.G.&Y.; Osbornes; M.E. Moses.
Variety Stores-TG&Y; M. E. Moses; Hill's Youth Center; Perry's.
Drug Stores-M&S Pharmacy; City Pharmacy; Gibson's; Hillcrest.
Chain Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-United; Vernon; Central; Coy's; Sharps.
Other Chain Stores-White's Auto; Popular (furn.); S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,947; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Larry Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 1531 Cumberland, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map F-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-So. Pac.; Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 50,695; Loc. Est. 55,200
CZ-ABC: (80) 50,116; (83) 55,200
RTZ-ABC: (80) 122,149; (83) 129,400
County/MSA 80 Cen. 68,807; Loc. Est. 74,929
City & RTZ-ABC: (80) 172,265; (83) 184,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220; Loc. Est. 19,187
CZ-ABC: (80) 17,045; (83) 19,500
RTZ-ABC: (80) 42,337; (83) 46,400
County/MSA 80 Cen. 22,988; Loc. Est. 26,246
City & RTZ-ABC: (80) 59,382; (83) 65,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$953,121,530
Savings & Loan	4	$438,730,926

6 - PASSENGER AUTOS: County 66,139 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 22,255

8 - GAS METERS: Residence 11,511

9 - PRINCIPAL INDUSTRIES: Various chemicals by DuPont; Union Carbide, Vistron; Alcoa; Oil; Cattle; Bldg. materials; Petro-Chemical; Sand and Gravel; Steel Fabricators.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Montag Bros.	NA	Montag Mkt., Jerry Lenz Sports
Crossroads Plaza(14)	NA	G.E. Appliance Ctr., Jeans Wearhouse
Navarro Plaza(3)	NA	Computer Place, Tackle Shack
Town & Country (33)	NA	Zales, Melvin's, Radio Shack
Town Plaza(28)	NA	Beall's, Grahams, JCPenney
Village Center(22)	NA	Weiner's, HEB, Woolworth
North Cross(14)	NA	Weiners, Hastings
Victoria Mall (85)	NA	Sears, Dillards, Wilson, Radio Shack, Thom McAn

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlap's; Sears; Montgomery Ward (catalog); Beall Bros.; Leon's; Dillard's; Weiner's.
Discount Stores-Gibson's; Kroger's; K mart; Wal Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreen 2; Eckerd's.
Chain Supermarkets-H. E. Butt 3; Kroger; Dick's 3; Safeway; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 35,154; (S) 35,874; Mar. 31, 1983 ABC.
Local Contact for Advertising And Merchandising Data: Clyde E. Lenz, Adv. Dir., ADVOCATE, PO Box 1518, Victoria, TX 77901; Tel. (512) 575-1451.
National Representative: Landon Associates.

WACO

1 - LOCATION: McLennan County (MSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Cement, garment, rubber, glass, lumber, and wholesale center for 20-county area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 100 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; Interstate 35. 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-Rio Airways; Centex Airlines.

3 - POPULATION:
Corp. City 80 Cen. 101,251; Loc. Est. 104,883
CZ-ABC: (80) 138,965; (83) 148,700
RTZ-ABC: (80) 300,007; (83) 332,400
County/MSA 80 Cen. 170,755; Loc. Est. 181,860
City & RTZ-ABC: (80) 438,972; (83) 481,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578; Loc. Est. 40,546
CZ-ABC: (80) 50,366; (83) 55,900
RTZ-ABC: (80) 104,145; (83) 119,200
County/MSA 80 Cen. 61,554; Loc. Est. 68,656
City & RTZ-ABC: (80) 154,511; (83) 175,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$822,000,000
Savings & Loan	5	$724,717,689

6 - PASSENGER AUTOS: 146,988 (all vehicles 1981)

7 - ELECTRIC METERS: 60,376

8 - GAS METERS: 38,078

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Products 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Eqt. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elec. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub. 840.
Principal Pay Days-1st & 15th of month and Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-11 neighborhood centers; 10 blocks on 25th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Austin-Closs, 7-Eleven
Eastgate Plz.(15)	3	Winn's, HEB Food
Fairgate(21)	4	DuBois Furn.
Lake Air Ctr.(30)	5	Goldstein-Migel, Montgomery Ward
K mart Center	3	Hancock, Pier I
Richland Fashion Mall(90)	5	Sears, JCPenney, Beall's, Dillard
Parkdale	5	J. Brannam, Dyer Electronics
Park Lake(14)	5	Piggly Wiggly, HEB Food, Revco
Southgate(20)	3	TG&Y, HEB, Eckerd
Westview Village(23)	3	Piggly Wiggly, Cox
Bosque Sq.(20)	6	Winn-Dixie, TG&Y

Principal Shopping Days-Department Stores-Mon., Thur., Sat. Food-Fri. and Sat.
Stores Open Evenings-Dept.-Mon. & Thurs. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Bealls; Wilsons; O.G. Wilson; Target; J. Brannam.
Variety Stores-McCrory; TG&Y 2; Winn's 5.
Discount Stores-Gibson; K mart 2.
Chain Drug Stores-Eckerd 4; Revco; Sav-on.
Chain Supermarkets-Safeway 6; Piggly Wiggly 6; H.E. Butt 6; 7-Eleven 29; Zippy 15; Skaggs-Alpha Beta; Winn-Dixie.
Other Chain Stores-Butlers; Thom McAn; Kinney's; Joe Lewis 5, Payless; Career Girl 5; Regan's; Zales Jewelers 2; Piccadilly Cafeteria 2; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 4; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE HERALD (all day-mon to fri) 53,120; (m-sat) 52,066; (S) 64,676; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James Tountas, Adv. Dir. TRIBUNE-HERALD, 900 Franklin, Waco, TX 76703; Tel. (817) 753-1511.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3, County Seat. Diversified economy, light industry, agricultural center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 14,624; Loc. Est. 15,307
County 80 Cen. 59,743; Loc. Est. 65,716
PMSA 80 Cen. 1,957,451; Loc. Est. 2,129,889

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046; Loc. Est. 5,496
County 80 Cen. 19,866; Loc. Est. 22,848
PMSA 80 Cen. 711,093; Loc. Est. 809,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,399,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 55,265 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plaza	2	Kroger
JCPenney	0	JCPenney, Safeway
North Gate(30)	2	Sears, Eckerds, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Revco; Eckerd's.

13 - RETAIL OUTLETS: Department Stores-Marchman's; Cheeves Bros.; JCPenney; K. Wholen's; Sears Roebuck; Levine's; Bealls.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd's.
Chain Supermarkets-Kroger; Safeway; Minyards.

14 - NEWSPAPERS: LIGHT (e-mon to fri) 5,510; (S) 5,735; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin, PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Ft. Worth-Arlington PMSA), E&P Map D-3, County Seat. 18 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Weatherford M.W. & N.W.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; Loc. Est. 12,342
County 80 Cen. 44,609; Loc. Est. 49,350
PMSA 80 Cen. 973,138; Loc. Est. 1,066,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; Loc. Est. 5,077
County 80 Cen. 15,640; Loc. Est. 18,082
PMSA 80 Cen. 349,034; Loc. Est. 400,313

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$159,382,315
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 40,799 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 6,560

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Foundries; Mach. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engrng.; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown(9)	NA	Radio Shack
Safeway(2)	NA	Safeway, Gibsons
Village(4)	NA	Piggly Wiggly, Sears
Parker Plaza(19)	NA	JCPenney, Winn-Dixie
College Park(20)	NA	Kroger, TG&Y, Eckerd

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mott's; Mitchells; The Hub.
Discount Stores-Gibsons, K mart; TG&Y.
Chain Drug Stores-Revco; Eckerds.
Chain Supermarkets-Safeway; Winn-Dixie; Village; DeAll's; Tony's 2; Kroger.
Other Chain Stores-White Auto; Western Auto; Higinbotham's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,836; (S) 6,245; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Paul MCollom, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA), E&P Map D-2, County Seat. Shopping, agri., oil mfg., whlse. ctr., 120 mi. NW of Fort Worth on U.S. Hwys. 287, 281, 277, 82; State 79.

2 - TRANSPORTATION: Railroads-Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Rio.

3 - POPULATION:
Corp. City 80 Cen. 94,201; Loc. Est. 95,225
County 80 Cen. 121,082; Loc. Est. 123,591
MSA 80 Cen. 121,082; Loc. Est. 123,591
CZ-ABC: (80) 94,201; (83) 95,600
Bal. in PMA-ABC: (80) 36,463; (83) 38,800
Total PMA-ABC: (80) 130,664; (83) 134,400
Bal. in RTZ-ABC: (80) 126,166; (83) 132,200
Total PMA & Bal. in RTZ-ABC: (80) 256,830; (83) 266,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647; Loc. Est. 35,821
County 80 Cen. 43,134; Loc. Est. 46,080
MSA 80 Cen. 43,134; Loc. Est. 46,080
CZ-ABC: (80) 33,647; (83) 35,400
Bal. in PMA-ABC: (80) 13,094; (83) 14,500
Total PMA-ABC: (80) 46,741; (83) 49,900
Bal. in RTZ-ABC: (80) 48,755; (83) 53,100
Total PMA & Bal. in RTZ-ABC: (80) 95,496; (83) 103,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$891,822,430

6 - PASSENGER AUTOS: County 118,804 (all vehicles 1981)

7 - ELECTRIC METERS: Residence 34,800

8 - GAS METERS: Residence 28,101

9 - PRINCIPAL INDUSTRIES: Industry, Number of employees-Lbr. & Wood prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pblsg. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Construction 2,820; Photographic, Medical 456, Trans., Comm. & Utilities 2,400; Finance & Real Estate 2,320; Gov't 11,280; Petroleum Prod. 5,608; Private Household 1,820; Machinery 2,634; Electronic, Electrical 1,068; Machinery 2,634; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692;
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Indiana; 4 on Scott; 3 on Eighth; 3 on Ninth; 2 on Tenth; 10 blocks on Kemp.
Neighborhood Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, Superfine
Parker Sq.(45)	NA	McClurkan's, Montgomery's
Southmoor(11)	NA	Safeway
Faith Village(60)	NA	White's, Jewel
Sikes Center(79)	NA	JCPenney, Beall's, Dillards

Principal Shopping Days-Thu., Sat., Mon.
Stores Open Evenings-Dept.: Thu.; Food: Fri. Sat. Sikes Center, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Monnig'; McClurkan's; JCPenney; Sears; Hub; White's; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod; Target; Edisons.
Variety Stores-TG&Y Family Center 2; Winns 2.
Chain Drug Stores-Walgreen; Eckerd's; Albertson's.
Chain Supermarkets-Safeway 3; United 3; Jiffy 19; Affiliated Food Stores 7; Albertson's.
Other Chain Stores-Auto Supplies: White's, Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Franklin's, Bakers, Lerner's, Brooks, Woods, Factory Outlet, Patricia, The Hub; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, 84 Lumber, Homers, Hallmark, Whites, Radio Shack, Sutherland Lumber.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 34,935; (m-sat) 44,565; TIMES (e-mon to fri) 15,107; (S) 48,588; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., RECORD-NEWS and TIMES, 1301 Lamar St., Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	112	189	207
5-14 Years	241	272	298
15-24 Years	215	295	323
25-44 Years	238	384	421
45-64 Years	177	212	232
65 and Over	77	109	119
TOTAL	1,060	1,461	1,600

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	162	290	480
General Mdse	279	551	955
Food	470	821	1,605
Automobiles	530	952	1,615
Gasoline Stations	189	367	796
Apparel	95	169	297
Furniture	128	231	406
Eat-Drink Places	185	314	715
Drugs	145	130	259
TOTAL SALES	2,384	4,146	7,767

LOGAN

1 - LOCATION: Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-3.
Air Service-1.

3 - POPULATION:
Corp. City 80 Cen. 26,844; Loc. Est. 28,670
CZ-ABC: (80) 32,988; (83) 35,300
RTZ-ABC: (80) 33,083; (83) 36,400
County 80 Cen. 57,176; Loc. Est. 63,049
City & RTZ-ABC: (80) 66,071; (83) 71,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291; Loc. Est. 10,336
CZ-ABC: (80) 10,877; (83) 12,000
RTZ-ABC: (80) 9,343; (83) 10,800
County 80 Cen. 17,558; Loc. Est. 20,284
City & RTZ-ABC: (80) 20,220; (83) 22,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: City 23,347 (1980)

7 - ELECTRIC METERS: Residence 10,832

8 - GAS METERS: Residence, City 10,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly till 10 Grocery: Daily till midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores-Keith O'Brien, JCPenney; Grand Central; Samon's; ZCMI; Ernst Home Centers; The Bon.
Variety Stores-Sprouse Reitz; King's; K mart.
Chain Drug Stores-Skagg's; Low Cost Drug Center; Grand Central; Smiths.
Chain Supermarkets Safeway; IGA; Albertson; Smith's Foodking; Bobro's.
Other Chain Stores-State Hdwr.; Standard Optical; Sherwin-Williams; Sweetbriar; Goodyear; Montgomery Ward (catalog); Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 13,409; (S) 13,726; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2, County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30S; 15 & 80-N, State Hwys. 40, 39.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Trailways; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; Loc. Est. 63,843
PMA-ABC: (80) 263,001; (83) 280,000
County 80 Cen. 144,616; Loc. Est. 154,525
MSA 80 Cen. 910,222; Loc. Est. 990,148

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985; Loc. Est. 25,293
PMA-ABC; (80) 80,507; (83) 88,700
County 80 Cen. 47,643; Loc. Est. 53,188
MSA 80 Cen. 288,779; Loc. Est. 321,78

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$975,000,000
Savings & Loan	7	$320,000,000

6 - PASSENGER AUTOS: City 103,716

7 - ELECTRIC METERS: Residence 48,953

8 - GAS METERS: Residence 47,769

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 15,000; Internal Revenue 2,800; Defense Depot 1,700; Freeport Center (60 companies) 4,000, Weber County Industrial Park (2 heavy mfr., 7 companies) 1,200; Ogden Industrial Park (33 companies) 800; Western Zirconium 600; Great Salt Lake Mineral 500; Levelor Laurentzen 600; IOMEGA 300; Steel Fabricating (5 compamnies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson's
Roy(21)	6	Smith's Foods
Five Points(46)	3	Wangsgard
Layton Hills	NA	Auerbach, Mervyn's,
Mall(90)	2	Castleton's
Wall Ave.	3	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	NA	Sears
Newgate Mall	NA	Mervyn's, Sears
Ogden Mall	NA	Bon Marche, JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's Mkt., Five Points

Principal Shopping Days-Dept. Stores: Mon., Thurs., Fri. & Sat. Food: Thurs., Fri. & Sat.
Stores Open Evenings-Fri. Food: Nitely.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Gibson; Farr; Sav-On; Grand Central; K mart; Alpha Beta; Skagg's; Thrifty.
Variety Stores-Woolworth.
Chain Drug Stores-Skagg's 2; Thrifty; Hospital Drugs; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King.
Chain Supermarkets-Safeway 3; Albertson's 5; Smith's Food King 8; Richardsons; Stimson's 3.
Other Chain Stores-Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 52,432; (S) 53,978; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455-23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3, County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; Loc. Est. 78,675
CZ-ABC: (80) 155,932; (83) 179,300
RTZ-ABC: (80) 62,174; (83) 70,500
County/MSA 80 Cen. 218,106; Loc. Est. 239.036
City & RTZ-ABC: (80) 218,106; (83) 249,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059; Loc. Est. 22,190
CZ-ABC: (80) 42,177; (83) 50,300
RTZ-ABC: (80) 16,338; (83) 19,300
County/MSA 80 Cen. 58,515; Loc. Est. 66,964
City & RTZ-ABC: (80) 58,515; (83) 69,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: City 105,145

7 - ELECTRIC METERS: Residence 60,000

8 - GAS METERS: Residence (County) 56,188

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-Steel Prof. & Fab. Steel 3,532; Cast Iron Pipe and Fdry. 580; Fertilizers 561; Lingerie & Clothing 1,200; Canning (Seasonal) 1,100; Brick, Tile, Bldg. Blocks, Concrete, Concrete Pipe 422; Asphalt and Paving Prod. 210; Coal Tar Prod. 261; Electronics 1,268; Meat Packing 299; Education 8,187; Health Care 2,203.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
9th East(9)	NA	Smith's Food King
Riverside(15)	NA	Skagg's, Labelles, Safeway
Grand Central(10)	NA	Grand Central, Smith's Food King
Norton's(7)	NA	Norton's Food
Orem Center(10)	NA	Safeway, Albertson's, Skagg's, Gibson's
Carillon Square(11)	NA	Ernst Home Ctr., Macey's Sack 'N Save
Parkway(11)	NA	Fashion Gal, Stokes Bros.
Edgemont(7)	NA	Assoc. Foods, Coast to Coast Hdwe.

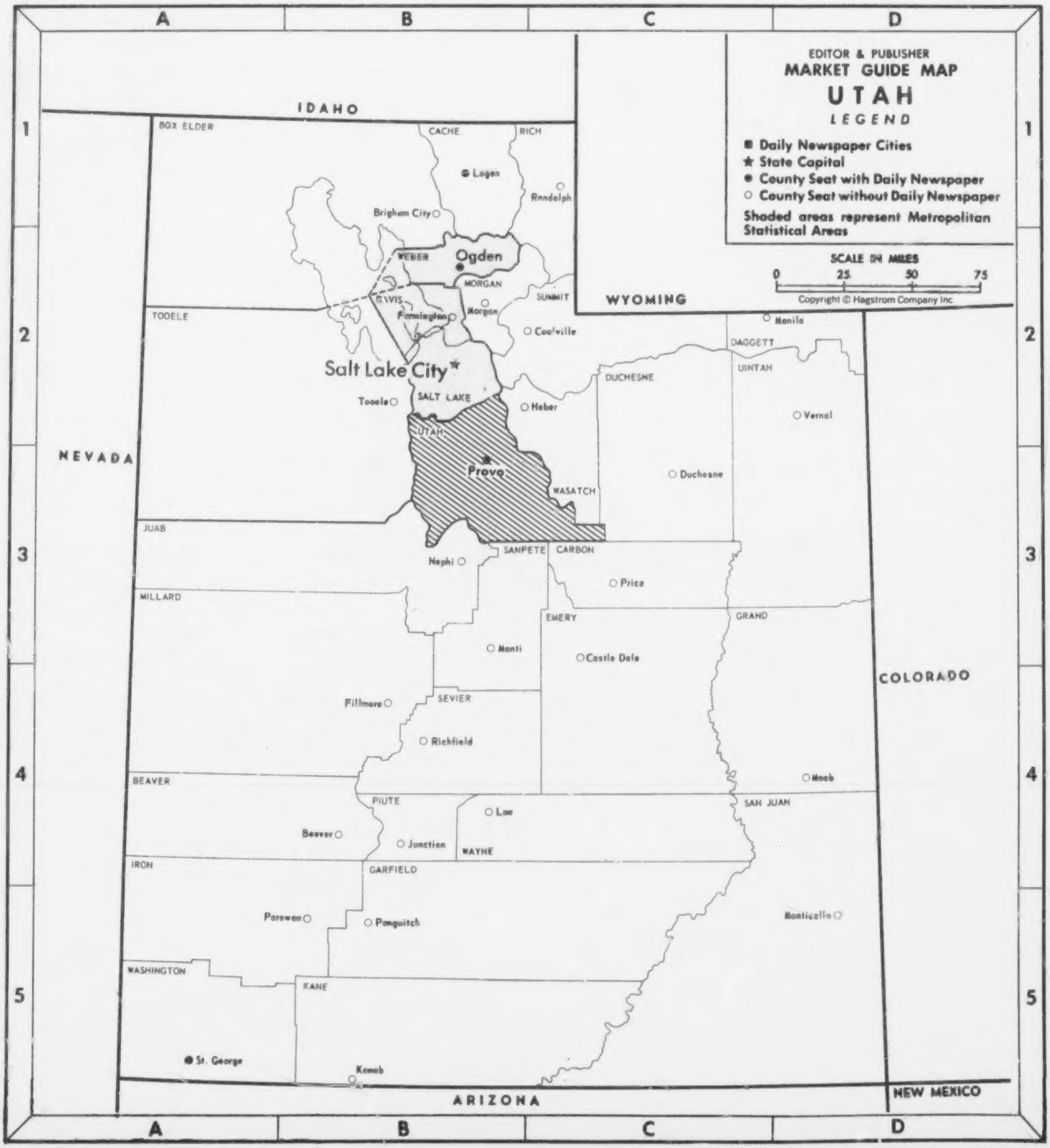
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Fri. till 9.

13 - RETAIL OUTLETS: Department Stores-LaBelle's; JCPenney; Sears; Grand Central; ZCMI; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz; Cornet; Forsey's; Gibson's; K mart.
Chain Drug Stores-Skagg's; City Drug (Walgreen).
Chain Supermarkets-Safeway 4; Allen 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Food King 2; Macey's Sack 'N Save 3; Associated Foods 8.
Other Chain Stores-Anderson Lumber; Boise Cascade; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zales Jewelry; Montgomery Ward (catalog); House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; Samon's; Wolfe's; Castleton's; Sunset Sporting; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; 84 Lumber; Pearson Tire; Ogden's Carpet; Pay 'N Pak; Coast-to-Coast Hardware; Stokes Bros.; Bernina; Edison Bros.; Hickory Farms; Pier I Imports; Fashion Gal.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,501; (S) 32,227; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Adv. Mgr., HERALD, 1555 No. 200 W., Provo, UT 84603; Tel. (801) 373-5050.
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.


A
B
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1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
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IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Tooele
Salt Lake City
SALT LAKE
DAGGETT
Manila
UINTAH
Vernal
DUCHESNE
Duchesne
Heber
UTAH
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
Manti
EMERY
Castle Dale
GRAND
Moab
Fillmore
SEVIER
Richfield
BEAVER
Beaver
PIUTE
Junction
WAYNE
Loa
SAN JUAN
Monticello
IRON
Parowan
GARFIELD
Panguitch
WASHINGTON
St. George
KANE
Kanab

2 - TRANSPORTATION: Motor Freight Carriers-Milne; PIE & Garrett.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-All major airlines at Las Vegas, NV, Airport & Commuter Skywest.

3 - POPULATION:
Corp. City 80 Cen. 11,350; Loc. Est. 12,945
County 80 Cen. 26,065; Loc. Est. 30,244

4 - HOUSEHOLDS:
City 80 Cen. 3,589; Loc. Est. 4,145
County 80 Cen. 7,801; Loc. Est. 9,411

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 9,537 (1980)

7 - ELECTRIC METERS: Residence 6,640

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Hay.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	NA	Safeway
East City(8)	NA	Montgomery Ward (catalog)
Kemp Korner(18)	NA	State Farm Ins., Chuck's
Red Hills Plaza	NA	
Skyline Ctr.	NA	
Sunshine Sq.(10)	NA	Sears (catalog), Ace Hdwr., Thriftway
Ancestor Square(22)	NA	Picklesimer's, Cardon Shoes

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening till 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Center Dept.
Discount Stores-Gibson's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skagg's; Good Neighbor Pharm.
Chain Supermarkets-Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores-Radio Shack; Sprouse Reitz; Ace Hardware; 7-Eleven; True Value Hardware.

14 - NEWSPAPERS: SPECTRUM (e-mon to fri; S) 9,810; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., SPECTRUM, 155 N. 400 West, PO Box 40, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2, State Capital, County Seat. MSA: Salt Lake; Davis, Weber & Tooele Counties. Mining, trade center, heavy industry, finance. On U.S. Hwys. 40, 50, I-80, I-15.

2 - TRANSPORTATION: Railroads-Union-Pacific; Denver & Rio Grande Western; Western Pacific; Garfield & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority.
Airlines-Western; United; Texas International; American; Republic; Frontier; TWA; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 163,033; Loc. Est. 159,936
PMA-ABC: (80) 730,114; (83) 801,800
RTZ-ABC: (80) 436,395; (83) 495,300
County 80 Cen. 619,066; Loc. Est. 655,000
MSA 80 Cen. 910,222; Loc. Est. 990,148
Total PMA & RTZ-ABC: (80) 1,166,509; (83) 1,297,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576; Loc. Est. 70,829
PMA-ABC: (80) 233,977; (83) 266,600
RTZ-ABC: (70) 122,391; (83) 144,100
County 80 Cen. 201,742; Loc. Est. 214,895
MSA 80 Cen. 288,779; Loc. Est. 321,783
Total PMA & RTZ-ABC: (80) 356,368; (83) 410,700

5 - BANKS	NUMBER	DEPOSITS
State	60	$3,497,106,000
National	6	$3,860,209,000
Savings & Loan	11	$3,746,760,793
Credit Unions	204	$852,621,377

6 - PASSENGER AUTOS: County 310,911 (1980)

7 - ELECTRIC METERS: Service area 432,786

8 - GAS METERS: Service area 401,786

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. monthly wage)-Nonagricultural 550,787 ($1,111); Mining 18,500 ($1,911); Contract Construction 31,549 ($1,386); Manufacturing 87,700 ($1,305); Durable Goods 60,057 ($1,418); Nondurable Goods 27,643 ($1,057); Transportation, Communication and Public Utilities 34,120 ($1,628); Trade 128,678 ($838); Wholesale Trade 34,114 ($1,356); Retail Trade 94,546 ($652); Finance, Insurance, Real Estate 25,768 ($1,073); Services 99,426 ($884); Total Government 125,046 ($1,118); Federal Gov't. 37,090 ($1,457); State Gov't. 32,274 ($1,053); Local Gov't. 55,682 ($929).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse. Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cottonwood Mall(98)	NA	ZCMI, Woolworth, Albertson's, Arden's, JCPenney
Cottonwood Village(11)	NA	Safeway
Crossroads(160)		Nordstoms, Weinstocks
Family Center(40)	NA	Harmon's, Samon's
Fifth Ave. Shops	NA	
Fashion Place(108)	NA	Sears, Weinstock's
Foothill Village(24)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc, Sprouse Reitz, Granger Mkt., Sears
Olympus Hills(12)	NA	Skaggs
7th East(2)	NA	Skaggs, Food King
Sugar House(15)	NA	JCPenney, Albertson's
Trolley Square(118)	NA	
Union Sq.(35)	NA	
Valley Fair(85)	NA	JCPenney, ZCMI, Castleton's
Valley(11)	NA	Safeway, Skaggs
Victoria Park(12)	NA	Sprouse Reitz, Dan's Foods
ZCMI(70)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Fashion Place; Valley Fair; Castleton's; Keith O'Brien; Sears; JCPenney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores-K mart; Gibson's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Grand Central 10; Skaggs 17; Ericksen's 3; Thrifty Drug 7; Lowe 2; Dan's 3; Professional Phcy. 2; Prescription Phcy. 2.
Chain Supermarkets-AG-Foodtown 23; Smith 5; Albertson's 22; Safeway 23; Reams 6; IGA 14; Harmon's 4; Dan's 5; The Store 3; 7-Eleven 52; Skaggs-Alpha-Beta 4.
Other Chain Stores-Arden's; National Shirt; Lerner; Sherwin-Williams; Chandler's; Flagg Bros.; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Anita; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Montgomery Ward (catalog); Ernst; Allwood's.

14 - NEWSPAPERS: TRIBUNE (m) 110,341; (S) 125,864; DESERET NEWS (e) 76,610; (S) 83,370; Mar. 31, 1983 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Nat'l Mgr., Newspaper Agency Corp., 143 South Main, Salt Lake City, UT 84111; Tel. (801) 237-2725.
National Representative: None.

Editor & Publisher
REACHES
more people now
than ever before.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County; Georgia Town in Franklin County; South Hero and Grand Isle Towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	38	36	33
5-14 Years	92	81	73
15-24 Years	81	100	91
25-44 Years	100	145	132
45-64 Years	87	92	83
65 and Over	47	58	53
TOTAL	445	511	465

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	92	129	175
General Mdse	113	145	206
Food	261	388	622
Automobiles	207	307	427
Gasoline Stations	87	137	243
Apparel	40	63	90
Furniture	41	56	81
Eat-Drink Places	71	125	233
Drugs	25	37	61
TOTAL SALES	1,103	1,668	2,568

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shopping center for central VT. Granite center of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 2,302, 12, I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; Loc. Est. 17,750
Barre 80 Cen. 9,824; Loc. Est. 9,661
Montpelier 80 Cen. 8,241; Loc. Est. 8,089
CZ-ABC: (80) 20,519; (83) 20,000
RTZ-ABC: (80) 55,280; (83) 57,600
County 80 Cen. 52,393; Loc. Est. 54,031
City & RTZ-ABC: (80) 75,799; (83) 77,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,257; Loc. Est.6,583
Barre 80 Cen. 4,003; Loc. Est. 3,605
Montpelier 80 Cen. 3,254; Loc. Est. 2,978
CZ-ABC: (80) 8,115; (83) 8,200
RTZ-ABC: (80) 18,502; (83) 20,000
County 80 Cen. 18,613; Loc. Est. 20,132
City & RTZ-ABC: (80) 26,617; (83) 28,200

5 - BANKS	NUMBER	EST. DEP.
Commmercial	N.A.	$273,055,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,250 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't. 3,750 ($236); Insurance 864 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Barre: Main St.; Summer; Washington; South Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(6)	NA	Ames, Radio Shack, P&C, Kenney Drugs
Central Plaza(5)	NA	Grand Union
Zayre Shopping Center(15)	NA	Woolworths, Zayre, Finast
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	Branded Values

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Grocery chains, shopping center stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Homer Fitts.
Discount Stores-Harry's; Colonial Distributors; Ames; Zayre.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Rexall; Red Cross; Kenney; L Drugs 2; Whelan's; Archer Kent; Rix Drugs 2; Seivwright Phcy. 2.
Chain Supermarkets-First National; Grand Union 2; P&C 3.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; Beaconway; Lafayette Radio; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,801; (S) 13,239; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Thomas, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6, County Seat. Residential center. 180 mi. NE of New York; 148 mi. NW of Boston; 37 mi. NE of Albany. On U.S. Hwy. 7 and State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; Loc. Est. 18,180
PMA-ABC: (80)40,077; (82)40,600
County 80 Cen. 33,345; Loc. Est. 34,025

4 - HOUSEHOLDS:
City 80 Cen. 5,457; Loc. Est. 5,497
PMA-ABC: (80)14,259; (82)14,800
County 80 Cen. 11,956; Loc. Est. 12,768

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$130,000,000
Savings	1	$60,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 3,860

8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Furn.; Wood Novelties; Brushes; Yarn; Ptg.; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Stanley Tools 800; Ben Mont Paper Co. 450; Bejur Lubrication 300; U.S.T. Corp. 90; Schmelzer Corp. 150; Chemical Fabrics 160; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov. 1,200; Trade 2,450; Contract and Const. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1. Last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

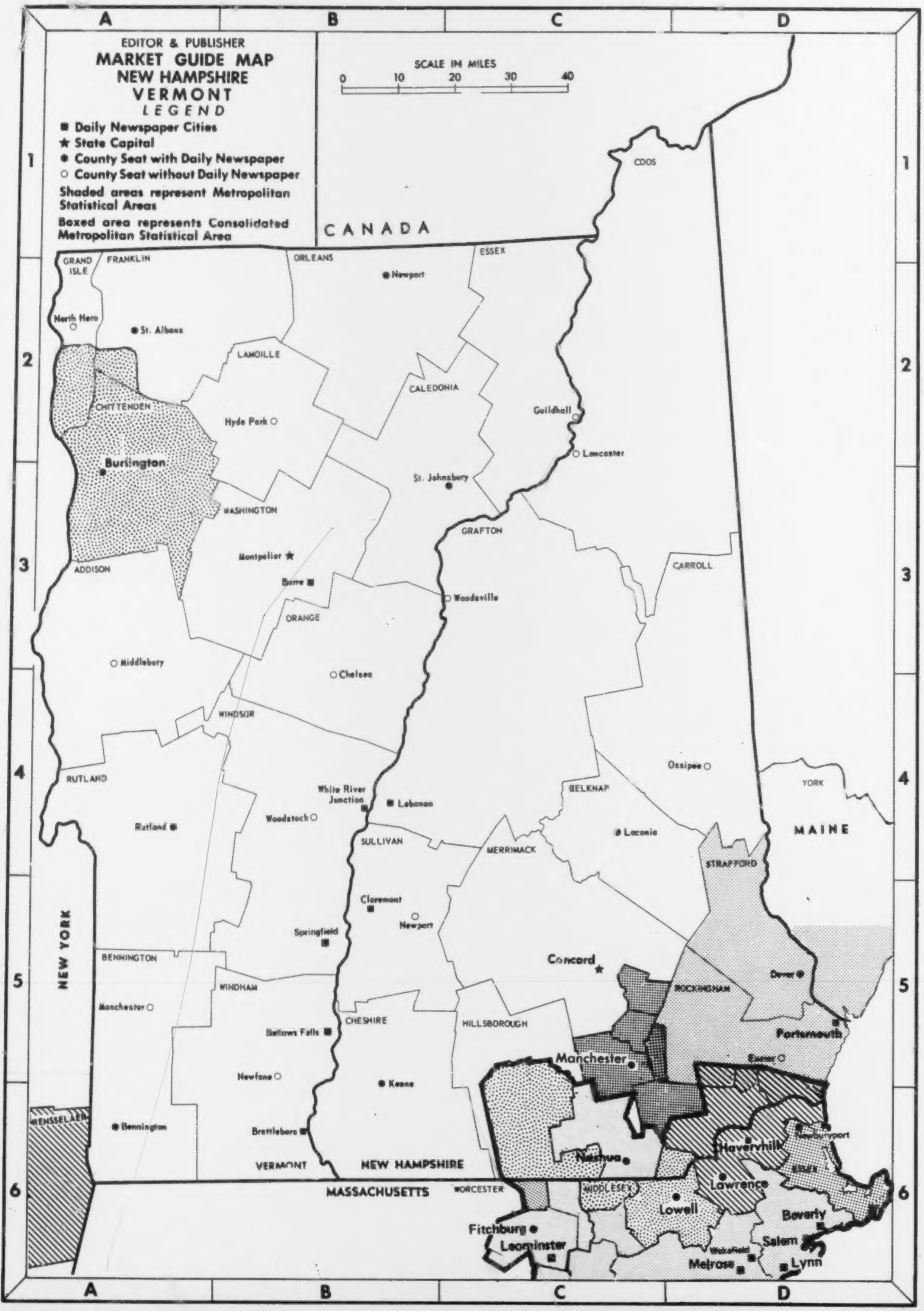
12 - RETAILING: Principal Shopping Centers-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennington Plz.(6)	NA	Price Chopper Mkts.; Ames
Monument Plz.(5)	NA	Woolworth's, Adams Drug
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: Department Stores-E. L. Nichols; Fienberg Stores; JCPenney; H. Greenberg;


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
YORK
BELKNAP
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Bellows Falls
Portsmouth
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Newburyport
Brattleboro
Haverhill
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Salem
Leominster
Wakefield
Melrose
Lynn

Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite-Aid.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper; Clark's IGA.
Other Chain Stores-Firestone; Montgomery Ward (catalog and automotive); Gladstone Shoes; Sportique; Radio Shack; Sears (catalog).

14 - NEWSPAPERS: BANNER (m) 7,299; Dec. 31, 1982 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: Michael Grover, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of State. 200 mi from New York City; 100 mi. from Boston; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886; Loc. Est. 11,881
County 80 Cen. 36,933; Loc. Est. 38,626

4 - HOUSEHOLDS:
City 80 Cen. 4,598; Loc. Est. 3,5[illegible]
County 80 Cen. 13,840; Loc. Est. 15,084

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wood & Lumber Prod. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brattleboro Plaza(7)	NA	Mont. Ward Auto Svc., Super Duper
Brattleboro North Plaza(7)	NA	Mammoth Mart, O.K. Fairbanks
Fairfield Plaza(12)	NA	Grand Union, Sears
Finast Plaza(4)	NA	

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.E. Mann; Army & Navy; JCPenney.
Discount Stores-Kings.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (m) 8,545; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County, (MSA), E&P Map A-3, County Seat. Banking, shipping, manufacturing, resort, medical, wholesale and retail center; College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway; Amtrak.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Air North; Air Florida; People Express; United.

3 - POPULATION:
Corp. City 80 Cen. 37,712; Loc. Est. 37,985
CZ-ABC: (80) 54,709; (83) 53,000
RTZ-ABC: (80) 163,724; (83) 172,100
County 80 Cen. 115,534; Loc. Est. 120,778
MSA 80 Cen. 115,308; Loc. Est. N.A.
City & RTZ-ABC: (80) 218,433; (83) 225,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107; Loc. Est. 13,202
CZ-ABC: (80) 19,256; (83) 19,400
RTZ-ABC: (80) 53,481; (83) 58,400
County 80 Cen. 38,528; Loc. Est. 40,277
MSA 80 Cen. 38,436; Loc. Est. N.A.
City & RTZ-ABC: (80) 72,737; (83) 77,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,489,401,000
Savings	1	$429,108,000
Savings & Loan	1	$216,440,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 12,970

8 - GAS METERS: Residence 8,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aicraft Armament 2,235; Computer Electronic and Components 8,275; Greater Burlington Area-Total non-farm employment 60,300; Total Manufacturing 15,950; Durable Goods Manufacturing 13,600; Nondurable Goods Manufacturing 2,350; Total Non-manufacturing 44,3[illegible]; Transp., Comm. & Pub. Util. 2,350; Wholesale & Retail Trade 12,900; Other Non-Manufacturing 29,100; Services 13,150; Government & Miscellaneous 15,950.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-67; Summer 58-80; Fall 20-58; Winter 16-31. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).
Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.
Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Almy's.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Merchandise.
Chain Drug Stores-Mall; Brooks; Luv's; Duffy's; Welby's; City Drug.
Chain Supermarkets-Grand Union 6; P&C 4; Martin's Foods 2.
Other Chain Stores-Thom McAn; G.R. Kinney's; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass, Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory OUtlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Jaymar Ruby; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little.

14 - NEWSPAPERS: FREE PRESS (m) 50,973; (S) 46,414; Mar. 27, 1983 ABC.
Local Contact for Advertsing and Merchandising Data: Winston G. Whitney, Nat'l Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett Newspaper Advertising Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping center for county agricultural and dairy area. Retail trade center; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 4,757
County 80 Cen. 23,440; Loc. Est. 24,530

4 - HOUSEHOLDS:
City 80 Cen. 2,199; Loc. Est. 1,520
County 80 Cen. 8,097; Loc. Est. 8,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Kings.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shopping Ctr.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Needleman's.
Variety Stores-Newberry; Kings.
Chain Supermarkets-Grand Union; Fedeles' Market; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); Gladstone Shoes.; Montgomery Ward (catalog).

14 - NEWSPAPERS: EXPRESS (e) 4,411; sworn Feb. 10, 1983.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., Newport, VT 05830; Tel. (802) 334-6568.
National Representative: Landon Associates.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,255
CZ-ABC: (80) 28,457; (83) 28,200
RTZ-ABC: (80) 108,570; (83) 111,200
County 80 Cen. 58,347; Loc. Est. 60,939
City & RTZ-ABC: (80) 137,027; (83) 139,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 6,070
CZ-ABC: (80) 10,437; (83) 10,600
RTZ-ABC: (80) 38,423; (83) 41,100
County 80 Cen. 20,604; Loc. Est. 22,535
City & RTZ-ABC: (80) 48,860; (83) 51,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$461,000,000
Savings	1	$207,174,364
Savings & Loan	1	$112,547,302

6 - PASSENGER AUTOS: 265,444 (Total Vehicles State)

7 - ELECTRIC METERS: 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mountain Plaza; Rutland Plaza; Rutland Mall; Tenny Brook Mini-Mall.
Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Zayre; Montgomery Ward.
Discount Stores-Ames; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union; Martin's.

14 - NEWSPAPERS: HERALD (m) 21,135; (S) 18,991; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Alan Turner, Adv. Dir., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802)775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County, E & P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont.

3 - POPULATION:
Corp. City 80 Cen. 7,308; Loc. Est. 6,972
County 80 Cen. 34,788; Loc. Est. 35,744
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; Loc. Est. 2,469
County 80 Cen. 11,586; Loc. Est. 12,492

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: 265,444 (Total Vehicles State)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processin Cheese; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highgate Plaza(12)	NA	Woolworth, Kinney Drugs, Martins
St. Albans (15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 4,194; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3, County Seat. Shipping center for Caledonia and Essex Counties; dairy area; maple sugar center; Northeast part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston; 317 mi. from N.Y.C.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; Loc. Est. 7,706
CZ-ABC: (80) 7,938; (83) 7,600
RTZ-ABC: (80) 50,790; (83) 52,200
County 80 Cen. 25,808; Loc. Est. 26,722
City & RTZ-ABC: (80) 58,728; (83) 59,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131; Loc. Est. 2,705
CZ-ABC: (80) 3,131; (83) 3,100
RTZ-ABC: (80) 17,943; (83) 19,000
County 80 Cen. 9,225; Loc. Est. 9,932
City & RTZ-ABC: (80) 21,074; (83) 22,100

5 - BANKS	NUMBER	DEPOSITS
Savings	N.A.	$219,000,000

6 - PASSENGER AUTOS: 265,444 (Total Vehicles State)

7 - ELECTRIC METERS: Residence 5,423

8 - GAS METERS: Residence 729

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Scales 800; Freight 118; Paper 600; Tap & Die Workers (in Lyndonville) 300;

Maple Prod. 100; Sand & Gravel 325; Electronic 170; Electronics 245.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20. Last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva Shoes, Radio Shack
St. Johnsbury Plaza	NA	P&C Supermarket

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys; Hills; JCPenney.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hardware; Fayva; Radio Shack.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,253; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT
See LEBANON, NH

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol city, Scott and Washington Counties, Va.
Lynchburg-Lynchburg city; Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1984
Under 5 Years	392	361	382
5-14 Years	930	818	866
15-24 Years	882	1,086	1,097
25-44 Years	1,164	1,591	1,685
45-64 Years	917	1,035	1,096
65 and Over	367	505	535
TOTAL	4,652	5,346	5,661

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1984 Est.
Bldg. Mat./Hdwr	507	813	1,413
General Mdse	1,521	2,215	4,036
Food	2,213	3,712	7,627
Automobiles	2,104	3,540	6,308
Gasoline Stations	805	1,481	3,371
Apparel	491	729	1,346
Furniture	492	740	1,369
Eat-Drink Places	637	1,239	2,961
Drugs	412	591	1,236
TOTAL SALES	10,030	16,545	32,727

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, D.C.-MD-VA-MSA), E&P Map E-1. Residential center. 6 mi. S of Washington, D.C., on Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight-All operating in East (41 in SMSA).
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington, D.C.

3 - POPULATION:
Corp. City 80 Cen. 103,217; Loc. Est. 103,903
Counties 80 Cen. 749,500; Loc. Est. 802,372
 Arlington 80 Cen. 152,599; Loc. Est. 154,831
 Fairfax 80 Cen. 596,901; Loc. Est. 647,541
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
JOURNAL:
PMA-ABC: (80) 103,217; (83) 100,200

4 - HOUSEHOLDS:
City 80 Cen. 49,004; Loc. Est. 51,614
Counties 80 Cen. 276,781; Loc. Est. 308,862
 Arlington 80 Cen. 71,615; Loc. Est. 76,039
 Fairfax 80 Cen. 205,166; Loc. Est. 232,823
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
JOURNAL:
PMA-ABC: (80) 49,004; (83) 49,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$7,000,000,000
Savings & Loan	8	$200,000,000

6 - PASSENGER AUTOS: Counties: Arlington 99,861; Fairfax 423,353

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 850; Iron Works 200; Dairy Prod. 365; Paper Cups 150; Shades & Awnings 200; Concrete Products 170; Services 14,000; Wholesale & Retail Trade 13,000; Government 8,000; Trans. & Public Utilities 5,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	NA	Kinneys
Beacon Mall(28)	NA	Giant Food
Belle View(30)	NA	Grand Union, People's Drugs
Farlington(12)	NA	Baskin-Robbins
Hollin Hall(9)	NA	Drug Fair
Penn Daw(10)	NA	Dart Drugs, K mart Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thu., Fri. Food everynight.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-People's 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Grand Union 10; Consumers.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Castlebergs.

14 - NEWSPAPERS: GAZETTE (e) 9,304; Mar. 31, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Barbara Peterson, Adv. Dir., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 5,333; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C.L. Stevens, V.P. Adv./Bus Mgr., JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7552.
National Representative: U.S. Suburban Press Inc.

ARLINGTON

1 - LOCATION: County seat in Arlington County, (In Washington, D.C.-MD-VA MSA), E&P Map E-1. This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately west and south of Washington, D.C., on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.
Motor Freight-All operating in the East (41 in SMSA).
Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.
Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:
City/County 80 Cen. 152,599; Loc. Est. 154,831
PMA-ABC: (80) 152,599; (83) 144,400
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; Loc. Est. 76,039
PMA-ABC: (80) 71,615; (83) 70,300
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 99,861

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Retail Trade 22,950; Electronic Research 16,675; Transp. & Pub. Utility 14,850; Const. 14,000; Fin., Ins. & R. E. 5,500; Mfg. Prod. 4,575; Wholesale 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
Principal Pay Days-1st and 15th.

10 - CLIMATE. Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn, Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Jelleff's 2; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre's; K Mart; Woolco; Bradlee's.
Chain Drug Stores-People's 24; Drug Fair 22; Sav-Mor 2; Dart 10; Dial 3; Preston's 2; Standard; Revco.
Chain Supermarkets-A&P 8; Giant Foods 21; Grand Union 12; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 4; Lerner's 3; Penn Jersey 3; Western Auto 3; Kay-Frane 2; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 17,902; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Karol Snyder, Adv. Mgr., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 10,088; Mar. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, JOURNAL, 475 School St., S.W. Washington, D.C. 20024; Tel. (202) 554-7552.
National Representative: U.S. Suburban Press, Inc.

BLUEFIELD, VA
See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA) E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, and 150 mi. W of Roanoke, VA On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; Hickory Tree Busline; City Bus System.
Airlines-Piedmont; Republic; USAir; SunBird.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; Loc. Est. 43,579
 Bristol, TN 80 Cen. 23,986; Loc. Est. 24,103
 Bristol, VA 80 Cen. 19,042; Loc. Est. 19,476
CZ-ABC: (80) 43,028; (83) 41,300
RTZ-ABC: (80) 274,597; (83) 287,700
Counties 80 Cen. 190,455; Loc. Est 193,327
 Sullivan, TN 80 Cen: 143,968; Loc. Est. 144,780
 Washington, VA 80 Cen: 46,487; Loc. Est 48,547
MSA 80 Cen. 433,638; Loc. Est. 441,724
City & RTZ-ABC: (80) 317,625; (83) 329,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543; Loc. Est. 17,546
 Bristol, TN 80 Cen. 9,305; Loc. Est. 9,851
 Bristol, VA 80 Cen 7,238; Loc. Est. 7,695
Counties 80 Cen. 67,888; Loc. Est. 72,078
 Sullivan, TN 80 Cen. 52,022; Loc. Est. 54,755
 Washington, VA 80 Cen. 15,866; Loc. Est. 17,323
CZ-ABC: (80) 16,543; (83) 16,500
RTZ-ABC: (80) 93,623; (83) 101,800
MSA 80 Cen. 154,169; Loc. Est. 164,243
City & RTZ-ABC: (80) 110,176; (83) 118,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 105,922; Washington Co. (VA) 26,575; Bristol City (VA) 11,102

7 - ELECTRIC METERS: Residence 36,065

8 - GAS METERS: Residence 2,376

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass Pdts.; Mining Equipment
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-16 blocks on State St.; 3 on Shelby St.; [illegible] on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr., 750 cars; Howard Bros. Volunteer Pkwy., 500 cars; Bristol Mall, Gate City Hwy. & Interstate 81. Approx 70 stores-Over 2,000 cars. K mart, Bountville Hwy. over 750 cars.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, Heck's, Super X
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, Super X

Principal Shopping Days-Mon. Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. thru Fri.; Bristol Mall Merchants and Discount Stores-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-H.P. King; Parks-Belk; JCPenney; Sears Roebuck; Millers.
Discount Stores-Howard Bros.; Hills; J&M Wholesale Co.; K mart; Heck's.
Variety Stores-Woolworth; McCrory's; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 3; SupeRx 2.; Eckerd's 2.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Giant 2; Winn-Dixie 2; Thrifty 2; Hurt's; A&P; Food City; Food Country 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; SherwinWilliams; Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Cheap Joe's Texas Jeans; Wrangler Wranch; Port 'o' Call Records.

14 - NEWSPAPERS: HERALD-COURIER (m-mon to fri) 33,298; VIRGINIA-TENNESSEAN (e-mon to fri) 7,898; Comb. (m&e) 41,196; HERALD-COURIER; VIRGINIA TENNESSEAN (m-sat) 38,933; (S) 39,732; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir. HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2, County Seat. University and agricultural manufacturing center. 133 mi. by rail & 117 hwy. mi. S of Washington, D.C.; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: Railroads-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 45,010; Loc. Est. 40,988
PMA-ABC: (80) 156,387; (83) 167,100
County 80 Cen. 50,689; Loc. Est. 58,513
MSA 80 Cen. 113,568; Loc. Est. 118,848

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,706; Loc. Est. 16,558
PMA-ABC: (80) 54,862; (83) 60,600
County 80 Cen. 18,561; Loc. Est. 20,731
MSA 80 Cen. 40,241; Loc. Est. 44,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 36,843

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-University Research & Medical Center 5,500; Electronic Eqpt. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Eqpt. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 ppm).

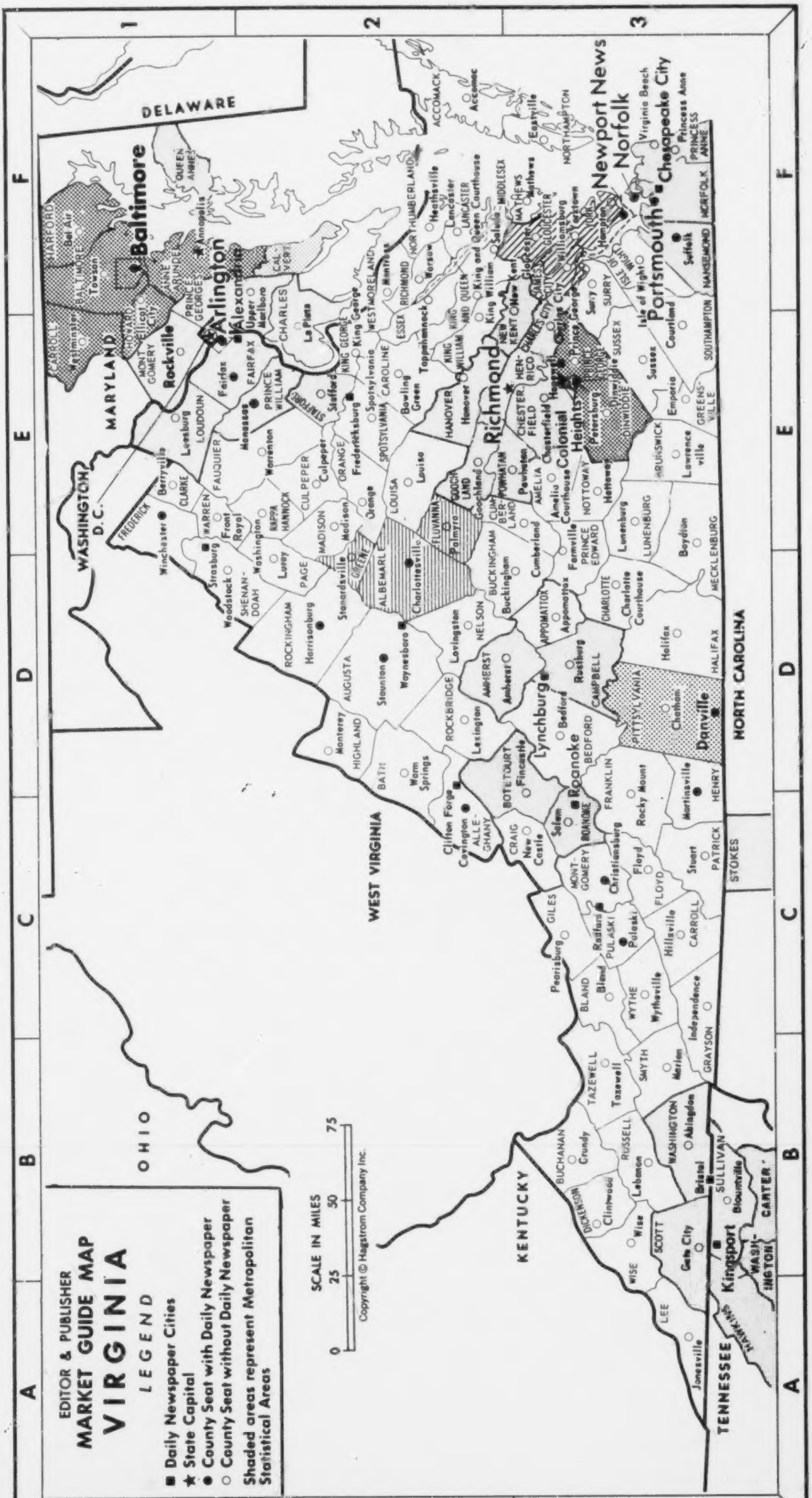
12 - RETAILING: Principal Shopping Center-10 blocks on E. Main St.
Neighborhood Shopping Centers-University, W. Main St.; K mart, University Shopping Center, Ivy Square, Woodbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq.(41)	NA	Safeway, Drug Fair
Barracks Road(64)	NA	A&P, Kroger
Charlottesville(75) Fashion Sq.	NA	JCPenney, Miller & Rhoads Sears
Meadowbrook(10)	NA	Carriage Food House
Preston Plz.(15)	NA	Preddy Jewelers, Schwinn Center
Shoppers World(20)	NA	A&P, Dart Drug

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Brks. Rd.-Mon.-Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads 2; C.H. Williams; Wiley's, Sears; K mart, Leggett; JCPenney.


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
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A B C D E F
1 2 3
DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
OHIO
KENTUCKY
TENNESSEE
NORTH CAROLINA
Baltimore
Arlington
Alexandria
Richmond
Colonial Heights
Newport News
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Charlottesville
Lynchburg
Roanoke
Danville
Bristol
Kingsport

Chain Drug Stores-Standard; People's; Dart; Drug Fair; SupeRx.
Chain Supermarkets-Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Town.
Other Chain Stores-Kane Furn.; H&M Shoe; A&N; Shoe Center; Advance; Keystone Shoes; Rose's 2; McCrory's; Woolworth; Firestone; Glassner; Moores; Lowes; Best Products.

14 - NEWSPAPERS: PROGRESS (e-mon to fri; m-sat) 29,906; (S) 30,887; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lewis B. Spence, Adv. Dir., PROGRESS, 413 E. Market St., Charlottesville, VA 22902; Tel. (804) 295-0822.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat, E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-United Parcel; Purolator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; Loc. Est. 10,553
County 80 Cen. 63,516; Loc. Est. 65,802

4 - HOUSEHOLDS:
City 80 Cen. 3,929; Loc. Est. 4,262
County 80 Cen. 20,831; Loc. Est. 22,589

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 32,883

7 - ELECTRIC METERS: Residential Appalachian Power 23,950, V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Corning; Radford Arsenal; Paly Scientific; Electric Tech; Harvey Hubbell; Imperial Reading; Bassett Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20. Last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: **Principal Shopping Center**-University Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(36)	1	
Gables(21)	0	Leggetts
Blackbury Sq.(4)	0	Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(5)	4	Food World

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Heck's; Rose's.
Variety Stores-Fenton Hardware; Pic 'N Save.
Chain Drug Stores-Eckerd's; People's; Revco.
Chain Supermarkets-Kroger; Lowes; Food Lion; Food World.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 6,713; (S) 7,042; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jane Durrett, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City; Connected with Alleghany County, E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: **Railroads**-Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; Loc. Est. 4,981
County 80 Cen. 14,333; Loc. Est. 14,765

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896; Loc. Est. 1,940
County 80 Cen. 4,851; Loc. Est. 5,219

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,534,374
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: County 8,799

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; Annual Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Hill(5)	NA	SupeRx, Krogers

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's.
Variety Stores-Dollar General Stores; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (e-mon to fri) 3,138; sworn Sept. 30, 1981 (latest statement available).
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 1 Jackson St., Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: **Railroads**-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; Loc. Est. 9,061
CZ-ABC: (80) 9,063; (83) 8,700
RTZ-ABC: (80) 32,536; (83) 33,400
County 80 Cen. 14,333; Loc. Est. 14,765
City & RTZ-ABC: (80) 41,599; (83) 42,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511; Loc. Est. 3,675
CZ-ABC: (80) 3,511; (83) 3,500
RTZ-ABC: (80) 11,327; (83) 12,100
County 80 Cen. 4,851; Loc. Est. 5,219
City & RTZ-ABC: (80) 14,838; (83) 15,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: City 4,832; County 8,799

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thurs. through Sun.
Stores Open Evenings-Groceries-Thu. & Fri.; dept., furn. & jewelry Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; JCPenney; Sidney's; Dollar General Stores, Aides; K mart.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-Kroger, Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,340; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, D.C.; 85 mi. NW of Richmond, Va.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; Loc. Est. 6,557
County 80 Cen. 22,620; Loc. Est. 23,299
PMA-ABC: (80) 72,409; (83) 77,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611; Loc. Est. 2,574
County 80 Cen. 7,605; Loc. Est. 8,135
PMA-ABC: (80) 23,908; (83) 26,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 14,601

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Communications 570.
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Mean Temperatures-Summer 76; Winter 35. First killing frost, Sept. 25. Last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culpeper(26)	1	A&P, Drug Fair
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Department.

13 - RETAIL OUTLETS: **Department Stores**-Leggett; Lerner's; Fashion Shop.
Variety Stores-Newberry; G.C. Murphy; Aide's; Jamesway.
Chain Supermarkets-Safeway; A&P.
Chain Drug Stores-Drug Fair; Peoples.
Other Chain Stores-Firestone, Western Auto; A&N Men's Clothing; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 6,473; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steve Day, STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3, Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: **Railroads**-Southern; Carolina & Northwestern; Norfolk, Franklin & Danville (Div. of Norfolk & Western).
Intercity Bus Lines-Greyhound; D&M; Trailways; Silver Fox; Safety.
Airlines-Mid-South Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642; Loc. Est. 46,630
CZ-ABC: (80) 62,550; (83) 62,700
RTZ-ABC: (80) 72,271; (83) 74,000
County 80 Cen. 66,147; Loc. Est. 66,905
MSA 80 Cen. 111,789; Loc. Est. 113,535
City & RTZ-ABC: (80) 134,821; (83) 136,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511; Loc. Est. 18,709
CZ-ABC: (80) 23,474; (83) 24,400
RTZ-ABC: (80) 23,802; (83) 25,400
County 80 Cen. 22,147; Loc. Est. 23,447
MSA 80 Cen. 39,658; Loc. Est. 42,156
City & RTZ-ABC: (80) 42,276; (83) 49,800

5 - BANKS	NUMBER	DEPOSITS
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: City 27,487; County 40,836

7 - ELECTRIC METERS: Residence 31,429

8 - GAS METERS: Res. (Nat. Gas) 31,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Products 2,250; Food Products 352; Printing & Publishing 220; Mobile Homes 228.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(21)	2	Sherwood House Furn.
Danville Plaza	4	Value City, Food World
Riverside(29)	6	Roses, Winn-Dixie
K mart	6	K mart
Ballou Park	5	Big Star, Kroger, JCPenney
Dan River Plaza(4)	6	Kroger, Eckerds, Family Dollar
Nor-Dan(18)	7	Bestway Foods, Winn-Dixie, Belk
King's Plaza(9)	3	Kroger
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Town

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Thalhimer's 2; Belk-Leggett 2; JCPenney; Sears.
Variety Stores-Woolworth; Rose's; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; People's; Revco 2; Key Rexall; SupeRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerd's.
Discount Stores-K mart; Value City.
Chain Supermarkets-Kroger 2; Big Star; Old Dutch 5; Winn-Dixie 2; Bestway; Food World; Food Town 3; Eddie's.
Other Chain Stores-Diana Shop; Butler Shoes; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; High's Ice Cream 2; Schewel's Furn.; Western Auto; Advance; Olan Mills; Glen More; Prago-Guyes.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,822; BEE (e-mon to fri) 16,597; REGISTER (m-sat) 21,549; REGISTER (S) 24,959; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, D.C.; 55 mi. N of Richmond on No. 1 Hwy; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: **Railroads**-Richmond; Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; Loc. Est. 15,452
PMA-ABC: (80) 118,674; (83) 133,200
County 80 Cen. 34,435; Loc. Est. 35,987

4 - HOUSEHOLDS:
City 80 Cen. 5,927; Loc. Est. 6,447
County 80 Cen. 10,860; Loc. Est. 11,876
PMA-ABC: (80) 38,193 (83) 44,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$280,739,000
Savings & Loan	4	$212,251,000

6 - PASSENGER AUTOS: City 9,078; 4 counties 70,317

7 - ELECTRIC METERS: City and 3 adjacent counties 48,500

8 - GAS METERS: Residence 10,546

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Manufacturing 4,010 (Apparel 482; lumber 735; stone, clay, & glass prod. 283; machinery 40; paper, printing & pub. 447). All other mgf. 1,938. Non-manufacturing 27,469 (Contract construction 2,390; trans. & public util. 1,256; wholesale & retail trade 8,196; finance, ins. & real estate 1,193; service 4,926; govt. 9,269). All other non-manufacturing 239.
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 10 to 30. Last killing frost, Apr. 30 to May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks of Caroline St., 3 on William Street, Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop (17)	2	Rose's
Fredericksburg(10)	2	
Greenbrier(20)	2	K mart
Spotsylvania Mall	3	Sears, JCPenney Leggett Montgomery Ward
4-Mile Fork(10)	4	Nichols

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Leggett's.
Variety Stores-Woolworth; McCrory's; Ben Franklin.
Discount Stores-S.E. Nichols; K mart.
Chain Drug Stores-Peoples 3; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-Safeway 3; A&P; Bon Food 2; Giant 2.
Other Chain Stores-Firestone 2; A&N 2; LaVogue; Sherwin Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Pants Corral; Ritz Camera; Rogers Jewelry; So Fro Fabrics 2; Butler Shoes; Carlyle & Co.; Casual Corner; Coles Book Store; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 30,182; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representative: Landon Associates.

HAMPTON

See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County. E&P Map D-2, County Seat. 123 mi. SW of Washington, D.C.; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,671; Loc. Est. 21,037
CZ-ABC: (80) 19,671; (83) 26,900
RTZ-ABC: (80) 110,759; (83) 111,100
County 80 Cen. 57,038; Loc. Est. 60,360
City & RTZ-ABC: (80) 130,430; (83) 138,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956; Loc. Est. 6,693
CZ-ABC: (80) 5,956; (83) 8,600
RTZ-ABC: (80) 38,253; (83) 39,800
County 80 Cen. 19,078; Loc. Est. 21,154
City & RTZ-ABC: (80) 44,209; (83) 48,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$2,900,000,000
Savings & Loan	4	$31,008,547

6 - PASSENGER AUTOS: City 9,617; County 39,714

7 - ELECTRIC METERS: Residence 8,151

8 - GAS METERS: Residence 1,427

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Garments 600; Poultry 3,263; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 500; Packaging 155; Pharmaceuticals 670; Aluminum Prods. 549.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cloverleaf(12)	1	A&P, Best's, Radio Shack
Valley Plaza	1	Safeway, Rose's, Firestone, Goodyear
Nichols	2	
Valley Mall(75)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon., Thurs., Fri., Sat. Food-Fri. & Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores-People's; Drug Fair.
Chain Supermarkets-Safeway; Mick-or-Mack 2, A&P; 7-Eleven 4; Red Front 2; Kroger.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 29,745; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-Eastern, National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; Loc. Est. 25,000
CZ-ABC: (80) 23,397; (83) 23,300
RTZ-ABC: (80) 54,082; (83) 58,400
County 80 Cen. 25,733; Loc. Est. 26,847
MSA 80 Cen. 129,296; Loc. Est. 133,457
City & RTZ-ABC: (80) 77,479; (83) 81,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506; Loc. Est. 9,171
CZ-ABC: (80) 8,506; (83) 8,800
RTZ-ABC: (80) 16,282; (83) 18,400
County 80 Cen. 6,507; Loc. Est. 7,188
MSA 80 Cen. 42,225; Loc. Est. 45,551
City & RTZ-ABC: (80) 24,788; (83) 27,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 14,161; County 11,123

7 - ELECTRIC METERS: 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Paper 728; Chemical 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thu., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Square, Colonial Corner; Lee Plaza.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Square.
Shopping Centers-Cavalier (33 units); Safeway; Bond's True Value; Best Products; Drug Fair; Rose's; Peebles; Lee Plaza; Winn-Dixie; Center open evenings and Sun. Colonial Corner Shopping Ctr. 14 units; Drug Fair; A & P.

13 - RETAIL OUTLETS: **Department Stores**-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Medco; Rite-Aid.
Chain Supermarkets-A & P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams Rose's; ABC 2; Four Season Cleaners; Dollar General; Family Dollar; Pic 'N Pay.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,277; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Alderson, Adv. Dir., NEWS, 206 S. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: General Advertising Service.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; the hub of the Metropolitan Statistical Area that consists of Campbell and Amherst counties and the independent city of Lynchburg. Financial, mercantile, distribution, industrial, educational & transportation center for central Virginia and trading center for rich farm & cattle market on S side of James River, 170 mi. S of Washington; 117 mi. W of Richmond. On U.S. Hwys. 29, 460, and 501; State Hwys. 128, 130, and 221.

2 - TRANSPORTATION: **Railroads**-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 66,743; Loc. Est. 67,936
CZ-ABC: (80) 88,470; (83) 90,400
RTZ-ABC: (80) 115,298; (83) 122,200
Counties 80 Cen. 121,444; Loc. Est. 125,828
  Campbell 80 Cen. 45,424; Loc. Est. 46,690
  Bedford 80 Cen. 34,927; Loc. Est. 36,488
  Amherst 80 Cen. 29,122; Loc. Est. 30,621
MSA 80 Cen. 141,289; Loc. Est. 145,247
City & RTZ-ABC: (80) 203,768; (83) 212,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940; Loc. Est. 25,493
CZ-ABC: (80) 30,722; (83) 32,600
RTZ-ABC: (80) 38,865; (83) 42,700
Counties 80 Cen. 40,130; Loc. Est. 43,514
  Campbell 80 Cen. 15,130; Loc. Est. 16,299
  Bedford 80 Cen. 11,985; Loc. Est. 13,134
  Amherst 80 Cen. 8,962; Loc. Est. 9,868
MSA 80 Cen. 48,032; Loc. Est. 51,660
City & RTZ-ABC: (80) 69,587; (83) 75,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$816,432,000
Savings & Loan	4	$301,860,000

6 - PASSENGER AUTOS: Counties: Campbell 30,579; Bedford 26,233; Amherst 17,030; Appomattox 8,222

7 - ELECTRIC METERS: Residence 53,817

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432.
Principal Industrial Pay Days-Fri., weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., Pitman Plaza; River Ridge Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2, Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd., Ward's Rd.; Old Forest Rd.; Madison Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoades, Thalhimer's
Pittman Plaza	NA	JCPenney, Murphy's
Forest Plaza	NA	Winn-Dixie, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	People's Drug, Winn-Dixie
Fairview Sq.	NA	Revco, King's Mkt.
Hills Lynchburg(10)	NA	Hill's, Big Star
Seminole	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads; Leggett's; Sears; JCPenney; Murphy's; Thalhimer's.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores.
Variety Stores-Woolworth; Eagle Stores.
Chain Drug Stores-People's 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3.
Chain Supermarkets-A&P; Kroger 7; Big Star 2; Virginia Mkts.; Food World 14; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7.
Other Chain Stores-Eleanor Shops; Marilyn Shoes; Lerner's; Advance Stores; Western Auto 3; Firestone 2; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction.

14 - NEWSPAPERS: NEWS (m-mon to fri) 23,836; ADVANCE (e-mon to fri) 16,969; (sat. & hol.) 38,322; (S) 41,477; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: E.S. Youngberg, Adv. Mgr., NEWS and ADVANCE, 101 Wyndale Dr., PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Landon Associates.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, D.C.-MD-VA MSA) E&P Map E-2, County Seat. Timber; farming (grain, dairy and beef cattle); steel fabrication; 25 mi. SW of Washington D.C.; 90 mi. N of State Capitol, Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: **Railroads**-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks).
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways, Continental Trailways.
Airlines-Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; Loc. Est. 17,156
CZ-ABC: (80) 42,391; (83) 46,500
RTZ-ABC: (80) 29,851; (83) 33,500
County 80 Cen. 144,703; Loc. Est. 154,073
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
City & RTZ-ABC: (80) 72,242; (83) 80,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,048; Loc. Est. 5,862
CZ-ABC: (80) 13,119; (83) 15,000
RTZ-ABC: (80) 9,507; (83) 11,000
County 80 Cen. 43,790; Loc. Est. 48,791
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
City & RTZ-ABC: (80) 22,626; (83) 26,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 93,803

7 - ELECTRIC METERS: Res. Est. Town 4,000

8 - GAS METERS: Res. Est. Town 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Manufacturing 2,404; Construction 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agriculture 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36 degrees; July 76 degrees; Rainfall 41 inches; frost free growing season, 190 days.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetown(9)	NA	Shoe Center
Mall at Manassas(60)	NA	
K mart(20)	NA	K mart
Manassas	NA	A&P, Mont. Ward, Drug Fair, Woolworth
Westgate(35)	NA	Giant Food, G.C. Murphy, People's Drug, Leggett's

Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza

13 - RETAIL OUTLETS: Department Stores-Leggett's, Montgomery Ward; Peeble's; Sears; The Hecht Co.
Variety Stores-Rohr's; Woolworth; K mart.
Chain Supermarkets-A&P; Grand Union; Safeway; Yorkshire Mkt.; Giant Food.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack.

14 - NEWSPAPERS: JOURNAL MESSENGER (e-mon to fri; m-sat); 11,436; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E&P Map D-3. Industrial Center. 51 mi. So. of Roanoke; 60 mi. N. of Winston-Salem; 150 mi. E. of Bluefield, W. Va. On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: Railroads-N & W; Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; Loc. Est. 17,960
CZ-ABC: (80) 18,986; (83) 18,500
RTZ-ABC: (80) 63,462; (83) 66,000
County 80 Cen. 57,654; Loc. Est. 59,344
City & RTZ-ABC: (80) 82,488; (83) 84,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021; Loc. Est. 6,852
CZ-ABC: (80) 6,901; (83) 7,000
RTZ-ABC: (80) 21,625; (83) 23,300
County 80 Cen. 19,560; Loc. Est. 21,041
City & RTZ-ABC: (80) 28,526; (83) 30,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 38,054

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Chemical 4,000; Furniture 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19. Last killing frost, Apr. 24.

11 - TAP WATER: PH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	Nathan's
Collinsville	5	Leggett's
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plaza	2	A&P
Martinsville Plaza(8)	3	Mason's, Kroger
Riverside Plaza	6	Cooper & Ratcliff
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's; Globman's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Center; Diskay; Family Dollar; Mason's; FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores-Wampler's Walgreen; SuperRx; Rexall; People's; Revco 2, Shelton's 4.
Chain Supermarkets-Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's Food Fairs 3; A&P; Big Star; King's.
Other Chain Stores-Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog); Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 17,865; (S) 19,604; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On US. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-United; Piedmont; National; USAir

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; Loc. Est. 272,539
Newport News 80 Cen. 144,903; Loc. Est. 149,211
Hampton 80 Cen. 122,617; Loc. Est. 123,328
PMA-ABC: (80) 364,449; (83) 374,800
Bal. in PMA-ABC: (80) 35,644; (83) 37,100
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903
Total PMA-ABC: (80) 400,093; (83) 411,900
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 92,820; Loc. Est. 99,099
Newport News 51,314; Loc. Est. 55,241
Hampton 41,506; Loc. Est. 43,858
PMA-ABC: (80) 124,101; (83) 132,400
Bal. in PMA-ABC: (80) 12,173; (83) 13,100
MSA 80 Cen. 384,349; Loc. Est. 416,282
Total PMA-ABC: (80) 136,274; (83) 145,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Newport News 76,000; Hampton 68,000

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shipbuilding 25,400 (NA); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175); Military 28,000; Gov't. 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8. Last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News Hilton, Old Hilton Village. Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P
Langley Square	3	Murphy Mart
Newport Square	5	Murphy Mart, Roses, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	0	Sears, Miller & Rhoades, Leggett
Newmarket South	0	A&P, Hechinger, Murphy Mart
Warwick Village	1	Rices-Nachman, Pantry Pride, K mart, Peoples
Buckroe	10	A&P, Peoples
Hidenwood	10	Woolworth, Big Star
Sherwood Park	19	Manor Mkt.
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Big Star
Mercury Plaza	0	Mont. Ward, Giant, Open Air
Willow Oak	10	Food Fair, Murphy's
Todd Center	0	Safeway
Warwick	7	Rices-Nachman, Farm Fresh
Coliseum Mall	0	JCPenney, Rices-Nachman, Smith & Welton, Thalhimer
Beechmont	20	Big Star, Revco, Sears

Principal Shopping Days-Department Stores: Thurs., Fri., Sat., Mon.; Food Stores: Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department Stores: Mon. thru Sat. Food Stores: most evenings; Many Open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Rices-Nachman; Leggetts; Montgomery Ward; Sears; Smith & Welton; Thalheimer's.
Discount Stores-King's; K mart; Murphy Mart.
Variety Stores-Roses; G.C. Murphy.
Chain Drug Stores-People's 7; Revco 6; Wornom's 7; Treasury.
Chain Supermarkets-A&P 8; Giant; Belo 2; Manor 3; Farm Fresh; Safeway 6; Lou Smith; Pantry Pride; Winn-Dixie; Big Star 6.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: McKinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m) 59,618; (S) 104,221; TIMES-HERALD (e) 40,349; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 244-8421.
National Representative: Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, shipping, industrial, naval, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615 & I-64.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Chesapeake & Ohio; Seaboard Coast Line; Atlantic & Danville; Conrail; Norfolk Southern; Norfolk & Portsmouth Belt Line; Amtrak.
Motor Freight Carriers-46.
Freight Steamship Lines-70.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-United; Piedmont; USAir; Eastern; American; Altair; Wheeler; Ozark; People Express; Sunbird; Air Virginia.

3 - POPULATION:
Corp. Cities 80 Cen. 747,981; Loc. Est. 775,325
Norfolk 80 Cen. 266,979; Loc. Est. 267,503
Portsmouth 80 Cen. 104,577; Loc. Est. 105,504
Virginia Beach 80 Cen. 262,199; Loc. Est. 281,095
Chesapeake 80 Cen. 114,226; Loc. Est. 121,223
Bal. in PMA-ABC: (80) 164,222; (83) 167,800
Total PMA-ABC: (80) 971,173; (83) 999,300
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014; Loc. Est. 266,377
Norfolk 80 Cen. 87,802; Loc. Est. 91,745
Portsmouth 80 Cen. 36,746; Loc. Est. 38,749
Virginia Beach 80 Cen. 85,155; Loc. Est. 95,589
Chesapeake 80 Cen. 36,311; Loc. Est. 40,294
Bal. in PMA-ABC: (80) 55,836; (83) 59,300
Total PMA-ABC: (80) 321,561; (83) 343,100
MSA 80 Cen. 384,349; Loc. Est. 416,282

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	$2,097,072,000
Savings & Loan	14	$1,456,056,000

6 - PASSENGER AUTOS: Norfolk 135,387; Portsmouth 56,885; Virginia Beach 169,237; Chesapeake 74,687

7 - ELECTRIC METERS: MSA 365,831

8 - GAS METERS: MSA 138,691

9 - PRINCIPAL INDUSTRIES: (Metro Area)-Industry, Number of Employees (Av. Weekly Wage)-Fed. Gov't. 37,100 ($306); Retail 55,200 ($147); Services 58,600 ($162); Construction 16,000 ($224); Wholesale 15,200 ($216); Fin., Ins., Real Estate 14,900 ($189); Printing & Publishing 2,500 ($239); Transportation & Public Utilities 19,600 ($311).
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 53-95; Fall 38-84; Winter 22-74. First killing frost, Oct. 30. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St., 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Bennett's(12)	4	Be-Lo
Bromley	10	Revco
Colley Vlg.(16)	2	Pantry Pride, People's
Downtown Plz.(23)	1	People's, Be-Lo, Woolworth
Pantry Pride	4	Pantry Pride
Fox Hill(5)	4	Food Lion
Ingleside(6)	4	Big Pig
Janaf(69)	6	Mont. Ward, Tru Value, A&P, Rices/Nachman's,
Giant	7	Giant
Lakeland	7	People's
Little Creek(7)	8	Woolworth, Pantry Pride
Little Creek East(13)	10	A&P, People's, Rose's
Little Creek Rd.(8)	10	
Meadowbrook(5)	5	Be-Lo
Military Circle(117)	6	JCPenney, Leggett, Smith & Welton, The Famous, Thalhimer's
N. Lakeland	8	Food Lion
Roland Park	5	Be-Lo
Southern(49)	7	JCPenney, A&P, Woolworth's, Western Auto, Miller & Rhoads
Surf(8)	10	
Wards Corner	5	Rices/Nachmans, Smith & Welton, People's
Waterside	0	Hofheimers
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Portsmouth:		
Churchland(22)	7	A&P, Giant, Roses, Murphy's
Mid-City(50)	NA	K mart
Rodman's(9)	2	Earle's, Revco
7th & Lincoln(6)	2	Be-Lo
Tower Mall(50)	4	Montgomery Ward, Miller & Rhoads
Town & Country(18)	3	Giant, Roses, People's
Westgate Plz.(17)	5	Zayre, Revco

Chesapeake:		
Foundation Park	3	Be-Lo
Southgate Plz.(14)	2	People's Drug
Great Bridge(25)	15	People's, Roses, Smith & Welton
Old Center	13	Western Auto
Indian River(16)	6	Safeway
Kitchin's	6	Be-Lo
Virginia Beach:		
Aragona Vlg.(17)	10	Food Lion
Bayside(26)	12	Giant
College Park(47)	10	Roses, Pantry Pride
Fairfield	10	A&P, People's, Bradlees
Great Neck(25)	19	Winn-Dixie, Farm Fresh, Food Lion
Haywood(43)	13	Roses, A&P
Hilltop(35)	17	Roses, Zayre, K mart, Safeway
Holland Plaza(50)	12	People's
Kings Plaza	9	Winn-Dixie, Revco
Linkhorn(5)	20	A&P
London Bridge(34)	14	Murden's, Be-Lo, Western Auto
Lynnhaven(5)	13	JCPenney, Leggett, Montgomery Ward
Princess Anne Plaza(56)	13	Rices/Nachman's, Rose's, True Value
Providence Sq.(34)	10	Safeway, Drug Fair
Pembroke Mall(65)	11	Sears, Hechinger, Miller & Rhoads
Robbins Corner	11	Farm Fresh

Principal Shopping Days-Department Stores-Thurs., Fri., Sat., Mon.; Food-Wed., Thurs., Fri., Sat., Sun., Mon. (for all four cities).
Stores Open Evenings-Department Stores-Mon. thru Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (Metro Area): Department Stores-Leggett 4; Miller & Rhoads 3; JCPenney 6; Rices/Nachman's 6; Sears 3; Smith & Welton 7; Thalhimer's 2; Montgomery Ward 4; Altschul's; Bradlees 3.
Discount/Variety Stores-K mart 6; Zayre 4; Murphy Mart 2; Rose's 14; Woolworth 5; McCrory's; Ben Franklin; K&K 4.
Chain Drug Stores-Medco 7; Irwin's 2; Care Drug Centers 7; People's 24; Standard 3; Murden 2; Giant 5; Revco 24; Drug Fair 2.
Chain Supermarkets-A&P 13; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 11; Be-Lo 30; Winn-Dixie 5, 7-Eleven 133; Boulevard 5; Earle's 6; Tinee Giant 24; Overton's 2; Farm Fresh 11; Food Lion 10.
Other Chain Stores-Appliances: Prices, Singer, Bob's, Bryant Appliance, Southland; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price, Firestone, Midas Muffler, Pep Boys, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Sherwin-Williams, Hechinger, C.A. Nash, True Value, 84 Lumber, Norfolk Paint Co., Lowes, Carter Paints, Moores Whlsle.; Candy: Forbes, Anne Lee, Fanny Farmer, Lofts; Furniture: Grockin-Levy, Exchange, Home, Haynes, Scan Furniture, Cost Plus, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Payless, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros., Frank R. Ford, Gordon's, Kay's, Hardy's, Zales, Chapman's, D.P. Paul's, Spertner, Tidewater Keepsake; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Shoes: Gallenkamp, Montagnas, Butlers, Hofheimers, Jarman, Kinney's, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Flair, Kanters, Lane Bryant, Susie's Casuals.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 137,039; LEDGER-STAR (e) 90,183; VIRGINIA-PILOT/LEDGER-STAR (S) 213,305; Mar. 31, 1983 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County, (In Richmond-Petersburg MSA), E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460, I-95 & 85; State Hwy. 36.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 41,005; Loc. Est. 41,630
CZ-ABC: (80) 80,684; (83) 81,300
RTZ-ABC: (80) 128,880; (83) 140,400
County 80 Cen. 22,602; Loc. Est. 23,706
MSA 80 Cen. 761,311; Loc. Est. 800,003
City & RTZ-ABC: (80) 209,564; (83) 221,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,920; Loc. Est. 15,808
CZ-ABC: (80) 25,753; (83) 26,800
RTZ-ABC: (80) 42,870; (83) 48,500
County 80 Cen. 6,421; Loc. Est. 7,002
MSA 80 Cen. 269,202; Loc. Est. 295,511
City & RTZ-ABC: (80) 68,623; (83) 75,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Petersburg:		
Commercial	6	$160,800,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$45,465,000

6 - PASSENGER AUTOS: City 22,029

7 - ELECTRIC METERS: Residence 47,624

8 - GAS METERS: 20,150

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Cigarette 3,100; Luggage 400; Optical 1,240; Lumber & Furniture 210; Machinery 490; Chemical 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay and Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave., Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St Beginning With 1900 block & Crater Rd., U.S. 301, South; Walnut Mall, Crater Rd., U.S. 301, South: Lee Plaza, Rte. 36; K mart, Rte 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ettrick	2	Goens, Bi-Rite Food, Ettrick Super Market
Walnut Hill(17)	2	Bradlees, Sears, Miller & Rhoads Waldenbooks
Walnut Mall(27)	2	JCPenney, Thalhimers
Colonial Sq.(15)	3	Peebles, Hallmark, Revco
Town Hall(3)	2	Roper True Value, People's Drug
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	Radio Shack, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thu., Fri., Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Taylor's; Sears; Thalhimers; Miller & Rhoads; Heilig-Myers; Butterworth; Harlow-Hardy; Stanton's; Crater House; The Oak; Love's Wayside; Philip Levy; Musselwhites.
Discount Stores-Bradlees; Nichol's; K mart; Rose's; Peebles.
Variety Stores-McLellan's; Mack's; Jupiter Discount; Woolworth.
Chain Drug Stores-Petersburg: People's, Standard, Key-Rexall, Rite-Aid; Colonial Heights: Revco, Drug Fair, Hopewell, Rite Aid 2, Medco.
Chain Supermarkets-A&P; Safeway 6; Pantry Pride 2; Hines Food; Young's 2; Liberty; Gates/Hines; Foodland 2; Winn-Dixie 2; Edgehill Mkt.; Robinson's; Ettrick Supermarket.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney's; National, Thom McAn, Shoe Show; Others: Firestone, Goodyear, B.F. Goodrich, Singer Co., Sherwin-Williams, A&N, Pittsburgh Paint, Barr Bros., So-Fro Fabrics, Moton's Jewelers, Gary's, Moore's Super Stores, Lowe's, Master Tire, Hanover Tire.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,629; (S) 21,167; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Howerton, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH

See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; Loc. Est. 9,663
County 80 Cen. 35,229; Loc. Est. 35,930
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859; Loc. Est. 3,708
County 80 Cen. 13,380; Loc. Est. 13,177

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 21,066

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence/Est. 600

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For details, contact Jerry Marple, Gen. Adv. Mgr., or the nearest office of Sawyer-Ferguson-Walker Co., newspaper representatives.

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9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Hosiery 440 ($160); Furn. 1,800 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Processing 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov. Last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	People's
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Felix; Heck's.

Discount Stores-Family Dollar Store; Saving Center; Sportswear Mart; Rose's; K mart.

Chain Drug Stores-People's; Pulaski; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.

Chain Supermarkets-Kroger; Piggly Wiggly; Food Fair; Pak & Sak; Fast Shop; Lowe's; Hurst; Wade's; Food Lion.

Other Chain Stores-Western Auto; Advance; Sears; Vance Home Center; Bogle Tire; Ray's; Quality Stamps; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; S&H Green Stamps; Helig-Myers Furn.; Grand Piano; Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 6,600; (S) 6,910; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.

National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County, E&P Map C-3. Residential, Industrial & Educational Center, 42 mi. S W of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 13,225; Loc. Est. 13,857
County 80 Cen. 63,516; Loc. Est. 65,802

4 - HOUSEHOLDS:

Corp. City 80 Cen. 3,955; Loc. Est. 4,314
County 80 Cen. 20,831; Loc. Est. 22,589

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 32,883; City 6,777

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Electrical Motors; Rubber; Dress Mfg.; Plastics; Western Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 34-80; Winter 17-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(7)	8	Leggetts, Hills
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd's
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (City of Radford)	NA	Whitehead Drug, Leggetts
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thurs., Fri & Sat.

13 - RETAIL OUTLETS: Discount Stores-Family Dollar.

Variety Stores-Heck's; K mart; Hills; Heronimus;

Chain Drug Stores-Revco; SupeRx; People's; Professional Pharmacy; Drug Plus (Whitehead's Pharmacy); Eckerd.

Other Chain Stores-Deli-Mart; 7-Eleven; Montgomery Ward; Sears; Hallmark Cards; Sidney's; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'n Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 2,637; (S) 2,637; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data, Adv. Dept., NEWS JOURNAL, PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.

National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City connected with Hanover County (In Richmond-Petersburg MSA), E&P Map E-3, State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 2, 10, 147, 161, 356, 5, 33 & 146; Interstate 95 (Richmond-Petersburg Tpke.) & 64 & 195.

2 - TRANSPORTATION: Railroads-CSX; RF&P; Norfolk & Southern.

Motor Freight Carriers-67.

Intercity Bus Lines-16; Greyhound; Trailways.

Airlines-Piedmont; Eastern; United; Hensen (USAir); Cardwal.

Water freight service on James River.

3 - POPULATION:

Corp. City 80 Cen. 219,214; Loc. Est. 222,132
County 80 Cen. 50,398; Loc. Est. 53,530
MSA 80 Cen. 761,311; Loc. Est. 800,003
PMA-ABC: (80) 1,129,795; (83) 1,156,400

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 85,797; Loc. Est. 90,961
County 80 Cen. 16,267; Loc. Est. 18,115
MSA 80 Cen. 269,202; Loc. Est. 295,511
PMA-ABC: (80) 393,600; (83) 412,300

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	15	$10,260,300,000
Savings & Loan	16	$2,394,953,982

6 - PASSENGER AUTOS: City 119,896

7 - ELECTRIC METERS: Residence 170,625

8 - GAS METERS: Residence 69,705

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Weekly Wage)-Tobacco 12,500 ($245); Lumber & Wood ex. Furniture 1,400 ($170); Fabricated Metals 2,600 ($242); Food Products 4,400 ($215); Apparel & Textile Products 2,200 ($150); Paper Products 4,100 ($237); Printing & Publishing 5,300 ($277); Chemical Products 7,800 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(53)	4	JCPenney, Miller & Rhoads
Southside(48)	5	Miller & Rhoads
Azalea(37)	4	Thalhimers
Eastgate(35)	6	Sears, Thalhimers
Circle(20)	5	Thalhimers
Cloverleaf(78)	6	Sears, JCPenney, Thalhimer's
Brook Hill(20)	4	A&P, Drug Way
Azalea(20)	NA	
Village(26)	5	A&P
Westland(18)	8	Safeway, A&P
Fountain Sq.	8	Ukrops
Ridge(28)	7	A&P
Merchant's Walk(25)	7	Hechinger, Marshalls
Hanover Vlg.(10)	8	A&P
Cary Court(15)	3	Revco, CFM Food
Gayton Crossing(48)	8	Ukrops, Safeway
Buford(9)	8	Ukrop's
River Road(8)	5	Safeway
Laburnum Sq.(12)	4	Safeway, $ Supermkt.
Richmond(15)	3	Standard
Parham(20)	7	Jefferson Ward
Regency Sq.(100)	7	Sears, JCPenney, Miller & Rhoads, Thalhimers
Chesterfield Mall(8)	10	Miller & Rhoads, Safeway
Huguerot Vlg.(20)	8	Drug Fair, A&P
Sycamore Sq.	13	Ukrop's
Beaufont	6	Best Products, A&P

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thu., Fri.

Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimers; Sears; JCPenney.

Discount Stores-Bradlee's 3; K mart 4; Best 4; Jefferson Ward 3.

Variety Stores-Woolworth 4; G.C. Murphy 5.

Chain Drug Stores-People's 13; Standard 12; Drug Way 7; Revco 12; Medco 5; Drug Fair 19; Drug City 3.

Chain Supermarkets-Safeway 24; A&P 13; Pantry Pride 6; Lukhards 6; Siegel's 5; Foodtown 3; Ukrop's 12; Winn-Dixie 7.

Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Pep Boys, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Flair, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Flair, Ardley; Men's Apparel-A&N, Fines, Websters, Rockingham, S&K, Greentree's, Eljo's, Shevel's, Berry Burk; Furniture: Philip-Levy, Heilig-Meyers, Harverty's, Virginia Wayside, Colony House, Haynes; Jewelers: Zales, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 135,175; NEW LEADER (e) 112,569; TIMES-DISPATCH (S) 219,328; Sept. 30, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., THE NEWS-LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.

National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA), E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, cultural, medical, insurance, manufacturing center for Western Va. HQ. for Norfolk & Western Ry. Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, D.C. On Interstate Hwy. 81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk & Western Ry. (headquarters for general offices and shops) major freight-break point, 5 radiating routes.

Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.

Motor Freight Carriers-58.

Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:

Corp. City 80 Cen. 100,427; Loc. Est. 103,021
PMA-ABC: (80) 717,624; (83) 747,200
County 80 Cen. 72,945; Loc. Est. 77,200
MSA 80 Cen. 220,600; Loc. Est. 229,541

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 40,027; Loc. Est. 43,012
PMA-ABC: (80) 253,342; (83) 273,200
County 80 Cen. 25,237; Loc. Est. 27,949
MSA 80 Cen. 81,882; Loc. Est. 89,174

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 55,538

7 - ELECTRIC METERS: Metro-Res. 92,211

8 - GAS METERS: Metro-Res. 26,864

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agri., Forestry, & Fish 157 ($212); Construction 2,307 ($271); Manufacturing 9,315 ($278); Transportation, Comm. & Util. 4,373 ($390); Trade 18,124 ($196); Fin. Ins. & Real Est. 4,377 ($294); Services 11,935 ($241); Average Weekly Wage Per Worker in City Zone: $251.

Principal Pay Days-Fri., 15th, Last day.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.

Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Crandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. N.W. to City Limits; 11th St., N.W. & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(3)	1	Roses, Revco, Sears
Grandin Road(28)	2	Thriftway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Eckerd
Crossroads Mall(51)	5	Kroger, JCPenney, Heironimus, Rose's, Peoples, K mart
Tanglewood Mall(101)	5	JCPenney, Leggett's, Kroger, SupeRx, Miller & Rhodes, Food Lion, Brendle's
Towers(45)	2	John Simmons, Heironimus
Roanoke-Salem(22)	4	Leggett's, Miller & Rhoads, People's, Winn-Dixie, Woolworth
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside(2)	3	Mick-or-Mack, Eckerd
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive(12)	3	G.C. Murphy, Kroger, SupeRx, Sidney's
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie
Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Eckerd, Food Lion
Market Square East(8)	4	Eckerd, Food Lion
Jamestown Plaza(3)	3	Mick-or-Mack, Bi-Rite
Blue Ridge	6	Eckerd, Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.

Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears.

Discount Stores-Lowe's; Moore's; Pete Moore; Best Co., Inc.; Thriftee Discount 2, Revco 10; K mart 3; Family Dollar Stores 4; Hills 2.

Variety Stores-Newberry; Rose's 3; Woolworth; Scotties.

Chain Drug Stores-People's 6; Revco 10; SupeRx 10; Eckerd 4.

Chain Supermarkets-Kroger 10; Mick-or-Mack 11; Winn-Dixie 8; Hop-in 23; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 24; Thriftway 4; Other Grocery Stores 264.

Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; High's Ice Cream; Hofheimer Shoes; Kinney Shoes; Lerner Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Thom McAn; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Baskin-Robbins.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 73,457; (e-mon to fri) 47,658; (m-sat) 120,860; (S) 122,015; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Theodore J. Whitt, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3361.

National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington, DC-MD-VA MSA). E&P Map E-1, County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in MSA.

Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.

Airlines-Major airlines at Washington, DC.

3 - POPULATION:

Corp. City 80 Cen. 19,390; Loc. Est. 20,415
County 80 Cen. 596,901; Loc. Est. 647,541
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
PMA-ABC: (80) 745,103; (83) 792,100

4 - HOUSEHOLDS:

City 80 Cen. 6,881; Loc. Est. 7,465
County 80 Cen. 205,166; Loc. Est. 232,823
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
PMA-ABC: (80) 270,162; (83) 296,700

5 - BANKS	NUMBER	EST. DEP.
Comm.(MSA)	63	$13,000,000,000
Savings & Loan(MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 423,353

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Government; Wholesale & Retail Trade; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Fair Oaks Mall.
Neighborhood Shopping Centers-Loehmanns Plaza; Pike 7 Plaza; Tyson's Center; Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; Pickett Square; University Square; Virginia Plaza.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Storas-Hecht; Garfinckels; Woodward & Lothrop; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 45,423; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, FAIRFAX JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: U.S. Suburban Press, Inc.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,857; Loc. Est. 22,264
CZ-ABC: (80) 32,268; (83) 31,800
RTZ-ABC: (80) 94,093; (83) 97,700
County 80 Cen. 53,732; Loc. Est. 57,445
City & RTZ-ABC: (80) 126,361; (83) 129,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097; Loc. Est. 8,597
CZ-ABC: (80) 11,344; (83) 11,600
RTZ-ABC: (80) 32,634; (83) 35,000
County 80 Cen. 17,978; Loc. Est. 20,089
City & RTZ-ABC: (80) 43,978; (83) 46,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: City 13,948; County 37,602

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Transp., Commer. & Utilities 1,377; Construction 477; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prod. & Fabric 1,080; Machy. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Construction 2,100; Fin., Ins., Real Estate 487; Govt. 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Neutral, meduim soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 Blks. at Beverly & Grubert; 1 Blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Staunton Plaza(31)	NA	JCPenney, Ward's Woolworth
Chestnut Hills(5)	NA	Heck's, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; JCPenney.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-People's; SupeRx; Drug Fair; Medco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; A&P.
Discount Stores-Heck's; K mart.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; Western Auto; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.

14 - NEWSPAPERS: LEADER (e-mon to fri) 17,179; NEWS-LEADER (S) 21,890; Mar. 31 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., LEADER and NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Branham/Newspaper Sales.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State 55. I-81 and Junction I-66. Misc. mfg. center in heart of rich agricultural region. Large poultry producing region. 90 mi. W of Washington; 130 mi. SW of Baltimore. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,311; Loc. Est. 2,875
County 80 Cen. 27,559; Loc. Est. 29,385
PMA-ABC: (80) 82,909; (83) 90,200

4 - HOUSEHOLDS:
Corp. City 904; Loc. Est. 936
County 80 Cen. 10,035; Loc. Est. 11,137
PMA-ABC: (80) 29,256; (83) 32,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Shenandoah Co. 20,396; Warren Co. 15,112; Frederick Co. 25,288; Regional total 60,796.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-(Av. Wkly Wage N.A.) Textiles 5,440; Apple Prod. 2,750; Rubber Prod. 859; Poultry 3,260; Auto Parts 260; Brake Shoes 550; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Processing 240; Records & Tapes 1,000; Travel Trailers & Mobile Homes 250; Furniture 350.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30. Last killing frost, April 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre.
Variety Stores Newberry 2; McCrorys 2; Ben Franklin; Kresge.
Chain Drug Stores-People's 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; Grand Union; 7-Eleven 15; Acme; High's.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Joe the Motorists' Friend 2; G.R. Kinney; Triangle-Shoe; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 13,982; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Stedman, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. 20 mi. SW of Norfolk, Va. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621; Loc. Est. 48,964
CZ-ABC: (80) 47,621; (83) 48,200
RTZ-ABC: (80) 42,758; (83) 43 600
City & RTZ-ABC: (80) 90,379; (83) 91,800
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742; Loc. Est. 16,939
CZ-ABC: (80) 15,742; (83) 16,300
RTZ-ABC: (80) 13,924; (83) 14,600
City & RTZ-ABC: (80) 29, 666; (83) 30,900
MSA 80 Cen. 384,349; Loc. Est. 416,282

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 26,721

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS. Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prod. 260; Farm Machy. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41 62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Suffolk Plaza(28)	NA	Montgomery Ward, A&P, Murphy Mart
Suffolk West(19)	NA	Winn-Dixie, Drug Fair

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Leggett's; Murphy Mart; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-People's; Revco; Drug Fair.
Chain Supermarkets-A&P; Cavalier Foods; Belo 2; Safeway; Winn-Dixie.
Other Chain Stores-Goodyear; Kinney's Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Dollar General.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,648; (S) 6,948; Sept. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

VIRGINIA BEACH

See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. R.R. junction and shipping center for industrial, agricultural and dairy area of E. Augusta, N. Nelson and W. Albermarle Counties, 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Tralways.
Airlines-Alleghaney Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; Loc. Est. 15,720
CZ-ABC: (80) 23,159; (83) 23,100
RTZ-ABC: (80) 48,173; (83) 51,100
County 80 Cen. 53,732; Loc. Est. 57,445
City & RTZ-ABC: (80) 71,332; (83) 74,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870; Loc. Est. 6,364
CZ-ABC: (80) 8,578; (83) 8,900
RTZ-ABC: (80) 16,497; (83) 18,100
County 80 Cen. 17,976; Loc. Est. 20,089
City & RTZ-ABC: (80) 25,075; (83) 27,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 37,602

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; All employing over 9,000 people with industrial payroll in excess of $165,000,000. **Net** effective buying income over $124,380,000 (1982).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35. Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-234 retail outlets (32 chains) with retail sales in 1982 over $88,000,000. 22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Waynesboro Center(22)	NA	Roses, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Southern; Cato's; Newberry; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-A&P; Kroger Savon; IGA; Shop & Save; Food Lion.
Other Chain Stores-Western Auto; Advance Stores; High's Ice Cream; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Dollar General; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 13,168; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Pat Montgomery, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Mfg., shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, D.C.; 142 mi. from Richmond.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Winchester & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; Loc. Est. 20,679
CZ-ABC: (80) 20,217; (83) 20,400
Bal. in PMA-ABC: (80) 44,115; (83) 48,300
County 80 Cen. 34,150; Loc. Est. 35,256
Total CZ and Bal. in PMA-ABC: (80) 64,332; (83) 68,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971; Loc. Est. 8,521
CZ-ABC: (80) 7,971; (83) 8,400
Bal. in PMA-ABC: (80) 14,981; (83) 17,000
County 80 Cen. 11,467; Loc. Est. 12,236
Total CZ and Bal. in PMA-ABC: (80) 22,952; (83) 25,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	6	$29,350,050,099
Savings & Loan	3	$408,089,000

6 - PASSENGER AUTOS: County 25,288

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agricultural Services & Quarrying 330; Construction 1,600; Textiles & Apparel 530; Food 990; Lumber & Furniture 670; Stone, Clay, Glass Products 1,420; Metal Prod. & Machy. 1,440; All Other Mfg. 15,400; Finance 970; Govt. 2,320; Services 3,670. (County, 1981).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Area**-10 blocks on 5 sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berryville Pl.	NA	Nichols, Choice IGA
Ward Pl.(16)	NA	Wards, Kresge, People's Drug
Delco Plaza (8)	NA	Zayre, Dart Drug
Apple Valley Square(14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggett, Sears JCPenney

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Department: Mon and Fri. Food and Shopping Centers: Mon. thru Sun.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; JCPenney; Montgomery Ward; Sears; K mart; Nichols.
Variety Stores-Newberry's; McCrory's; Kresge.
Discount Stores-Revco 3; Zayre; Nichols; K mart; Heck's.
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 3; Dart Drug.
Chain Supermarkets-A&P 2; Safeway 2; Choice IGA; Acme.
Other Chain Stores-Jewel Box; Royal Jewelers; Kinney's; A&N; Schewels; Firestone; J.W. Grove; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Carvel; Pic Way; Pic N'Pay.

14 - NEWSPAPERS: STAR (e) 19,949; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Hourigan, Adv. Mgr. STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, D.C.-MD-VA MSA), E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, D.C., 20 mi. N of Fredericksburg, on I-95 and 66.

2 - TRANSPORTATION: **Railroads**-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:
District 80 Cen. 14,867; Loc. Est. 15,272
PMA-ABC: (80) 107,632; (83) 121,000
County 80 Cen. 144,703; Loc. Est. 154,073
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
District 80 Cen. 4,700; Loc. Est. 4,836
PMA-ABC: (80) 31,442; (83) 36,700
County 80 Cen. 43,790; Loc. Est. 48,791
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199

5 - BANKS N.A.

6 - PASSENGER AUTOS: County 98,803

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't. 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Services 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Lake Ridge, Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marumsco Plaza(50)	NA	Peebles, Giant Foods, People's Drug
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Montgomery Ward, Hecht's
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Zayres; Leggetts; Montgomery Ward; Hecht Co.; K mart.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Plus & Bon Food.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Mademoiselle Fashions; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 23,767; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ed Swisher, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press, Inc.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	281	306	323
5-14 Years	679	618	653
15-24 Years	627	769	812
25-44 Years	808	1,231	1,300
45-64 Years	698	775	818
65 and Over	321	431	455
TOTAL	3,413	4,130	4,361

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	367	898	1,337
General Mdse	1,002	1,604	2,501
Food	1,740	2,895	5,091
Automobiles	1,440	2,757	4,205
aasolineSStatons	575	947	1,845
Apparel	337	611	964
Furniture	322	669	1,060
Eat-Drink Places	673	1,356	2,772
Drugs	302	536	960
TOTAL SALES	7,494	13,503	22,924

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River. 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Motor Freight Carrier-5
Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 18,739; Loc. Est. 18,767
CZ-ABC: (80) 30,033; (83) 29,800
RTZ-ABC: (80) 46,089; (83) 48,700
County 80 Cen. 66,314; Loc. Est. 68,610
City & RTZ-ABC: (80) 76,122; (83) 78,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539; Loc. Est. 7,463
CZ-ABC: (80) 11,886; (83) 12,200
RTZ-ABC: (80) 17,074; (83) 18,800
County 80 Cen. 25,181; Loc. Est. 27,276
City & RTZ-ABC: (80) 28,960; (83) 31,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$461,438,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 30,679

7 - ELECTRIC METERS: Residence 36,246

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Lumber, Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.-East Wishkah Mall (20 stores); Aberdeen Square Mall (8 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; La Monts.
Variety Stores-Pay'n Save.
Discount Stores-Payless; Ernst-Malmo.
Chain Drug Stores-Payless; Rexall Drugs 2; Pay N-Save
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Albertson's.
Other Chain Stores-Montgomery Ward (catalog); Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hardware 3; Sprouse-Reitz; F. T. Kluh; Hickory Farms; D.J.'s Sound City; Squire Shop; B. Dalton; Hallmark 3; House of Fabric; Baskin-Robbins; Maurices's; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons.

14 - NEWSPAPERS: WORLD (e) 18,581; (S) 18,397; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr. WORLD, 315 S. Michigan, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2, Manufactures dairy products, lumber, shingles charcoal, sheet metal & fibre glass products. Fruit, Vegetables packed & Shipped. Cold storage plant. Timber. Diversified farming. Aircraft engines, Aerospace, G.S.A., F.A.A. Located 25 mi. S of Seattle at the junction of S.R. 67 & S.R. 18 off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 28,585; Loc. Est. 31,218
PMA-ABC: (80) 79,464; (83) 83,000
County 80 Cen. 1,265,503; Loc. Est. 1,301,691
PMSA 80 Cen. 1,606,765; Loc. Est. 1,647,185

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396; Loc. Est. 11,225
County 80 Cen. 497,263; Loc. Est. 517,352
PMSA 80 Cen. 617,645; Loc. Est. 642,596
PMA-ABC: (80) 27,683; (83) 30,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$162,000,000
Commercial	8	$220,000,000

6 - PASSENGER AUTOS: County 768,824

7 - ELECTRIC METERS: Residence (Est.) 11,000

8 - GAS METERS: Residence (Est.) 7,500

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)-Aerospace 6,000 ($420); Government (Federal) 1,100 ($400); Railway 400 ($500); Plastics 100 ($300).
Principal Industrial Pay Days-1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; Last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown Auburn.
Neighborhood Shopping Centers-Auburn North Ctr.; Forest Villa; Auburn Way South, Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sea Tac Mall(104)	8	Bon Marche, Sears, Peoples

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Mostly all.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Bonanza 88; Ben Franklin.
Chain Drug Stores-Skaggs; Pay'N Save.
Chain Supermarkets-Safeway; Albertsons, Thriftway.
Other Chain Stores-Coast-to-Coast; 7-Eleven.

14 - NEWSPAPERS: GLOBE NEWS (mS) 8,784; Mar. 31, 1983 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

BELLEVUE-KIRKLAND

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. 6 mi. east of Seattle. East of Lake Washington, on I-405 (alternate to north-south I-5 which passes thru Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA; Republic; WeinAir; (In Seattle).

3 - POPULATION:
Corp. Cities 80 Cen. 92,682; Loc. Est. 100,628
  Bellevue 80 Cen. 73,903; Loc. Est. N.A.
  Kirkland 80 Cen. 18,779; Loc. Est. N.A.
PMA-ABC: (80) 374,401; (83) 314,900
County 80 Cen. 1,269,749; Loc. Est. 1,337,364
PMSA 80 Cen. 1,606,765; Loc. Est. 1,704,091
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,721; Loc. Est. 40,581
  Bellevue 80 Cen. 27,871; Loc. Est. N.A.
  Kirkland 80 Cen. 7,850; Loc. Est. N.A.
PMA-ABC: (80) 132,082; (83) 114,700
County 80 Cen. 497,263; Loc. Est. 548,117
PMSA 80 Cen. 617,645; Loc. Est. 685,239

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 752,246

7 - ELECTRIC METERS: East Side 112,167

8 - GAS METERS: East Side 58,261

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical electronics.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2. Last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-(Number of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & NE 8th (126); Crossroads-NE 8 & 156th NE (40); Totem Lake Exit 124 off 405, Kirkland (45); Factoria, I-90 & 405; Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fred'k & Nelson, Nordstroms
Crossroads(60)	NA	Lamont's, Ernst Hardware
Totem Lake(68)	NA	Pay'n Save, Thrifty, Ernst Hdwr., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'n Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertsons, Skaggs
Bear Creek(23)	NA	Pay'n Save, Safeway
Overlake(12)	NA	PayLess
Factoria(4)	NA	Pay'n Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Nordstrom's; Frederick and Nelson; Lamont's; Fred Meyer; Montgomery Ward; J. Jacobs; Trident Imports; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'n Save; Payless; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Grocery Boys; Prairie Mark-It; Mark-It Foods; Tradewell; Fred Meyer; IGA.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Merribee Yarn Craft; Dunn Lumber; 7-Eleven Stores; Dairy Queen; Shuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Tire; Fabricland; Music West; Lee Miles Transmission; Capitol Tire; Sprouse-Reitz; Malmo; Sportswest Sams Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 26,066; (S) 25,492; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gus Tierney, National Ad. Mgr. JOURNAL-AMERICAN, PO Box 310, Bellevue, WA 98009; Tel. (206) 453-4184.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA), E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 46,422
CZ-ABC: (80) 45,794; (83) 47,800
RTZ-ABC: (80) 60,907; (83) 67,600
County/MSA 80 Cen. 106,701; Loc. Est. 111,685
City & RTZ-ABC: (80) 106,701; (83) 115,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440; Loc. Est. 17,479
CZ-ABC: (80) 18,440; (83) 20,000
RTZ-ABC: (80) 21,190; (83) 24,500
County/MSA 80 Cen. 39,630; Loc. Est. 43,419
City & RTZ-ABC: (80) 39,630; (83) 44,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$310,000,000
Mutual Savings	5	$109,000,000
Savings & Loan	7	$168,000,000

6 - PASSENGER AUTOS: County 56,302

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 8,815

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 6,520; Food & Kindred Prod. 1,310; Lumber & Wood Prod. 690; Printing & Pub. 250; Stone, Clay & Glass Prod. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 300; Contract Construction 2,040; Wholesale & Retail Trade 9,140; Finance, Ins. & Real Estate 1,470; Services 6,490; Gov't 7,140; Educational Serv. 4,550; Other Gov't 2,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: **Principal Shopping Center**-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E. Maplewood; E. Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores:Mon., Fri. and Sat.; Food Stores:Thu. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores 4; Thriftway 5; Albertson's 2.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's.

14 - NEWSPAPERS: HERALD (e) 23,309; (S) 24,930; Mar. 27, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Mkt. Dir., HERALD, 1155 N. State St., Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett Newspaper Advertising Sales.

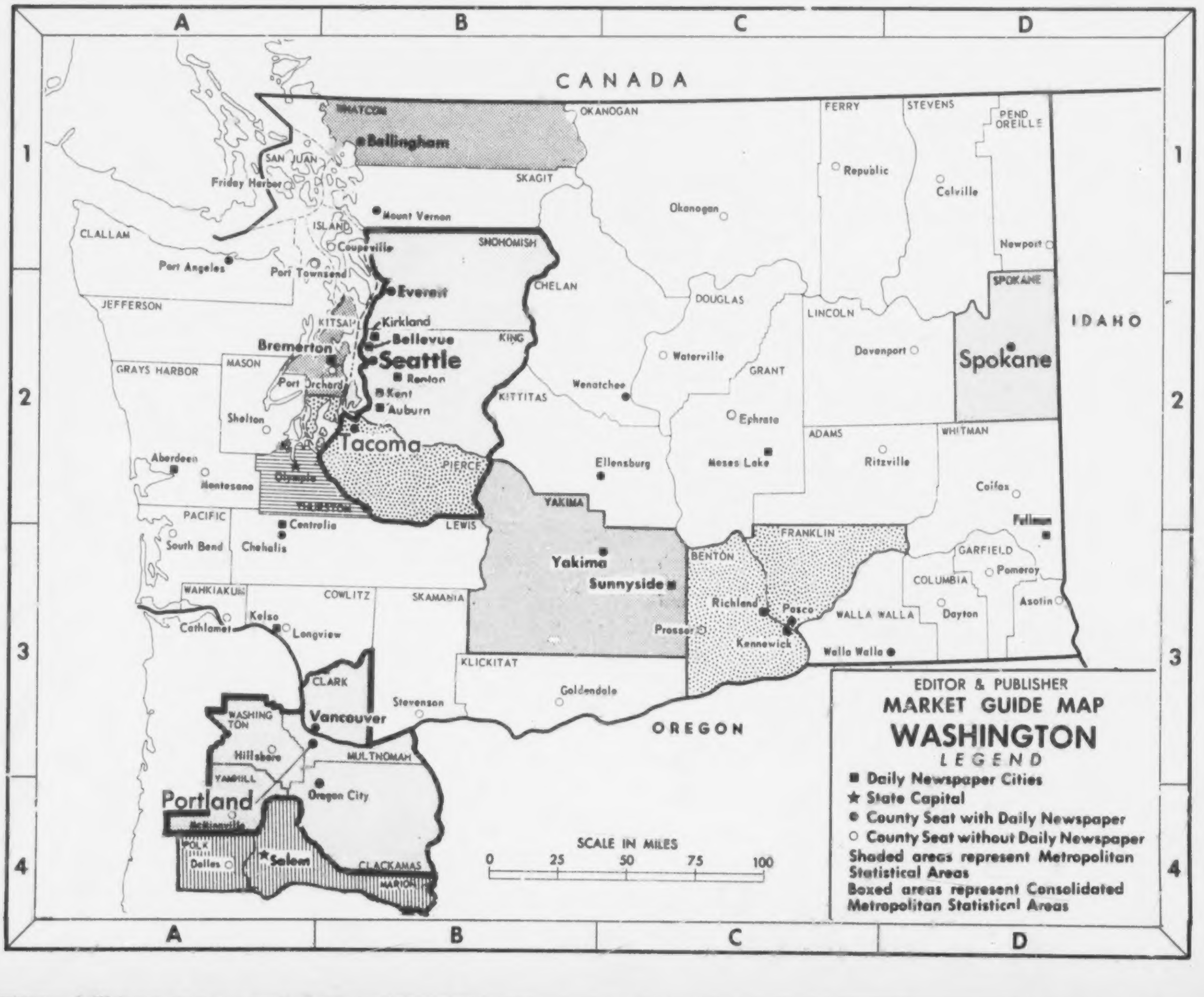
BREMERTON

1 - LOCATION: Kitsap County (MSA), E&P Map B-2. On Puget Sound. 45 minutes ferry ride to Seattle; 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: **Railrods**-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; Loc. Est. 35,970
CZ-ABC: (80) 109,269; (83) 119,500
RTZ-ABC: (80) 44,057; (83) 50,900
County/MSA 80 Cen. 146,609; Loc. Est. 160,876
City & RTZ-ABC: (80) 153,326; (83) 170,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067; Loc. Est. 14,300


A
B
C
D
1
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3
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
OKANOGAN
FERRY
STEVENS
PEND OREILLE
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
Republic
Colville
Okanogan
Newport
CLALLAM
Port Angeles
Port Townsend
ISLAND
Coupeville
SNOHOMISH
Everett
CHELAN
JEFFERSON
DOUGLAS
LINCOLN
SPOKANE
KITSAP
Kirkland
Bellevue
KING
Bremerton
Seattle
Waterville
Davenport
Spokane
GRAYS HARBOR
MASON
Port Orchard
Renton
Kent
Auburn
Wenatchee
KITTITAS
GRANT
Shelton
Tacoma
Ephrata
ADAMS
WHITMAN
Aberdeen
Montesano
Olympia
PIERCE
Ellensburg
Moses Lake
Ritzville
THURSTON
YAKIMA
Colfax
PACIFIC
Centralia
LEWIS
FRANKLIN
Pullman
South Bend
Chehalis
Yakima
BENTON
GARFIELD
Sunnyside
Pomeroy
WAHKIAKUM
COWLITZ
SKAMANIA
COLUMBIA
Richland
Pasco
Asotin
Kelso
Longview
Prosser
WALLA WALLA
Dayton
Cathlamet
Kennewick
Walla Walla
KLICKITAT
CLARK
Goldendale
Stevenson
WASHINGTON
Vancouver
Hillsboro
MULTNOMAH
YAMHILL
Portland
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
MARION
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

CZ-ABC: (80) 39,313; (83) 44,600
RTZ-ABC: (80) 15,840; (83) 19,000
County/MSA 80 Cen. 52,591; Loc. Est. 60,418
City & RTZ-ABC: (80) 55,153; (83) 63,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	30	$400,000,000
Savings	2	$20,000,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 75,637

7 - ELECTRIC METERS: Residence 38,167

8 - GAS METERS: Residence 9,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage) Shipbuilding-Repairing Puget Sound Naval Shipyard 12,500 ($375 million); Bangor/Trident Submarine Base, Civilian, 5,399 ($56 million); Naval Undersea Warfare Eng. Stn. (Keyport) 3,100 ($80 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27. Last killing frost. Mar. 28.

11 - TAP WATER: Natural, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on east end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sheridan Vlg.	2	Noah's East (Shop-Rite)
Perry Ave. Mall(11)	3	Thriftway
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Payless, Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe, Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
South Park Vlg.(22)	10	Thriftway, Ben Franklin
Port Orchard Plz.(9)	8	Country Casuals, Safeway
Silverdale Vlg.	12	IGA
CK Mall-Silverdale	12	Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Jafco, Color Tile
S.K. Mall	9	Albertson's, Ernst, Bremer's, Pay'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bremer's; JCPenney; Sears; Montgomery Ward.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Payless N.W. (Value Giant); K mart; Pay'N Save; Payless.
Chain Drug Stores-Thrifty 2; Swanson's-Smalleys 2 (Rexall); Walgreen's 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 5; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market.
Other Chain Stores-Freidlander (Jewelry); Coast-to-Coast; Firestone; Western Auto; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry; Jafco.

14 - NEWSPAPERS: SUN (e) 37,307; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th Street, Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber and agricultural center. Situated midway between Portland and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Chicago; Milwaukee & St Paul; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909; Loc. Est. 17,390
Centralia 80 Cen. 10,809; Loc. Est. 11,129
Chehalis 80 Cen. 6,100; Loc. Est. 6,261
CZ-ABC: (80) 20,237; (83) 21,000
RTZ-ABC: (80) 66,152; (83) 73,200
County 80 Cen. 55,279; Loc. Est. 59,143
City & RTZ-ABC: (80) 86,389; (83) 94,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793; Loc. Est. 6,896
Centralia 80 Cen. 4,404; Loc. Est. 4,502
Chehalis 80 Cen. 2,389; Loc. Est. 2,394
CZ-ABC: (80) 8,055; (83) 8,700
RTZ-ABC: (80) 22,982; (83) 26,300
County 80 Cen. 20,369; Loc. Est. 22,815
City & RTZ-ABC: (80) 35,000; (83) 35,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 29,876

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,097

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Products 3,922 ($330); Retail 3,393 ($156); Wholesale 1,004 ($268); Services 2,169 ($171); Agriculture 328 ($138); Government 3,171 ($262); Construction 702 ($300); Other Mfg. 383 ($257); Trans., Communications & Util. 696 ($355); Fin., Ins. & Real Estate 531 ($215); Coal Mining 600 ($425); Food Processing 426 ($263); Printing & Pub. 451 ($210); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7. Last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S. Market; 2 on S. Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairway(4)	NA	C.C. Sooper
Yard Birds(9)	NA	U-Mark-It, Yard Birds
Lewis Co. Mall(28)	NA	Sears, Payless
Sunbird(3)	NA	Sunbird
Safeway(7)	NA	Safeway, Giant T
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney 2.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Payless; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Montgomery Ward (catalog); Mode O'Day 2; Pittsburgh Paint; Singer Co; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdw. 3; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 15,926; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Mgr., CHRONICLE, PO Box 580, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON, WA
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County, E&P Map C-2. County Seat. Education center (Central Washington University) in center of state. At junction of I-90 and I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,752; Loc. Est. 11,461
County 80 Cen. 24,877; Loc. Est. 24,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585; Loc. Est. 4,700
County 80 Cen. 9,496; Loc. Est. 10,709

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$95,000,000
Savings & Loan	2	$14,000,000

6 - PASSENGER AUTOS: County 11,700

7 - ELECTRIC METERS: Residence 4,981

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Packing 200 ($325); Food Processing 85 ($190); Lumber 41 ($230); Central Washington U. 990 ($425).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks wide on 3 streets.
Shopping Center-Ellensburg Mall.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Berry's; Community Store; Bi-Mart; Woods Ace Hardware; Ranch & Home; Tru-Valu.
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Money Saver; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Meads Markets.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart.

14 - NEWSPAPERS: RECORD (e) 5,841; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Mgr., RECORD, Box 248, Ellensburg, WA 98926; Tel. (509) 925-1522.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County, (In Seattle PMSA), E&P Map B-2, County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99 and I-5. Deep water harbor.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.

3 - POPULATION:
Corp. City 80 Cen. 54,413; Loc. Est. 55,128
CZ-ABC: (80) 69,494; (83) 70,200
RTZ-ABC: (80) 312,274; (83) 343,200
County 80 Cen. 337,016; Loc. Est. 366,727
PMSA 80 Cen. 1,606,765; Loc. Est. 1,704,091
City & RTZ-ABC: (80) 381,768; (83) 413,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; Loc. Est. 23,309
CZ-ABC: (80) 28,133; (83) 29,500
RTZ-ABC: (80) 108,425; (83) 124,000
County 80 Cen. 120,382; Loc. Est. 137,122
PMSA 80 Cen. 617,645; Loc. Est. 685,239
City & RTZ-ABC: (80) 136,558; (83) 153,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$406,450,000
Savings & Loan	7	$146,000,000

6 - PASSENGER AUTOS: County 188,394

7 - ELECTRIC METERS: Residence County 137,672

8 - GAS METERS: Residence County 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 2,186 ($294); Lumber & Wood 5,536 ($219); Machinery & Fab. Metal Products 2,524 ($252); Services 5,874 ($215); Transportation 14,042 ($285); Finance 2,570 ($247); Gov't 4,132 ($242); Food 2,040 ($245); Construction 3,325 ($275); Printing 281 ($269).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13. Last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19 & Broadway; 49 & Hwy. 99 So.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 So.; South Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alderwood Mall(132	11	The Bon, JCPenney, Nordstrom, Sears
Everett Mall(106)	5	Sears, The Bon, Frederick & Nelson
Frontier Vlg.(8)	5	B&M Food, Bloom's
Lynnwood(100)	19	PayLess, Jafco, Fred Meyer
James Vlg.(25)	11	Albertson's
Alderwood Plaza(16)	10	Pay 'N Save, Sports West
College Plaza(8)	2	PayLess, Jafco
Marysville Sq.(6)	6	Safeway, Sprouse-Reitz
Mill Creek(11)	9	Albertson's, Ernst Hdwe.
Smokey Point Mall(10)	7	Johnny's Market

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. thru Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied) 3; Sears; JCPenney; Montgomery Ward (mail order); Frederick & Nelson; Nordstrom's 2; Lamonts.
Discount Stores-PayLess; K mart; Fred Meyer 2.
Variety Stores-Bonanza.
Chain Drug Stores-Pay'N Save 6; B&M Prescriptions 4; Shopper's Drug Mart 2.
Chain Supermarkets-Safeway 10; Thriftway 3; B&M 4; Tradewell; Albertson's 5; Haggen's 2; Olson's 4; Mark-It-Foods 3.
Other Chain Stores-Firestone; Singer Co.; Goodyear; Thom McAn; Pittsburgh Paint; Sherwin-Williams; Mode O'Day; Weisfield's; Burnett's; Friedlander & Sons; Wigwam; Radio Shack; Ernst Hdwe.; Tandy Leather; Squire Shop.

14 - NEWSPAPERS: HERALD (e) 55,530; (S) 55,336; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hanson, V.P. Mktg., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3000.
National Representative: Sawyer-Ferguson-Walker.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT

1 - LOCATION: King County, (In Seattle PMSA), E&P Map B-2. Aerospace. Manufactures furniture, clothing, woodenware, fishing tackle, crates, metalware, computer equipt., ceramics, chemicals, glass, plastics, telephone & switchboard equipment, green houses. Diversified farming; Located approx, 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,152; Loc. Est. 24,573
PMA-ABC: (80) 96,770; (83) 100,000
County 80 Cen. 1,265,530; Loc. Est. 1,301,691
PMSA 80 Cen. 1,606,765; Loc. Est. 1,647,185

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511; Loc. Est. 9,825
County 80 Cen. 497,263; Loc. Est. 517,352
PMSA 80 Cen. 617,645; Loc. Est. 642,596
PMA-ABC: (80) 33,228; (83) 35,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$199,000,000
Commercial	12	$254,000,000

6 - PASSENGER AUTOS: County 768,824

7 - ELECTRIC METERS: Residence (Est.) 9,800

8 - GAS METERS: Residence (Est.) 4,300

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Aerospace 7,500 ($420); Electronics 1,000 ($275); Mfg. 500 ($300); Mfg. Phone Equipt. 675 ($325).
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown Kent.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(11)	2	Mardix Drug
Sea Tac Mall(104)	12	Bon Marche, Sears, Peoples
South Center(116)	7	JCPenney, Nordstroms, Bon Marche, Zales

Principal Shopping Days-Daily & Sun.

Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.

Discount Stores-K mart; Wigwam.

Chain Drug Stores-Pay'N Save; Payless.

Chain Supermarkets-Safeway; Lucky; Albertsons; Johnny's.

Other Chain Stores-Firestone; Coast-to-Coast.

14 - NEWSPAPERS: NEWS JOURNAL (m) 11,356; (S) 11,374; Mar. 31, 1983 ABC (initial audit).

Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98032; Tel. (206) 872-6600.

National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading center. On Columbia River. 50 mi. downstream from Portland, Ore.; 145 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411. Home of Mt. St. Helens, USA's active volcano.

2 - TRANSPORTATION: Railroads-Union Pacific; Northern Pacific; Great Northern; Burlington-Northern Chicago; Milwaukee & St. Paul (freight), Amtrak.

Motor Freight Carriers-10.

Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways.

Freight Steamship Lines-23.

Air Taxi-Columbia Air Service; Davis Air Service; Joel's At Chet's (scenic volcano flights).

3 - POPULATION:

Corp. Cities 80 Cen. 42,181; Loc. Est. 43,002
Kelso 80 Cen. 11,129; Loc. Est. 11,311
Longview 80 Cen. 31,052; Loc. Est. 31,691
CZ-ABC: (80) 48,099; (83) 49,600
RTZ-ABC: (80) 49,159; (83) 51,800
County 80 Cen. 79,548; Loc. Est. 82,700
City & RTZ-ABC: (80) 97,258; (83) 101,400

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 16,636; Loc. Est. 17,946
Kelso 80 Cen. 4,373; Loc. Est. 4,740
Longview 80 Cen. 12,263; Loc. Est. 13,206
CZ-ABC: (80) 18,636; (83) 19,900
RTZ-ABC: (80) 17,177; (83) 18,800
County 80 Cen. 29,516; Loc. Est. 32,067
City & RTZ-ABC: (80) 35,813; (83) 38,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$261,585,000
Savings & Loan	7	$184,624,000
Credit Unions	10	$137,740,000

6 - PASSENGER AUTOS: County 41,463

7 - ELECTRIC METERS: Residence County 36,330

8 - GAS METERS: Residence 1,760

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Other Mfg. 1,582 ($376); Lumber, 6,368 ($444); Pulp & Paper 2,810 ($506).

10 - CLIMATE: Min. & Max. Temp.-Winter 36-51; Fall 46-67, Summer 50-75; Spring 38-55. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Commerce, downtown Longview, 135 units; 14th Avenue Plaza, Longview, 15 units; 6 blocks on 15th, Longview, 42 units; 3 blocks on Ocean Beach, Longview, 21 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plaza, Kelso, 16 units; Triangle Shopping Center, Longview, 43 units.

Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Spirit Lake(7)	9	Minute Mart
Vancouver Mall(90)	36	JCPenneys, Sears, Meir & Frank

Principal Shopping Days-Thu., Fri., Sat.

Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; Montgomery Ward; JCPenney; Newberry's; Bobs Merchandise; Fred Meyer.

Variety Stores-Woolworth's; Tobiasons 2; Bonanza 88¢ Store; Ron's Emporium.

Discount Stores-Bob's.; Giant T; Pay-n-Pak.

Chain Drug Stores-Rexall 2; Olympic Drugs; Monticello Apothecary; Medical Arts Apothecary; Pay 'N Save; Fred Meyer; Keil's; Giant T.

Chain Supermarkets-Safeway 3; Thriftway 2; Shop & Kart; Albertson's; Prairie Mkt.; Mark-It Foods; Keils 2; Fred Meyer; IGA.

Other Chain Stores-Weisfields; Firestone; Goodyear; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zales Jewelry; Anita's; Mode-O-Day Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; Searing Electric; DJ's Sound City; Budget Tapes; JoAnn's Fabrics; Fabricland; Fabric House.

14 - NEWSPAPERS: NEWS (e) 26,246; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Harold Luhn, National Adv. Mgr., NEWS, PO Box 189, Longview, WA 98632; Tel. (206) 577-2509.

National Representatives: Landon Associates.

MOSES LAKE

1 - LOCATION: Grant County, E&P Map C-2.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.

Motor Freight Carriers-7.

Intercity Bus Lines-1.

3 - POPULATION:

Corp. City 80 Cen. 10,629; Loc. Est. 10,472
County 80 Cen. 48,522; Loc. Est. 49,691

4 - HOUSEHOLDS:

Corp. City 80 Cen. 3,807; Loc. Est. 3,687
County 80 Cen. 17,158; Loc. Est. 18,401

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 25,260

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)-Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).

Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14. Warm summers, mild winters. Av. Temp. Jan.-20; July-91. Growing season (frost free) about 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant County Mall(12)	NA	Pay 'N Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	Dietzen's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Variety Stores-Sprouse-Reitz; K mart.

Chain Drug Stores-PayLess; Professional Center Phcy.; Thrifty; Pay 'N Save.

Chain Supermarkets-Dietzen's Thriftway; Jule's; Safeway; Jack's Bargain Barn; Boyle's Plaza; Buttreys.

Other Chain Stores-Western Auto; Karl's Shoes; Anita Shop; Sears (catalog); Montgomery Ward (catalog); Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,112; sworn Sept. 30, 1982.

Local Contact for Advertising and Merchandising Data: Lyle L. Hicks, Pub., COLUMBIA BASIN HERALD, 813 W. 3rd Ave., PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.

National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1. County Seat. 63 mi. N of Seattle. On navigable part of Skagit River. Two harbors on Puget Sound; 10 & 19 mi. from Mt. Vernon. On U.S. Hwys. 99, I-5.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

Intercity Bus Lines-Greyhound.

Airlines-Burlington Aeroplane Co.

3 - POPULATION:

Corp. City 80 Cen. 13,009; Loc. Est. 14,698
County 80 Cen. 64,138; Loc. Est. 69,067

4 - HOUSEHOLDS:

Corp. City 80 Cen. 5,203; Loc. Est. 5,725
County 80 Cen. 24,472; Loc. Est. 27,575

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial Branches	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 39,005

7 - ELECTRIC METERS: Residence 6,370

8 - GAS METERS: 2,907

9 - PRINCIPAL INDUSTRIES: County-Agriculture; Construction; Forestry, Fishing & Mining; Trans. & Utility; Wholesale & Retail; Services; Government, Finance, Ins. & Real Estate; Manufacturing; Total Employed 27,340.

Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost, Nov. 10. Last killing frost, Apr.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Ctr.(18)	NA	Safeway
Mt. Vernon Mall(30)	NA	Payless, Emporium
Riverside Plaza(8)	NA	Wigwam
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thurs., Fri., Sat.

Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Emporium; Golden Rule; Northern Sales; Wigwam.

Variety Stores-Ernst.

Chain Supermarkets-College Way Serv-U; Safeway; Thrifty; Mark-It; Prairie Market; Family Grocer.

Chain Drug Stores- Lindberg; Medical Center Pharmacy; Pay 'N Save; Payless; Vaux Pharmacy.

Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Fashion Fabrics; Hickory Farms; Goodyear; Montgomery Ward (catalog); Coast-to-Coast; Singer; Fabricland; Zales.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,552; sworn Oct. 1, 1982.

Local Contact for Advertising and Merchandising Data: Robert Aguilar, Adv. Dir., or Leighton Wood, Publisher, SKAGIT VALLEY HERALD, 1000 E. College Way, Mount Vernon, WA 98273; Tel. (206) 424-3251.

National Representative: Landon Associates.

OLYMPIA

1 - LOCATION: Thurston County (MSA), E&P Map A-2. State Capital, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak; Scenic Tours.

Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit.

Motor Freight Carriers-7.

3 - POPULATION:

Corp. City 80 Cen. 27,447; Loc. Est. 28,848
CZ-ABC: (80) 48,092; (83) 50,100
RTZ-ABC: (80) 103,458; (83) 121,800
County/MSA 80 Cen. 124,264; Loc. Est. 140,928
City & RTZ-ABC: (80) 151,550; (83) 171,900

4 - HOUSEHOLDS:

Corp. City 80 Cen. 11,569; Loc. Est. 12,683
CZ-ABC: (80) 19,820; (83) 21,400
RTZ-ABC: (80) 36,806; (83) 45,300
County/MSA 80 Cen. 46,375; Loc. Est. 55,093
City & RTZ-ABC: (80) 56,626; (83) 66,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$354,531,951
Savings & Loan	5	$347,363,865

6 - PASSENGER AUTOS: County 77,594

7 - ELECTRIC METERS: Residence: City 39,488; County 48,788

8 - GAS METERS: Residence 10,888

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Gov't. 13,855 ($409); Wood Processing 300 ($356); Brewery 667 ($462); Can 250 ($480); Container 124 ($365).

Principal Pay Days-Thu., Fri.; Last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-74; Summer 38-94; Fall 28-78; Winter 22-59; First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yardbirds(5)	NA	
South Sound(80)	NA	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Peoples
Tanglewide(9)	NA	Shop Rite Mkt.
Westside(13)	NA	Peterson's Mkt.
Lacey(15)	NA	Albertson's, K mart, House of Values
Tumwater(10)	NA	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	NA	Southgate Rexall
Capital Village(14)	NA	Safeway, Ernst, Pay 'N Save
Capital Mall(112)	NA	Bon, JCPenney, Frederick & Nelson, Jafco, Lamont's

Principal Shopping Days-Department Stores: Fri., Sat.; Food: Thu., Fri., Sat.

Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Miller's; Peoples; Wigwam; House of Values; Bon; Place II; Frederick & Nelson; Lamont's.

Variety Stores-Bonanza 88; Meredith's; Woolworth; Sprouse-Reitz.

Discount Stores-Yardbirds; K mart.

Chain Drug Stores-Gillette & Guffey 2; Walgreen 2; Rexall 2; Pay 'N Save-2; Bailey Drug 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olympic Drugs.

Chain Supermarkets-Safeway 4; Albertson's Thriftway; Serv-U West Coast 3; Mark-It Foods 2; Prairie Mkt. Mark & Pak 3; Shop Rite 2.

Other Chain Stores-Auto Supplies: Goodrich, Western Auto, Top Auto, Firestone, Goodyear, Schucks; Shoes: Leeds, Kinney, Buster Brown, Red Wing; Women's Apparel: Mode O'Day, Lerners; Other: Ernst Hardware, Malmo Nursery; Radio Shack; Singer Co.; Hickory Farms; Jay Jacobs.

14 - NEWSPAPERS: OLYMPIAN (e) 28,803; (S) 30,814; Mar. 27, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Nancy Stanton, Adv. Dir. OLYMPIAN, 1268 4th Ave.-E, Olympia, WA 98507; Tel. (206) 754-5400.

National Representative: Gannett Newspaper Advertising Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick Pasco MSA), E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland; Kennewick (Benton Co.): 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 395, 12; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern.

Motor Freight Carriers-9.

Airlines-Cascade Airways; Frontier; Horizon; Western.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. Cities 80 Cen. 85,919; Loc. Est. 91,771
Pasco 80 Cen. 17,944; Loc. Est. 19,909
Kennewick 80 Cen. 34,397; Loc. Est. 37,370
Richland 80 Cen. 33,578; Loc. Est. 34,492
CZ-ABC: (80) 95,067; (83) 89,200
RTZ-ABC: (80) 52,548; (83) 50,200
Counties/MSA 80 Cen. 144,469; Loc. Est. 156,994
Franklin 80 Cen. 35,025; Loc. Est. 38,092
Benton 80 Cen. 109,444; Loc. Est. 118,902
City & RTZ-ABC: (80) 147,615; (83) 139,400

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 31,958; Loc. Est. 35,874
Pasco 80 Cen. 6,666; Loc. Est. 7,611
Kennewick 80 Cen. 12,885; Loc. Est. 15,069
Richland 80 Cen. 12,407; Loc. Est. 13,194
CZ-ABC: (80) 34,997; (83) 34,100
RTZ-ABC: (80) 16,920; (83) 16,700

Counties/MSA 80 Cen. 50,963; Loc. Est. 58,004
Franklin 80 Cen. 11,985; Loc. Est. 13,624
Benton 80 Cen. 38,978; Loc. Est. 44,380
City & RTZ-ABC: (80) 51,917; (83) 50,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$421,000,000
Savings & Loan	23	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 58,335; Franklin 25,842

7 - ELECTRIC METERS: Residence: Franklin County; Benton County 74,911

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage)-Food Prdt. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Natural, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pasco Downtown	0	Sears, Payless Drug, Youngs, Goddard
Court Street(19)	2	Giant T, Hancock Fabrics, Albertson's
Highland Center(23)	3	Payless, Pay 'N Pak, Albertson's, Safeway
Tri-Cities Center	5	K mart, Mark/Pak, Hancock Fabrics, Jafco
Columbia Center(63)	5	Bon Marche, Ernst, Pay'N Save, JCPenney, Safeway, Woolworth
Richland Downtown	0	Payless, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards
Washington Plaza	NA	Ernst, Safeway, Pay'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores: Fri.; Food: Nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Carls; Sears; JCPenney; Bon Marche; Montgomery Ward 3; Woolworth; Young's; Dawson Richards; Bell Furniture; Robinson's Bunch-Finnigan; Davids Shoes; Ken's; Lantors; Swanstorm; Washington Hdwe.; Kennewick Furniture.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores-Thrifty; Rexall 4; Payless 3; Fred Meyer; Crescent 2; Ray's; Lyle's (Rexall); Fisher (Walgreen); Pay 'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Thriftway 3; Safeway 4; IGA 2; Albertson's 4; Mayfair 3; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 3.
Other Chain Stores-Firestone; Weisfield's.

14 - NEWSPAPERS: TRI-CITY HERALD (e) 36,547; (S) 38,643; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Adv. Dir., TRI-CITY HERALD, Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Branham/Newspaper Sales.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Seattle and Northcoast Railroad.
Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; Loc. Est. 16,352
CZ-ABC: (80) 17,311; (83) 17,000
RTZ-ABC: (80) 50,302; (83) 58,700
County 80 Cen. 51,648; Loc. Est. 53,659
City & RTZ-ABC: (80) 67,613; (83) 75,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937; Loc. Est. 6,575
CZ-ABC: (80) 6,937; (83) 7,100
RTZ-ABC: (80) 19,418; (83) 23,500
County 80 Cen. 19,996; Loc. Est. 21,688
City & RTZ-ABC: (80) 26,355; (83) 30,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$249,527,274
Savings & Loan	3	$186,551,565

6 - PASSENGER AUTOS: County 25,110

7 - ELECTRIC METERS: Residence: City 10,000; County 17,800

8 - GAS METERS: Residence No Nat. Gas.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, forestry and fisheries 125; Construction 660; Mfg. 3,098; Wholesale Trade 300; Retail Trade 3,063; Transp. & Public Util. 650; Trades 3,000; Fin., Ins., Real Estate 379; Other 1,121; Total Emp. 12,406.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Plaza	NA	Sprouse-Reitz, Payless
Town of Sequim	NA	Edquist's

Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-People's; JCPenney; Swain's.
Discount Stores-Pay 'N Save; Payless.
Variety Stores-Rasco Diamond Store; 88¢ Store.
Chain Drug Stores-Pay 'N Save; Payless.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears; Kaufman-Miller; Weisfield; Montgomery Ward; Coast-to-Coast; Mode O'Day; Goodyear; Western Auto; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto Parts.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,461; (S) 13,289; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Charles Standley, Adv. Dir., NEWS, 503 W. 1st; Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County, E&P Map D-3. Business Center for famed Palouse Empire Agriculture. Home of Washington State University. 80 mi. SE of Spokane and 310 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; Loc. Est. 24,131
County 80 Cen. 40,103; Loc. Est. 41,042

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,859; Loc. Est. 7,050
County 80 Cen. 12,532; Loc. Est. 14,231

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$41,001,058
Commercial	3	$60,042,000

6 - PASSENGER AUTOS: County 15,903

7 - ELECTRIC METERS: Residence 8,028

8 - GAS METERS: Residence 2,498

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Washington State University 3,704 ($310); Construction 582 ($220); Manufacturing 218 ($200); Government 3,905 ($251); Services 1,066 ($156); Trans., Comm. & Utilities 272 ($311); Retail Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost Sept. 26. Last killing frost April 29.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 6 on Parade St., 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palouse Empire Mall (50)	8	YThe Bon, JCPenney, Pay'N Save, Lamonts
Moscow Mall(27)	10	Sears, Giant 7, Safeway

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Empire.
Discount Stores-Radio Shack.
Variety Stores-Forks.
Chain Drug Stores-White Drug; Corner Drug (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Empire.
Other Chain Stores-Domino's Pizza; Edward D. Jones.

14 - NEWSPAPERS: PALOUSE EMPIRE NEWS (e-mon to fri; m-sat) 8,000; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: R.C. Frisch, Adv. Mgr., PALOUSE EMPIRE NEWS, South 130 Grand Ave., Pullman, WA 99163; Tel. (509) 334-6397.
National Representative: Branham/Newspaper Sales.

RENTON

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. Manufactures army self propelled guns, airplanes, aerospace, railroad cars, clay & steel prods., pre-fabricated houses, sand & gravel, timber. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound; Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,612; Loc. Est. 33,600
PMA-ABC: (80) 103,984; (83) 107,300
County 80 Cen. 1,269,749; Loc. Est. 1,301,691
PMSA 80 Cen. 1,606,765; Loc. Est. 1,647,185

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586; Loc. Est. 12,675
County 80 Cen. 497,263; Loc. Est. 517,352
PMSA 80 Cen. 617,645; Loc. Est. 642,596
PMA-ABC: (80) 39,015; (83) 41,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$245,110,000
Commercial	15	$321,040,663

6 - PASSENGER AUTOS: County 768,824

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 5,810

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Aerospace 15,000 ($420); Foundry 1,500 ($320); Electronics 1,000 ($275); Mfg. 500 ($300).
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING: **Principal Shopping Center**-Downtown Renton.
Neighborhood Shopping Centers-Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southcenter Mall(116)	4	Bon Marche, JCPenney, Frederick & Nelson, Nordstrom
Factoria Sq. Mall(27)	6	Lamonts, Pay'N Save, Ernst

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Most to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Ernst Hdwe.; Wigwam; Bonanza 88.
Chain Drug Stores-A&H; Pay'N Save; Payless; Barte 11 Drugs.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Lucky Stores; Holiday Foods; U-Mark-It; Johnny's.
Other Chain Stores-Waterbed Warehouse; Montgomery Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) 11,310; (S) 11,265; Mar. 31, 1983 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

SEATTLE

1 - LOCATION: King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and west shore of Lake Washington. N of Portland 172 mi.; San Francisco 885 mi.; Los Angeles 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Air Cal; Alaska; American; British; Cascade; Continental; Delta; Eastern; Finnair; Frontier; Harbor; Horizon; Japan; Mexicana; Northwest; Pacific Western; Pan American; PSA; Reeve Aleutian; Republic; SAS; San Juan; Thai; Transamerica; TWA; United; Western; Wien Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 493,846; Loc. Est. 489,812
CZ-ABC: (80) 1,069,436; (83) 1,086,700
RTZ-ABC: (80) 809,336; (83) 879,000
County 80 Cen. 1,269,749; Loc. Est. 1,337,364
PMSA 80 Cen. 1,606,765; Loc. Est. 1,704,091
City & RTZ-ABC: (80) 1,878,772; (83) 1,965,700
Demographic Information available The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469; Loc. Est. 226,940
CZ-ABC: (80) 432,638; (83) 455,900
RTZ-ABC: (80) 284,823; (83) 322,300
County 80 Cen. 497,263; Loc. Est. 548,117
PMSA 80 Cen. 617,645; Loc. Est. 685,239
City & RTZ-ABC: (80) 717,461; (83) 778,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	26	N.A.
Savings	6	N.A.
Savings & Loan	25	N.A.

6 - PASSENGER AUTOS: County 752,246

7 - ELECTRIC METERS: Residence 261,060

8 - GAS METERS: Residence 94,127

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 153,200 ($444); Trans. Equip. 79,300 ($538); Lumber 9,600 ($428); Food Products 10,800 ($349); Machinery 6,100 ($361); Fab. Metal Prod. 8,100 ($502); Construction 31,200 ($665); Trans. Comm. Utl. 52,400 (N.A.); Fin. Insur. & Real Estate 79,300 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 46-75; Fall 39-69; Winter 33-49; First killing frost, Nov. 24. Last killing frost, March 16.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Downtown Shopping Area**-3 blocks from University to Pine on First, Second, Third, Fourth, Fifth and Sixth Aves.
Neighborhood Shopping Districts-Lake City (NE 125th St. & Lake City Way NE); Burien (SW 152nd St. & 1st Ave. S); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E bet. E Olive St. & E Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alderwood Mall(132)	16	The Bon, Nordstrom, Lamonts, JCPenney, Sears
Northgate(120)	6	The Bon, Lamont's, JCPenney, Nordstrom
University Vil.(70)	5	Lamonts, QFC
Bellevue Sq(148)	8	Frederick & Nelson, JCPenney, Nordstrom
Aurora Village(80)	11	Frederick & Nelson, JCPenney, Lucky
Renton Center(65)	9	Sears, QFC
Forest Park(58)	9	Lamonts, Albertson
Factoria(60)	11	Lamonts, Safeway
Crossroads(90)	12	Lamonts, Lucky
SeaTac Mall(106)	14	The Bon, Peoples, Sears
Southcenter(123)	8	JCPenney, Lucky, The Bon, Frederick & Nelson, Nordstrom
Totem Lake(70)	11	Lamonts, Thrifty
Westwood Vill.(42)	7	Lamonts, Lucky

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Fri.; Supermkts., discount stores: Every evg. ex. Sun.; Major shopping centers: Mon.-Fri. till 9, Sat. till 6, Sunday till 5.

13 - RETAIL OUTLETS: Department Stores-The Bon 7; Frederick & Nelson 5; Lamonts 10; Nordstrom 8; JCPenney 12; Peoples; Sears 7.
Discount Stores-Gen. Merchandise-Fred Meyer 12; Jafco 6; K mart 8; Payless 13.

Variety Stores-Meredith 3; Sprouse-Reitz 8; Wigwam 12; Woolworth 3.
Chain Drug Stores-Bartell 17; G.O. Guy 5; Fred Meyer 12; Payless 13; Pay 'n Save 35; Thrifty 3.
Chain Supermarkets-Albertson's 32; IGA 7; Lucky 21; Prairie Market 23; QFC 21; Safeway 64; Thriftway 14; Tradewell 19.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 5,215; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jim Preston, Adv. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 188,723; (m-sat) 160,975; TIMES (all day-mon to fri) 249,653; (m-sat) 232,688; (S) 338,582; Mar. 31, 1983 ABC. (The Post-Intelligencer and Times merged their business operations under a joint operating agreement on May 23, 1983.
Local Contact for Advertising And Merchandising Data: Alden Blethen, Nat'l. Adv. Mgr., TIMES, Fairview Ave. N. & John, Seattle, WA 98111; Tel. (206) 464-2111.
National Representative. Cresmer, Woodward, O'Mara & Ormsbee.

RICHLAND

See PASCO

SPOKANE

1 - LOCATION: Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping center. Light metals; meat packing; building materials and miscellaneous manufacturing. 365 mi. from Portland, OR; 275 mi. from Seattle, WA.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.
Motor Freight Carriers-35.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Republic; Northwest; Frontier; Cascade; Western; Pacific SW; Alaska.

3 - POPULATION:
Corp. City 80 Cen. 171,300; Loc. Est. 173,400
CZ-ABC: (80) 277,766; (83) 288,900
RTZ-ABC: (80) 451,222; (83) 475,600
County/MSA 80 Cen. 341,835; Loc. Est. 353,900
City & RTZ-ABC: (80) 728,988; (83) 764,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916; Loc. Est. 73,700
CZ-ABC: (80) 108,313; (83) 116,900
RTZ-ABC: (80) 157,583; (83) 172,100
County/MSA 80 Cen. 128,403; Loc. Est. 136,200
City & RTZ-ABC: (80) 265,896; (83) 289,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$3,653,690,916
Mutual Savings	2	$655,118,403
Savings & Loan	5	$487,491,509

6 - PASSENGER AUTOS: County 179,842

7 - ELECTRIC METERS: Residence 133,536

8 - GAS METERS: Residence 41,467

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage $416)-Constr. 4,300; Mfg 16,900; Transp., Comm. & Util. 7,100; Whole & Ret. 32,400; Finance, Insurance, etc. 7,700; Services 29,600; Misc. 500; Govt. 22,600.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Jamisons' Thrift, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park Mall(23)	NA	Montgomery Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plaza(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Square(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift Store
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay 'N Save
River Ridge(7)	NA	Rosauer's
Shadle Center(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Montgomery Ward; Sears 2; JCPenney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics Thom McAn; Lerner Shops; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney's; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 77,447; CHRONICLE (e) 55,294; SPOKESMAN-REVIEW (S) 131,566; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data. William B. Batchelor, Nat'l. Adv. Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, W 999 Review Tower, Spokane, WA 99210; (509) 459-5000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County (MSA). E&P Map C-3.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; Loc. Est. N.A.
County/MSA 80 Cen. 172,508; Loc. Est. 183,477

4 - HOUSEHOLDS:
City 80 Cen. 3,138; Loc. Est. N.A.
County/MSA 80 Cen. 61,341; Loc. Est. 68,241

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	3	N.A.
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 89,057

7 - ELECTRIC METERS: 2,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery (new industry).
Principal Industrial Pay Day-Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri Cities Columbia Center(80)	50	Totem Sales
Valley Mall(60) (Yakima)	40	JCPenney, Berry's Dept., Griffens

Principal Shopping Days Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Berry's; Griffens; Totem Sales.
Discount Stores-Bonanza 88.
Chain Drug Stores-Rosauers.
Chain Supermarkets-Safeway; Rosauers; Meads.
Other Chain Stores-Sears; Wards.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,300; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, PO Box 878, 520 S. 7th St., Sunnyside, WA 98944; Tel. (509) 837-4500.
National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-56.
Freight Steamship Lines-30.
Intercity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Western; Pan American; Alaska; Japan; Air Canada; Eastern; Continental; Wein Air Alaska; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA; PSA.

3 - POPULATION:
Corp. City 80 Cen. 158,501; Loc. Est. 188,200
CZ-ABC: (80) 315,489; (83) 327,600
RTZ-ABC: (80) 528,276; (83) 570,900
County/PMSA 80 Cen. 485,667; Loc. Est. 503,200
City & RTZ-ABC: (80) 843,765; (83) 898,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405; Loc. Est. 74,600
CZ-ABC (80) 121,007; (83) 130,500
RTZ-ABC: (80) 182,846; (83) 205,500
County/PMSA 80 Cen. 174,232; Loc. Est. 180,900
City & RTZ-ABC: (80) 303,853; (83) 336,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$2,894,999,064
Savings	4	$(Incl above)
Savings & Loan	3	$763,082,044

6 - PASSENGER AUTOS: County 393,064

7 - ELECTRIC METERS: County 107,230

8 - GAS METERS: County 60,081 (Incl. Auburn)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Products 4,200 ($428); Primary Metals 1,500 ($561); Fabricated Metal Products and Machinery 2,500 ($361-$502); Transportation Equipment 3,600 ($538); Food & Kindred Products 2,200 ($349); Chemicals & Allied Products 800 ($500); Paper & Allied Products 1,400 (N.A.); Furniture & Fixtures 600 (N.A.).
NOTE: Number of wage earners figures above reflect Tacoma area only, while weekly salaries above reflect Washington State. Weekly salary figures for Tacoma are no longer available.
Principal Pay Days-Fri.; 1st and 15th; Last working day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (145 stores under cover); Lakewood Villa Plaza (70 stores).
Neighborhood Shopping Centers-Bi-Lo; Capital Mall, Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyer-Stevens; Green Firs; Highland Hill; Jafco Ctr.; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Northshore; Old City Hall; Olympic Vlg.; Pacific Ctr.; Pacific Ctr.(320); Pt. Fosdick Sq.; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound, Lacey; So. Hill; So. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tahoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Villa Plz.; Westfair; Westgate; Willows Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz.	0	People's, Woolworth
Lakewood Colonial Ctr.(43)	10	People's, Paulson's, Mont. Ward, Selden's
Sea Tac Mall	12	Sears, People's, Elvin's, The Bon
Tacoma Mall(115)	5	JCPenney, Sears, Lucky, Bon, Nordstrom, Payless, Frederick & Nelson
Villa Plaza(76)	7	Frederick & Nelson, JCPenney, Thriftco, Pay 'N Save, Ernst
Puyallup(17)	7	JCPenney, Hi-Ho, Mont. Ward, Safeway

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. & specialty stores-Mon., Thu. & Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; People's; Sears; JCPenney; Bon Marche; Schoenfelds; Montgomery Ward; Nordstrom; Elvin's.
Discount Stores-Dahnken; B&I; K mart; Fred Meyer; Jafco; Wigwam.
Variety Stores-Woolworth; Kress; Sprouse-Reitz; Value Stores.
Chain Drug Stores-Fred Meyer 4; Giant T 3; H&P Drugs; Harold Meyer Drugs; Ludwigs 2; Mark-It Pharmacy 3; Payless 4; Pay 'N Save 7; Sav-on 2; Stowell's 2.
Chain Supermarkets-Food King 8; Fred Meyer 4; Holiday Foods 2; Lively Mkt. 3; Lucky 9; Manleys 3; Market Discount; Mark-It 6; Mark-n-Save; Piggly Wiggly 9; Prairie Mkt. 6; Safeway 20; Thriftco; Thriftway; You-Mark-It 4; 7-Eleven 30; Stop'n Go 5.
Other Chain Stores-Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Pacific Stereo; Arden; Lerner; Mode O'Day; Leeds; Dutch Boy; Karl's; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Value Variety; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Roda Lee; Rusan's; Color-Tile; Standard Brands.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 105,714; NEWS-TRIBUNE & LEDGER (S) 112,532; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Cathy J. Brewis, Market Research, NEWS TRIBUNE, PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511.
National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA), E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, and diversified light manufacturing and electronics. Situated on the Columbia River. 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads-Freight: Burlington Northern; Union Pacific. Passenger: Amtrak; Chelatchie.
Motor Freight Carriers-150.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Evergreen Stage Line; Trailways.
Airlines-United; Northwest; Alaska; Western; Continental; Eastern; Republic; Horizon Air; Wien; Pacific Express; Delta; Cascade; American; AFS; Air Cal; Frontier; PSA; TWA. (All from Portland Airport.)

3 - POPULATION:
Corp. City 80 Cen. 42,834; Loc. Est. 42,500
CZ-ABC: (80) 117,144; (83) 127,800
RTZ-ABC: (80) 75,083; (83) 87,500
County 80 Cen. 192,227, Loc. Est. 204,482
PMSA 80 Cen. 1,242,187; Loc. Est. 1,282,253
City & RTZ-ABC: (80) 192,227; (83) 215,300
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,808; Loc. Est. 18,792
CZ-ABC: (80) 44,324; (83) 50,000
RTZ-ABC: (80) 24,426; (83) 29,900
County 80 Cen. 68,750; Loc. Est. 76,551
PMSA 80 Cen. 477,325; Loc. Est. 514,696
City & RTZ-ABC: (80) 68,750; (83) 79,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	34	N.A.
Savings & Loan	23	N.A.

6 - PASSENGER AUTOS: County 107,602

7 - ELECTRIC METERS: Residence County 75,306

8 - GAS METERS: Residence County 5,519

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Construction 2,419 ($682); Mfg 12 314 ($407); Transp., Comm & Utilities 1,923 ($447); Wholesale & Retail Trade 11,097 ($440); Finance, Ins. & Real Estate 2,024 ($274); Services 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 2. Last killing frost, Mar. 6.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: Principal Shopping Center-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers-Seventh & Grand Ave.; Hwy. 99 & N.E. 78th; Hwy. 99 at I-205; Mill Plain at I-205; Mill Plain at Garrison Rd.; 72nd & N.W. 4th Plain; 4th Plain & Grand; Mill Plain & Devine Road; Mill Plain & Andresen; 4th Plain & Andresen; Main St. at I-205.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Keil's	5	Keil's
Garrison Sq.(10)	5	Payless, Keil's, Thriftway
Totem Pole	3	Hi-School Pharmacy
Fred Meyer(12)	3	Fred Meyer
Fred Meyer(10)	2	Fred Meyer
J&M Plaza	6	Payless, Safeway
Tower Mall	3	Pay 'N Pak, Safeway
McLoughlin Hts.	3	Albertson's
Orchards	7	Thriftway
Mill Plain Blvd.	5	Keils
Minnehaha(11)	6	Thriftway, Hi-School Phcy.
Heights	4	Coast-to-Coast, Radio Shack, Albertson's
5 Corners	6	Mark'n Pak, Hi-School Phcy.
78th St.	6	Keil's, Hall's Phcy.
Chkalov Ctr.	9	Fred Meyer

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Retail-Mon.-Fri; Food and Discount daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Frederick & Nelson; Sears; Meier & Frank; Nordstroms; Place II; Mervyn's.
Discount Stores: K mart.
Variety Stores-Coast-to-Coast; Boyd's 88¢ Center; Danielson's Super Center; Newberry's.
Chain Drug Stores-Fred Meyer Drugs 3; Payless 2; Hi-School Pharmacy 5.
Chain Supermarkets-Albertson's 3; Holiday Foods; Fred Meyer 3; Keil's 2; Minit Mart 25; Plaid Pantry 7; Prairie Market 2; Safeway 4; 7-Eleven 8; Thriftway (United Grocers) 10.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto; Kinney Shoes; Firestone; Action Alley; Sue Marshall; Lerners; Squire Shop; Petrics; JJ Jeans; Zales; Schuck's; Toys R Us; Garden Way; Pay' N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Mr. Rags; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 45,866; (S) 51,427; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John McDonagh, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666. Tel. (206) 694-3391.
National Representative: Landon Associates.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agricultural center serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland, 271 mi. from Seattle.

2 - TRANSPORTATION: Railroad-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Valley Transit; Northwest Greyhound.
Airlines-Cascade Airways providing commuter service to major connections; Mountain Air and Martin Aviation providing charter, sales, flight instruction, air ambulance.
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; Loc. Est. 26,650
CZ-ABC: (80) 35,808; (83) 36,000
RTZ-ABC: (80) 26,417; (83) 26,400
County 80 Cen. 47,435; Loc. Est. 49,927
City & RTZ-ABC: (80) 62,225; (83) 62,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703; Loc. Est. 10,374
CZ-ABC: (80) 13,110; (83) 13,400
RTZ-ABC: (80) 9,639; (83) 9,800
County 80 Cen. 16,975; Loc. Est. 18,706
City & RTZ-ABC: (80) 22,749; (83) 23,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$244,323,000
Savings & Loan	4	$186,262,000
Mutual Savings	1	(Incl. above)

6 - PASSENGER AUTOS: County 22,062

7 - ELECTRIC METERS: 16,668

8 - GAS METERS: 5,340

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Agriculture, Forestry and Fisheries N.A.; Contract Construction N.A.; Manufacturing/Food Processing 3,300 ($301); Trans., Comm. and Util, 500 ($307); Schools/Hospitals 2,620 ($207); Gov't 2,690 ($245).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 62-89; Fall 45-65; Winter 27-39. First killing frost, Oct. 28. Last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers-3 miles on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy; 1 on Plaza Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown Mini Mall	0	Hancock Fabric, Quick Stop Sub Shop
Plaza	1	Safeway, Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack, Mont. Ward
Eastgate Mall	2	Albertson's, Payless, Hatfield's, Schuck's
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Foxy Flowers, Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's, Food Warehouse

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food seven nights. EG Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Montgomery Ward; Sears; JCPenney; Country Store.
Discount Stores: K mart; Hatfields; Bi-Mart.
Variety Stores-Bonanza 88¢ Store.
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy, M&R; Green & Jackson; Tallman.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Mark & Pak.
Other Chain Stores-Shoes: The Shoe Shop, Volume Shoe Stores, Kinney's; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Boyer Electric, Radio Shack; Auto: Checker Auto, Twin W Motor Supply, Walla Motor Supply, Goodyear, Automotive Wholesalers, Schuck's; Paint: Pittsburgh Paint, Sherwin-Williams; Boats: Pete's Marina, Nixon's; Beverages: Pepsi Cola, Coca Cola, Seven Up; Others: Book Nook, Fabricland, Hancock Fabrics, W.P. Fuller; Mark's Hallmark.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,659; (S) 16,277; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: Branham/Newspaper Sales.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2, County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak (passenger).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Cascade Airways.

3 - POPULATION:
Corp. City 80 Cen. 17,257; Loc. Est. 17,779
CZ-ABC: (80) 32,811; (83) 34,100
RTZ-ABC: (80) 113,555; (83) 119,000
County 80 Cen. 45,061; Loc. Est. 47,483
City & RTZ-ABC: (80) 146,366; (83) 153,100
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125; Loc. Est. 6,631
CZ-ABC: (80) 12,765; (83) 13,700
RTZ-ABC: (80) 41,540; (83) 45,300
County 80 Cen. 17,792; Loc. Est. 19,575
City & RTZ-ABC: (80) 54,305; (83) 58,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 26,787

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, Number Wage Earners-Manufacturing, incl. Primary Metals Processing 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Wholesale & Retail Trade 7,320; Fin., Ins. & Real Estate 940; Services 4,460; Gov't. 4,590; Total Civilian Work Force 36,420.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15. Last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown, 5 Blocks on Wenatchee Avenue; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Monday thru Friday: Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamonts; JCPenney; People's.
Discount Stores-Stan's Merry Mart; Sav-Mart; Hirsch Value Center; K mart.
Variety Stores-Bonanza.
Chain Drug Stores-PayLess; Osco.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Gordons; Top Foods.
Other Chain Stores-Raffs, Mode O'Day; Firestone; Western Auto; Anita's; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,693; (S) 30,340; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Chas. C. Mussen, Adv. Dir., WORLD, 14 N. Mission St., PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.
National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA), E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Misc. light manufacturing. diversified agriculture. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroads-Burlington (freight); Union Pacific (freight).
Airlines-Horizon; Cascade.
Motor Freight Carriers-7.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; Loc. Est. 51,599
CZ-ABC: (80) 82,625; (83) 83,400
Bal. in PMA-ABC: (80) 89,883; (83) 93,100
County/MSA 80 Cen. 172,508; Loc. Est. 183,477
Total PMA-ABC: (80) 172,508; (83) 176,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160; Loc. Est. 21,267
CZ-ABC: (80) 32,294; (83) 32,700
Bal. in PMA-ABC: (80) 29,047; (83) 30,600
County/MSA 80 Cen. 61,341; Loc. Est. 68,241
Total PMA-ABC: (80) 61,341; (83) 63,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 89,057

7 - ELECTRIC METERS: Residence 19,767

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Manufacturing 219 firms; 7,688 (avg. mo. employed); $1,334 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter 18-46. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Yakima Ave.; 2 on Third St.; So. 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).
Neighborhood Shopping Centers Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; Terrace Heights Rd. and Slavin Rd.; 1 mi on Fruitvale Blvd. Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton.
Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Department-Mon. thru Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Peoples; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Wigwam; Pay 'N Pak; K mart; Ernst; Giant T.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-PayLess 2; Thrifty 2; Giant T Bi-Mart; Fred Meyer; Medicine Mart; Wray's Drugs, Safeway.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Serv-U 2; Mayfair 2; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Roseaur's; Prairie Mkt.; Harvest Foods.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp's; Kinney's; Leeds; Hickory Farms; Hardy Shoes; Jay Jacobs; Thom McAn; Self Service Furniture; Penguin Electric; Zales; 84 Lumber, Zieglers; B. Dalton; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,923; (S) 43,270; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Lou Alexander, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Branham/Newspaper Sales; Harte Hanks Communications.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, Md.-W. Va.-Allegany County, Md. and Mineral County, W. Va.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Parkersburg-Marrietta, W. Va.-Ohio-Wood County, W. Va. and Washington County, Ohio.
Steubenville-Weirton, Ohio.-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.
Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	138	146	148
5-14 Years	336	310	315
15-24 Years	301	347	353
25-44 Years	383	513	521
45-64 Years	392	396	402
65 and Over	194	238	242
TOTAL	1,744	1,950	1,981

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdw.	219	388	557
General Mdse	476	776	1,169
Food	794	1,374	2,335
Automobiles	677	1,265	1,864
Gasoline Stations	265	493	929
Apparel	167	238	364
Furniture	175	260	398
Eat-Drink Places	191	352	696
Drugs	105	175	303
TOTAL SALES	3,306	5,676	9,226

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington; 266 mi. E of Cincinnati.

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Aeromech Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 20,492; Loc. Est. 19,751
PMA-ABC: (80) 268,724; (83) 274,000
County 80 Cen. 86,821; Loc. Est. 88,738
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; Loc. Est. 8,297
PMA-ABC: (80) 92,373; (83) 97,800
County 80 Cen. 30,154; Loc. Est. 32,217

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 63,531

7 - ELECTRIC METERS: Residence 10,954

8 - GAS METERS: Residence 16,011

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,940 ($500).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
By-Pass Plz.(12)	3	A&P, Revco, Hills
Beckley Plaza(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphys, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Super-Valu, Hecks
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thurs. Department Stores: Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. stores-Fri., Food Nitely.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Hecks 4; Stone & Thomas.
Variety Stores-G.C. Murphy 3.
Discount Stores-K mart; Heck's 2; Hills; McCrorys.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Wilbur's Super Values; Pic Pac 2.
Other Chain Stores-Ladies: Embee's 2; Schiffs; H. & M.; Pic-Way Shoes; Silver Brand; Berman's (jewelry); Barrack's Auto; New River Supply; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: BECKLEY POST HERALD (m-mon to fri) 23,699; RALEIGH REGISTER (e-mon to fri) 10,185; Comb. (m&e) 33,884; THE REGISTER/HERALD (m-sat; S) 35,163; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., POST-HERALD and RALEIGH-REGISTER, PO Drawer P&R, Beckley, WV 25801; Tel. (304) 255-4400.
National Representative: Story & Kelly-Smith.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. Princeton, the county seat, is 10 mi. away. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 52, 19, 21, 460; State Hwy. 85.

2 - TRANSPORTATION: Railroads-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Aero Mech.

3 - POPULATION:
Corp. City 80 Cen. 16,060; Loc. Est. 15,619
PMA-ABC: (80) 225,763; (83) 230,400
Counties 80 Cen. 124,453; Loc. Est. 126,850
Mercer 80 Cen. 73,942; Loc. Est. 75,583
Tazewell 80 Cen. 50,511; Loc. Est. 51,267

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170; Loc. Est. 6,251
PMA-ABC: (80) 76,755; (83) 81,300
Counties 80 Cen. 42,360; Loc. Est. 46,354
Mercer 80 Cen. 26,494; Loc. Est. 28,249
Tazewell 80 Cen. 15,866; Loc. Est. 18,105

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Mercer County 37,541; Tazewell County 31,258.

7 - ELECTRIC METERS: Residence 26,144

8 - GAS METERS: Residence 8,330

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furniture; Mining Machinery.
Principal Pay Days-1st, 15th. Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29. Last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

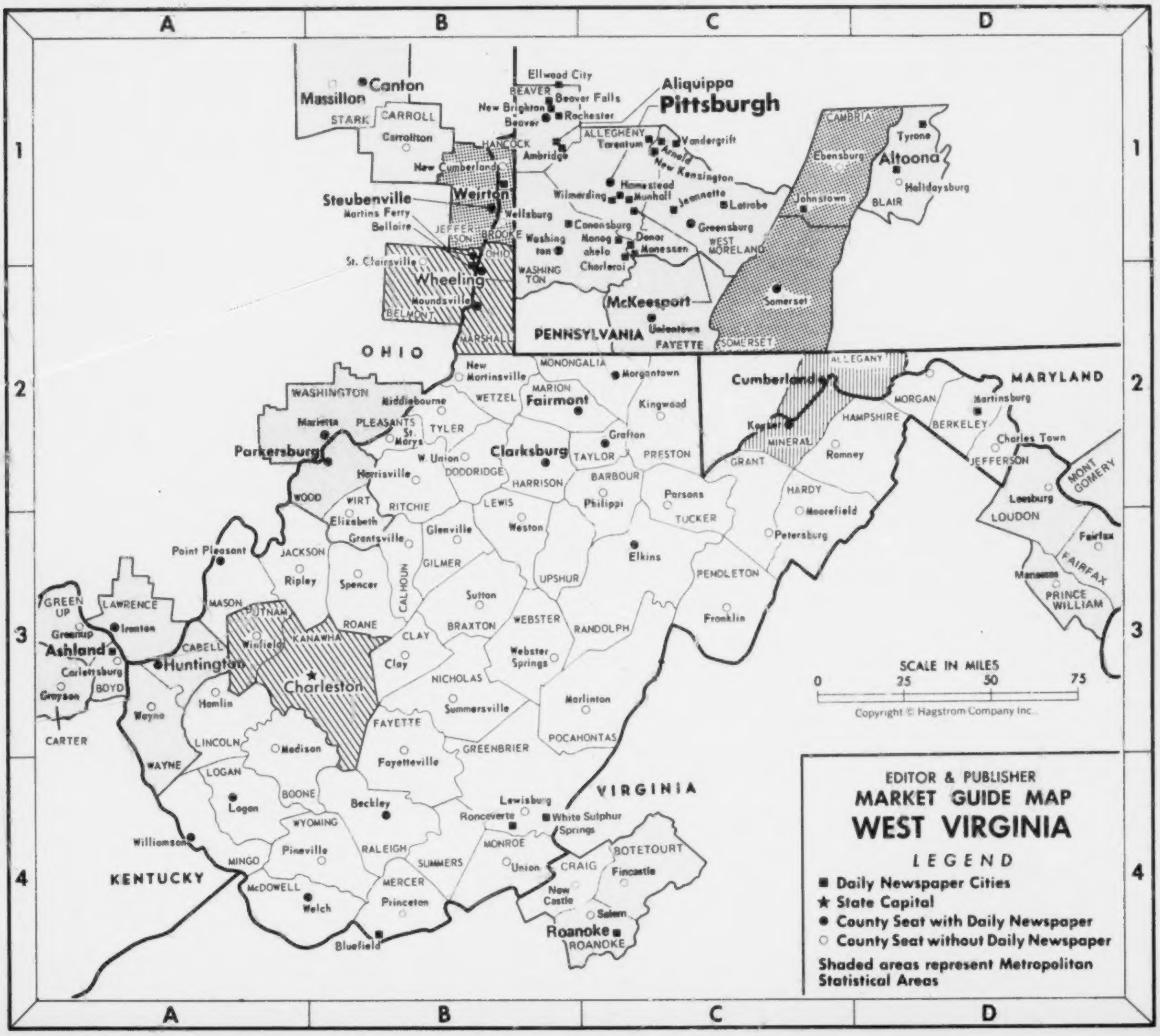
12 - RETAILING:
Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat.; Food: Wed., Thu., Fri., Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-A.W. Cox; Montgomery Ward; JCPenney; Leggetts; Thornton's; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin; Giant Dollar; McCrory; Quality Dollar Store.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; Cheds; K mart.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Southside (Walgreen); SupeRx; Southside 2; Thrift Drug; Revco; Eckerd's.
Chain Supermarkets-Kroger 4, Deskin's 6; Acme 4; Piggly Wiggly; Warden's 2; IGA 3.


A
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CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Beaver
Aliquippa
Pittsburgh
ALLEGHENY
Tarentum
Vandergrift
Arnold
New Kensington
HANCOCK
Ambridge
New Cumberland
Weirton
Steubenville
Martins Ferry
Bellaire
Wellsburg
JEFFERSON
BROOKE
Wilmerding
Homestead
Munhall
Jeannette
Latrobe
Greensburg
WESTMORELAND
Canonsburg
Washington
Monongahela
Donora
Monessen
Charleroi
WASHINGTON
OHIO
St. Clairsville
Wheeling
Moundsville
BELMONT
MARSHALL
McKeesport
Uniontown
FAYETTE
PENNSYLVANIA
SOMERSET
Somerset
CAMBRIA
Ebensburg
Johnstown
Tyrone
Altoona
Hollidaysburg
BLAIR
OHIO
New Martinsville
MONONGALIA
Morgantown
WETZEL
MARION
Fairmont
Kingwood
ALLEGANY
Cumberland
Keyser
MINERAL
HAMPSHIRE
MORGAN
BERKELEY
Martinsburg
MARYLAND
Charles Town
JEFFERSON
MONTGOMERY
WASHINGTON
Marietta
Middlebourne
PLEASANTS
St. Marys
TYLER
Parkersburg
W. Union
DODDRIDGE
Clarksburg
Grafton
TAYLOR
PRESTON
Harrisville
HARRISON
BARBOUR
Philippi
WOOD
WIRT
RITCHIE
LEWIS
Weston
Parsons
TUCKER
GRANT
Romney
HARDY
Moorefield
Petersburg
Leesburg
LOUDON
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
Elizabeth
Grantsville
Glenville
Elkins
Point Pleasant
JACKSON
Ripley
Spencer
CALHOUN
GILMER
UPSHUR
PENDLETON
Franklin
GREENUP
LAWRENCE
Greenup
Ironton
MASON
PUTNAM
Sutton
ROANE
BRAXTON
WEBSTER
RANDOLPH
Ashland
CABELL
Winfield
KANAWHA
CLAY
Clay
Webster Springs
Catlettsburg
Huntington
BOYD
Grayson
Charleston
Hamlin
Wayne
NICHOLAS
Summersville
Marlinton
CARTER
FAYETTE
POCAHONTAS
LINCOLN
Madison
Fayetteville
GREENBRIER
WAYNE
LOGAN
Logan
BOONE
Beckley
VIRGINIA
Lewisburg
Ronceverte
White Sulphur Springs
WYOMING
Williamson
Pineville
RALEIGH
MONROE
BOTETOURT
MINGO
SUMMERS
Union
CRAIG
Fincastle
KENTUCKY
McDOWELL
Welch
MERCER
Princeton
New Castle
Salem
Roanoke
ROANOKE
Bluefield
SCALE IN MILES
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75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 28,357; (S) 35,248; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James J. Johns, Adv. Dir., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA), E&P Map A-3 & B-3, State Capitol, County Seat. Major production of basic chemicals; wholesale distribution center. Financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh; 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of W.Va. Tpke.; Junction of Interstates I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Greyhound; KRT (local).
Airlines-USAir; Piedmont; Aeromech; ComAir.

3 - POPULATION:
Corp. City 80 Cen. 63,968; Loc. Est. 64,792
PMA-ABC: (80) 522,062; (83) 521,200
County 80 Cen. 231,414; Loc. Est. 236,563
MSA 80 Cen. 269,595; Loc. Est. 277,879
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438; Loc. Est. 28,170
PMA-ABC: (80) 186,368; (83) 192,700
County 80 Cen. 86,446; Loc. Est. 90,986
MSA 80 Cen. 99,418; Loc. Est. 111,150

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	24	$1,637,456,622
Savings & Loan	6	$721,988,868

6 - PASSENGER AUTOS: MSA 181,609

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 21,789

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 11,100 ($506); Metal Fabricating 1,400 ($332); Coal Mining 4,900 ($527); Contract Construction 4,500 ($427).
Principal Pay Days-Thu., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores); Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Center Mall(100)	0	Sears, JCPenney, Montgomery Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, G.C. Murphy
St. Albans(30)	10	K mart, Kroger, A.W. Cox
Dunbar Vlg.(20)	7	Murphy's Mart, Kroger, Kelly & Cohen
Southside Expressway	2	Heck's
Plaza East(12)	1	Hecks, Kelly & Cohen
Patrick St. Plaza	2	K mart, Lowe's
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. thru Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney 2; A. W. Cox; Charleston's 2; O.J. Morrison; McClung & Morgan; Sloan's.
Discount Stores-Heck's 7; K mart 3; Murphy's Mart, Ardan's.
Variety Stores-Kresge; McCrory's; Murphy; Ben Franklin.
Chain Drug Stores-Revco 5; Rite-Aid 21; SuperRx Drugs; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Star 8; Fas-Chek 10; Kroger 14; Shop-A-Minit 17; Super Valu 3; Foodland 5; 7-Eleven 7; Key Markets 4; IGA 3; Pic-Pac; Go-Mart 12; Food Haven 7.
Other Chain Stores-Thom McAn; Arnold's; John Lee; Silver Brand Clothes; Morgan; Sidney's; Frankenberger's; Goodrich; Goodyear; Firestone; JoAnn Fabric Shops; Pic-Way Shoes; Shoe World; Kelly & Cohen; Kay Jewelry; Lilly's Crown Jewelry; McCormick Jewelers.

14 - NEWSPAPERS: GAZETTE (m) 54,713; MAIL (e) 54,267; GAZETTE-MAIL (S) 109,860; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Nat. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E, Charleston, WV 25301; Tel. (304) 348-5105.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2, County Seat. Situated on U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, Pa.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Air Lines-Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 22,371; Loc. Est. 21,482
CZ-ABC: (80) 36,509; (83) 32,900
RTZ-ABC: (80) 141,106; (83) 144,600
County 80 Cen. 77,710; Loc. Est. 79,392
City & RTZ-ABC: (80) 177,615 (83) 177,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,408; Loc. Est. 9,553
CZ-ABC: (80) 19,513; (83) 13,300
RTZ-ABC: (80) 48,585; (83) 52,200
County 80 Cen. 28,434; Loc. Est. 30,415
City & RTZ-ABC: (80) 63,098; (83) 65,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$432,979,000

6 - PASSENGER AUTOS: County 42,744

7 - ELECTRIC METERS: Residence 27,350

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Glass 3,404; Coal 1,741; Chemicals 2,000; Aircraft parts 300; Natural Gas 1,500; Heavy Machinery 685.
Principal Pay Days-Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Mont Ward, Murphy's Mart, Bonton
Valley Hills(5)	3	Garden Fresh
Middletown Mall(40)	18	Sears, Lowe's, Stone & Thomas, Watson's
Tygart Valley Mall(2)	18	Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Watson's; Bonton.
Variety Stores-G.C. Murphy; McCrory's; Stripe Discount.
Discount Stores-Heck's; Hill's; Murphy's Mart; Gee Bee; David Weis.
Chain Drug Stores-Rexall; Walgreen; Rite Aid; Revco.
Chain Supermarkets-Kroger; Caputo's; Foodland; Shop'n Save.
Furniture-Fan Fare; Jack's Friendly; Roses; Frank's; Custom Carpet; Mike DeMaria; Walker.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 8,033; TELEGRAM (e) 18,564; EXPONENT-TELEGRAM (S) 29,743; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith Adv. Mgr., EXPONENT and TELEGRAM, 324 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Story & Kelly-Smith.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads-B&O; W. Md.
Airlines-USAir.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; Loc. Est. 8,316
CZ-ABC: (80) 8,536; (83) 8,300
RTZ-ABC: (80) 30,626; (83) 31,400
County 80 Cen. 28,734; Loc. Est. 29,185
City & RTZ-ABC: (80) 39,162; (83) 39,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146; Loc. Est. 3,013
CZ-ABC: (80) 3,146; (83) 3,200
RTZ-ABC: (80) 10,201; (83) 10,900
County 80 Cen. 9,692; Loc. Est. 10,252
City & RTZ-ABC: (80) 13,347; (83) 14,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 15,662

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Planing Mill Prod.; Furniture; Limestone and Limestone Prod.; Foundry Prod.; W. Md. R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elkins Plaza(12)	NA	Rite-Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department Stores-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,382; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Seely, Adv. Dir., INTER-MOUNTAIN, P.O. Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Coal mining, manufacturing, Fairmont State College. Major highway hub. US 250, 19; Interstate I-79; State 73. 95 mi. S of Pittsburgh; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads-Chessie System, Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 23,863; Loc. Est. 22,569
CZ-ABC: (80) 33,090; (83) 31,700
RTZ-ABC: (80) 34,342; (83) 34,900
County 80 Cen. 65,789; Loc. Est. 65,960
City & RTZ-ABC: (80) 67,432; (83) 66,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727; Loc. Est. 9,705
CZ-ABC: (80) 13,115; (83) 13,000
RTZ-ABC: (80) 11,932; (83) 12,700
County 80 Cen. 24,409; Loc. Est. 25,587
City & RTZ-ABC: (80) 25,047; (83) 25,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$242,960,997
Savings & Loan	2	$72,655,002

6 - PASSENGER AUTOS: County 41,273 (all vehicles)

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Coal Mining 2,051; Fluorescent Lamps 2,038; Mach & Eq. Mfg. 1,028; Mining Eq. Mfg. 700; Fabricated Metal Prod. 485; Electric & Gds. 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Area-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Country Club(4)	0	Thorofare
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Watsons
Tygart Valley(6)	3	Murphy's Mart, Foodland
12th Street	0	Radio Shack, Revco, Shop 'N Save

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon., Food and shopping centers Nightly.

13 - RETAIL OUTLETS: Department Stores-Hartley's; Jones; Stone & Thomas.
Variety Stores-G.C. Murphy's; McCrory's; Murphy Mart; Gee Bee; Watson's.
Discount Stores-Revco; Hill's; Heck's.
Chain Drug Stores-Revco 3; Rite Aid; Mason's.
Chain Supermarkets-Champion; Foodland 3; Key 4; Pitrolo's 3; Kroger; Warehouse Grocery; A&P.
Other Chain Stores-Kinney's; Goodrich; Firestone; Montgomery Ward (catalog); S&H Green Stamp; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's; Hickory Farms; Lerner's; Fashion Bug; Maunz; Workingman's Store; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Embees; Jack's Friendly Furniture; Hatfield & McCoy.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 15,215; (S) 16,594; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

GRAFTON

1 - LOCATION: Taylor County, E&P Map C-2, County Seat. On U.S. Hwys. 50, 119, 250; State Hwys. 3, 40, 44, 9.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound.
Airport-15 miles west.

3 - POPULATION:
Corp. City 80 Cen. 6,845; Loc. Est. 6,878
County 80 Cen. 16,584; Loc. Est. 17,285
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,611; Loc. Est. 2,713
County 80 Cen. 5,842; Loc. Est. 6,395

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 7,909

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,788 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Textiles 220; Railroad 900; Paper Box 140; Plastics 300; Glass 85; Sponge Rubber 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-95; Fall 30-70; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harman Center	NA	Super Dollar, Gatlings, Phillips Pharmacy

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Archdeacon's; Dollar General; McDonalds.
Variety Stores-McCrory's; Heck's.
Chain Drug Stores-Rexall (Malone's); Rite Aid; Health Mart.
Chain Supermarkets-Foodland; Super Dollar.
Other Chain Stores-Western Auto; Gatling's Auto;

Firestone; Goodyear; JCPenney (catalog); Montgomery Ward.

14 - NEWSPAPERS: MOUNTAIN STATESMAN (m) 3,141; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Bob Weaver, Adv. Mgr., MOUNTAIN STATESMAN, 914 W. Main St., Grafton, WV 26354; Tel. (304) 265-3333.
National Representative: None.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA), E&P Map A-3, Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh; 163 mi. from Cincinnati. On U.S. Hwys. 52, 60; State 10, 2, 7, 4; I-64.

2 - TRANSPORTATION: Railroads-C&O; B&O; N&W.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways; TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 63,684; Loc. Est. 59,961
CZ-ABC: (80) 125,194; (83) 122,000
RTZ-ABC: (80) 208,921; (83) 213,100
Counties 80 Cen. 152,856; Loc. Est. 153,590
Cabell County 80 Cen. 106,835; Loc. Est. 106,834
Wayne County 80 Cen. 46,021; Loc. Est. 46,756
MSA 80 Cen. 336,410; Loc. Est. 338,361
City & RTZ-ABC: (80) 334,115; (83) 335,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496; Loc. Est. 25,268
CZ-ABC: (80) 47,444; (83) 47,800
RTZ-ABC: (80) 71,786; (83) 76,000
Counties 80 Cen. 55,866; Loc. Est. 58,788
Cabell County 80 Cen. 40,218; Loc. Est. 42,122
Wayne County 80 Cen. 15,648; Loc. Est. 16,666
MSA 80 Cen. 119,007; Loc. Est. 125,342
City & RTZ-ABC: (80) 119,230; (83) 123,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$500,000,000

6 - PASSENGER AUTOS:
Cabell County 70,624; Wayne County 33,119

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Metals 4,946; Glass & Stone 1,582; Apparel 1,127; Chemicals 1,601.
Principal Industrial Pay Days-Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets.
Neighborhood Shopping Centers-2 blocks on East 3rd Ave.; 2 on Washington, Adams, Madison Aves.; 2 on Main & Bridge Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastern Heights(16)	NA	Thrift, Mack's, Tradewell
Fairfield Plz.(7)	NA	Heck's, Big Bear
East Hills Mall(14)	NA	Hills
Westland Plaza(5)	NA	Kroger, Thrift, Heck's
Pea Ridge(12)	NA	K mart, Kroger
Huntington Mall(120)	NA	Sears, Stone & Thomas, JCPenney, Lazarus

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Thu.
Stores Open Evenings-Food, 9 P.M. daily.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; JCPenney; Lazarus; T.A. Nasser.
Variety Stores-McCrory; Green's.
Discount Stores-Hecks 3; Hills, K mart 3; Hart's 3; Bazaar 2.
Chain Drug Stores-Thrift 2; Rite-Aid 2.
Chain Supermarkets-Kroger 6; Big Bear 4; Tradewell 6; Foodland 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 44,541; (S) 48,210; Mar. 28, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 696-5672.
National Representative: Gannett Newspaper Advertising Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA), E&P Map C-2, County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD U.S. Hwys. 220, 50; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; Loc. Est. 6,315
MSA 80 Cen. 107,782; Loc. Est. 109,343
County 80 Cen. 27,234; Loc. Est. 27,696
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,496; Loc. Est. 2,459
MSA 80 Cen. 39,107; Loc. Est. 41,476
County 80 Cen. 9,438; Loc. Est. 10,051

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

6 - PASSENGER AUTOS: County 19,446 (all vehicles)

7 - ELECTRIC METERS: Residence 4,521

8 - GAS METERS: Res. (RTZ) 4,125

9 - PRINCIPAL INDUSTRIES: R.R. Shop; Pulp and Paper; Women's Wear; Farm Machy.; Ballistics & Plastics; Sports Equipment; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost Oct; Last killing frost May.

11 - TAP WATER: Hard to soft

12 - RETAILING: Principal Shopping Area-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.; Downtown Keyser Mall is being built.
Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy; Heck's.
Chain Drug Stores-Revco; People's; Rite-Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes: Burton's Men's Shop; Charles Store; Shoe World; Dollar General Store 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,742; (m-sat) 6,319; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representative: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County, E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwy. 63.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Piedmont.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Cities 80 Cen. 8,748; Loc. Est. 9,478
Lewisburg 80 Cen. 3,065; Loc. Est. 3,310
Ronceverte 80 Cen. 2,312; Loc. Est. 2,434
White S. Springs 80 Cen. 3,371; Loc. Est. 3,734
County 80 Cen. 37,665; Loc. Est. 39,724

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; Loc. Est. 3,739
Lewisburg 80 Cen. 1,240; Loc. Est. 1,358
Ronceverte 80 Cen. 849; Loc. Est. 905
White S. Springs 80 Cen. 1,326; Loc. Est. 1,476
County 80 Cen. 13,535; Loc. Est. 14,981

5 - BANKS	NUMBER	DEPOSITS
National	3	$30,808,397
State	1	Incl. above

6 - PASSENGER AUTOS: County 31,715

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agriculture; Construction; Manufacturing; Transportation; Communication and Other Public Utilities; Wholesale & Retail; Resort Hotels.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
White Sulphur Springs(6)	NA	A.W. Cox, Kroger
Red Oaks(9)	NA	Kroger
Fairlea Mall(20)	NA	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett's, Federated; Stone & Thomas.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2.
Chain Supermarkets-Kroger's 2; Crawford's; IGA; Farmer Mac; Elliott's Family Foods

14 - NEWSPAPERS: WEST VIRGINIA NEWS (e-mon to fri) 6,279; sworn Oct.1, 1982.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr., WEST VIRGINIA NEWS, Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County, E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; Loc. Est. 2,859
CZ-ABC: (80) 3,029; (83) 2,800
RTZ-ABC: (80) 47,650; (83) 47,600
County 80 Cen. 50,679; Loc. Est. 51,019
City & RTZ-ABC: (80) 50,679; (83) 50,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254; Loc. Est. 1,258
CZ-ABC: (80) 1,254; (83) 1,200
RTZ-ABC: (80) 15,143; (83) 15,700
County 80 Cen. 16,397; Loc. Est. 17,329
City & RTZ-ABC: (80) 16,397; (83) 16,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 22,064

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Eqpt. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Machy. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name	Miles from Downtown	Principal Stores
Eilis Addn.	1	Bi-Rite Mkt.
Man.	10	Hensley Furn.
West Logan	2	Bi-Rite Mkt.
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's, Sayer Bros.; Raymond's; Crown's.
Discount Stores-Super S, "K" City; Revco; Dollar General Store; EJ's; C & W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite-Aid 2; Aracoma Drug; Hall's Rexall; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; Bi-Rite Mkt. 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; Big C; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Berman's Jewelry; Sears; Beverly Shoppers; Crown Jewelers; B & L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Calico Tree; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,448; (S) 11,402; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County, E&P Map D-2, County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Amtrak.
Intercity Bus Lines-Potomac Coach; Greyhound.
Motor Freight Carriers-5.
Airlines-Cumberland Airlines; Executive Express (commuting service); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; Loc. Est. 11,862
CZ-ABC: (80) 13,063; (83) 11,800
RTZ-ABC: (80) 74,725; (83) 80,300
County 80 Cen. 46,775; Loc. Est. 47,987
City & RTZ-ABC: (80) 87,788; (83) 92,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; Loc. Est. 4,915
CZ-ABC: (80) 5,303; (83) 5,000
RTZ-ABC: (80) 24,925; (83) 27,800
County 80 Cen. 16,432; Loc. Est. 17,680
City & RTZ-ABC: (80) 30,228; (83) 32,800

5 - BANKS	NUMBER	DEPOSITS
Commerical	6	$189,073,716
Savings & Loan	1	$33,822,907

6 - PASSENGER AUTOS: County 31,416

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence County 2,280 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-V.A. Hospital 1,200; Railroad 225; Telephone Dist. & Service 281; Air National Guard 201; Glass Works 917; Explosives 475; Wood Veneer 170; Automotive Parts Dist. 954; I.R.S. Computer Center 340; Daily Newspaper 65; Fruit Processing 1,540 (Seasonal); Clothing Mfg. 750; Bread Products 200; Utilities 174; Cement Products 275; Explosives Containers 60; Boxes & Containers 74; Limestone Products 126; Bathtub & Shower Enclosures 65; Hosiery 145; Wire Control Cables. (1981).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on N & S Queen and intersecting streets, W. King St. and E. Moler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney's, Sherwin Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Eyerly's; Sears (catalog); Montgomery Ward (catalog); McCrory's.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Wise Discount; Revco.
Chain Supermarkets-Acme-American 2; Cressiers; Martins Browning's; Weis.

14 - NEWSPAPERS: JOURNAL (e) 20,882; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County, E&P Map C-2, County Seat. Educational (WV Univ), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongabela River (navigable).

2 - TRANSPORTATION: **Railroads**-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound. Monongalia County Transit System.
Airlines-Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 27,605; Loc. Est. 26,035
CZ-ABC: (80) 48,025; (83) 47,000
RTZ-ABC: (80) 64,282; (83) 67,300
County 80 Cen. 75,024; Loc. Est. 73,953
City & RTZ-ABC: (80) 112,307; (83) 114,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628; Loc. Est. 9,476
CZ-ABC: (80) 17,777; (83) 18,200
RTZ-ABC: (80) 22,109; (83) 24,000
County 80 Cen. 27,100; Loc. Est. 28,928
City & RTZ-ABC: (80) 42,200; (83) 42,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: 40,173 (all vehicles)

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 13,206

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Education & Research 8,161; Coal 3,268; Metal & Metal Products 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd., Heck's.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plaza(7)	2	Thrift Drug
Westover, W. Va.	1	Foodland, Hecks, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: every evening. Most Independent Stores: Mon.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Whiteside's; Sidlers; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy Mart.
Discount Stores-Thrift Drug 2; Rite Aid 3; SupeRx; Thrift 2.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2, Foodland 2, Kroger 2, Key Markets 2, Dairy Mart 7, Shop 'N Save, Giant Eagle.
Other Chain Stores-Kinney's (shoes); Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Firestone; Crane's Clothing; Sherwin-Williams (paint); House of Cards; Giant Shoemart; Pic-Way Shoes; Bauer Home Supplies; goodyear; Georgian Gallerie; Associated Hardware; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book Store; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.; Hatfield & McCoys.

14 - NEWSPAPERS: DOMINION-POST (m) 20,161; (S) 25,494; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA), E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; Loc. Est. 11,738
County 80 Cen. 41,608; Loc. Est. 42,109
MSA 80 Cen. 185,566; Loc. Est. 185,683

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511; Loc. Est. 4,380
County 80 Cen. 14,344; Loc. Est. 15,186
MSA 80 Cen. 67,532; Loc. Est. 70,609

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 30,000

7 - ELECTRIC METERS: Residence 12,301

8 - GAS METERS: Residence 3,989

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Electrical Conduit and Cable; In County: Chemical Plants; Salt Chlorine Prods.; Anline and other basic Chemicals; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Second, Jefferson, 7th & Lafayette; three shopping centers in city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moundsille Shopping Plz.(15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-G.C. Murphy, McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Mont. Ward (catalog); Reichart.

14 - NEWSPAPERS: ECHO (e) 4,854; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave., Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA), E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: **Railroads**-Chessie.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 39,967; Loc. Est. 37,857
CZ-ABC: (80) 70,819; (83) 68,300
RTZ-ABC: (80) 86,963; (83) 89,000
County 80 Cen. 93,648; Loc. Est. 94,688
MSA 80 Cen. 157,914; Loc. Est. 159,574
City & RTZ-ABC: (80) 157,782; (83) 157,300
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873; Loc. Est. 15,895
CZ-ABC: (80) 26,787; (83) 26,800
RTZ-ABC: (80) 29,541; (83) 31,500
County 80 Cen. 33,822; Loc. Est. 35,728
MSA 80 Cen. 56,100; Loc. Est. 59,357
City & RTZ-ABC: (80) 56,328; (83) 58,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County 51,577

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Aluminum; Chemicals; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Central Mall(95)	NA	JCPenney, Sears, G.C. Murphy
Park(10)	NA	Dollar General, Sherwin-Williams, Harts
Southgate(10)	NA	Dollar General, IGA, Reichart Furn.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri., Food Daily, Grand Central Mall 6 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: **Department Stores**-Dils Bros.; JCPenney; A.W. Cox; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart, Hills, Heck's; Harts.
Variety Stores-McCrory's; Murphy.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-A&P; Kroger 3; Big Bear 2; Jet 10; Quick Shop 4; 7-Eleven; IGA; Hickory Farms; Foodland; Sparkle Markets.
Other Chain Stores-Fashion Bug; Embees; Fashion Hosiery; Merle Norman; Nobil Shoes; Lerner; Singer; Kinney; Cox's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 21,108; SENTINEL (e) 16,287; NEWS (S) 40,586; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: C. Kenneth Sams, Adv. Mgr., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682; Loc. Est. 5,497
CZ-ABC: (80) 6,286; (83) 5,900
RTZ-ABC: (80) 20,759; (83) 21,100
County 80 Cen. 27,045; Loc. Est. 27,925
City & RTZ-ABC: (80) 27,045; (83) 27,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; Loc. Est. 2,149
CZ-ABC: (80) 2,395; (83) 2,300
RTZ-ABC: (80) 7,005; (83) 7,400
County 80 Cen. 9,400; Loc. Est. 10,134
City & RTZ-ABC: (80) 9,400; (83) 9,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$94,200,000

6 - PASSENGER AUTOS: County 13,848

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chemical products; Mining machinery.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin; Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth Pharmacy.
Chain Supermarkets-Johnson's; Super Valu; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear.

14 - NEWSPAPERS: REGISTER (e) 5,866; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA), E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; Loc. Est. 25,256
CZ-ABC: (80) 24,736; (83) 23,200
RTZ-ABC: (80) 58,893; (83) 58,400
Counties 80 Cen. 71,535; Loc. Est. 73,322
Brooke County 80 Cen. 31,117; Loc. Est. 31,766
Hancock County 80 Cen. 40,418; Loc. Est. 41,556
MSA 80 Cen. 163,099; Loc. Est. 163,909
City & RTZ-ABC: (80) 83,629; (83) 81,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117; Loc. Est. 9,739
CZ-ABC: (80) 9,117; (83) 8,900
RTZ-ABC: (80) 19,854; (83) 20,500
Counties 80 Cen. 24,872; Loc. Est. 26,606
Brooke County 80 Cen. 10,619; Loc. Est. 11,304
Hancock County 80 Cen. 14,253; Loc. Est. 15,302
MSA 80 Cen. 57,577; Loc. Est. 60,456
City & RTZ-ABC: (80) 28,971; (83) 29,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Counties Brooke 17,956; Hancock 28,716

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing fros, Oct. Lask killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 Blocks on Main St.; Weirton Shopping Plaza, 18 Stores; K mart Plaza, 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Steuben Mall(70)	NA	Sears, JCPenney, Kaufman
Hollywood(8)	NA	Kroger, SuperRx
Tri-State Mall(10)	NA	Hart's, Big Bear
Premier	NA	Fisher Bros.
Kusic	NA	Thrift Drug
K mart Plaza	NA	K mart, Kroger, SuperRx

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. & Thu.; Shopping Plaza daily til 9 p.m. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas; Kaufman's; JCPenney.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fishers Big Wheel; K mart.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Foodland; Convenient Market; A&P.
Other Chain Stores- Firestone; Western Auto; Genuine Parts; Jean's Frocks; Goodyear; Nationwise; Radio Shack; TriState Asphalt; Sherwin Williams.

14 - NEWSPAPERS: DAILY TIMES (e) 8,099; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarfos, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0607.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV On U.S. Hwy. 52.

2 - TRANSPORTATION: **Railroads**-N&W.
Intercity Bus Lines-Trailways; Intercity County; Price.

3 - POPULATION:
City 80 Cen. 3,885; Loc. Est. 3,769
County 80 Cen. 49,899; Loc. Est. 49,304

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,586
County 80 Cen. 16,034; Loc. Est. 16,607

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$20,560,000

6 - PASSENGER AUTOS: County 22,042 (1981)

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining 9,000 emp. ($210 wkly.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Cox; Collins; Watsons; Sears (catalog).
Variety Stores-Murphy.
Discount Stores-Super S; Buddy's; McKenzie's; Magic Mart.
Chain Supermarkets-Kroger; Deskins; Pic-Pac.
Chain Drug Stores-Buddy's.
Other Chain Stores-Singer; Giant Dollar; H&M Shoe; Goodrich; Collins Furn.; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Welch Hdwe.; Howard.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,557; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (In Wheeling WV-OH MSA), E&P Maps B-1 & B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 250, 40; State 2, 88; I-70.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Lake Shore; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; Loc. Est. 42,323
CZ-ABC: (80) 92,987; (83) 88,200
In Ohio: (80) 25,416; (83) 24,100
In WV: (80) 67,571; (83) 64,100
RTZ-ABC: (80) 186,342; (83) 127,300
County 80 Cen. 61,389; Loc. Est. 61,956
MSA 80 Cen. 185,566; Loc. Est. 185,683
City & RTZ-ABC: (80) 279,329; (83) 275,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087; Loc. Est. 17,789
CZ-ABC: (80) 36,213; (83) 35,700
In Ohio: (80) 10,090; (83) 9,800
In WV: (80) 26,123; (83) 25,900
RTZ-ABC: (80) 63,975; (83) 66,700
County 80 Cen. 22,938; Loc. Est. 24,215
MSA 80 Cen. 67,532; Loc. Est. 70,609
City & RTZ-ABC: (80) 100,188; (83) 102,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$330,924,000
Savings & Loan	2	$144,965,000

6 - PASSENGER AUTOS: City 99,650

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco; One TV and 6 Radio Stations.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Center-Warwood Plaza (Woolworth, Kroger), Grove Shopping Center-Super Dollar; Stone & Thomas; Rite-Aid; Ohio Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Heck's Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas; L.S. Good.
Discount Stores-Big Wheel; Bernie Glenns Commercial Sales; Hart's Family Center; Heck's; Rinks; Hills; K mart.
Variety Stores-Murphy; Murphy's Mart.
Chain Drug Stores-SupeRx; Revco; Rite-Aid 3; Gils.
Chain Supermarkets-Kroger 7; Foodland 4; Pomco 8; A&P; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save; Hart's (Big Bear); Giant Eagle.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,241; (m-sat) 48,020; NEWS-REGISTER (e-mon to fri) 26,717; NEWS-REGISTER (S) 54,043; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS

See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: **Railroads**-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; Loc. Est. 4,812
PMA-ABC: (80) 137,869; (83) 142,600
County 80 Cen. 37,336; Loc. Est. 37,723

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023; Loc. Est. 1,990
PMA-ABC: (80) 44,153; (83) 47,300
County 80 Cen. 11,876; Loc. Est. 14,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 16,285

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Center; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: **Shopping Centers**-Appalachia Plaza (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cox; Watson's; Dawahares; Cantee's; Sears; JCPenney.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite-Aide; Hurley 3; Sargent; Strosniders; SupeRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic-Pac; IGA.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Other Chain Stores-Brooks; Fashion Bug; Artleys; Radio Shack; Gem Nutrition; Regis Hair; Kinney Shoes; C&H Rauc; Hobbs; Pic-Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 12,929; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS, Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outgamie and Winnebago Counties.
Duluth, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.
Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	382	347	359
5-14 Years	936	737	762
15-24 Years	771	916	947
25-44 Years	977	1,252	1,296
45-64 Years	881	889	919
65 and Over	471	564	583
TOTAL	4,418	4,705	4,865

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	580	985	1,259
General Mdse	1,326	1,929	2,584
Food	1,993	3,084	4,658
Automobiles	1,760	3,033	3,974
Gasoline Stations	703	1,250	2,092
Apparel	384	560	760
Furniture	436	682	927
Eat-Drink Places	940	1,524	2,677
Drugs	263	382	567
TOTAL SALES	9,290	14,930	21,811

ANTIGO

1 - LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agriculture & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western (Freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; Loc. Est. 8,421
County 80 Cen. 19,978; Loc. Est. 20,026

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; Loc. Est. 2,558
County 80 Cen. 7,060; Loc. Est. 7,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 9,041

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't. 846 ($185).
Principal Pay Days-5th & 20th; 1st & 15th; Some, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-15 blocks on five streets; shopping and recreation development 1/4 mi N of Antigo.
Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Almost all Fri.; some every night (Including stores on Highway 45 N-Sears, Copps, and Montgomery Ward).
Stores Open Sundays-Most food & Copps, (several downtown stores open Sunday afternoon).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-Copps; Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Gamble's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Super Valu.
Other Chain Stores-Mode O'Day.

14 - NEWSPAPERS: JOURNAL (e) 6,860; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA), E&P Map C-4, County Seat known as "Fox Cities". Mfg. & paper making ctr. 105 mi. N of Milwaukee, 185 mi. N of Chicago. On U.S. Hwys 10 & 41; State 125, 114, 47, 76.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line; Chicago; Milwaukee; St. Paul & Pacific (Freight Only).
Motor Freight Carriers-8.
Intercity Bus Lines-Appleton & Intercity; Valley Transit; Greyhound.
Airlines-Republic & Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; Loc. Est. 95,552
Appleton 59,032; Loc. Est. 60,325
Neenah 23,272; Loc. Est. 23,622
Menasha 12,307; Loc. Est. 11,605
CZ-ABC: (80) 141,228; (83) 143,100
RTZ-ABC: (80) 126,751; (83) 130,900
Outagamie Co. 128,726; Loc. Est. 133,884
Winnebago Co. 80 Cen. 131,732; Loc. Est. 133,852
MSA 80 Cen. 291,325; Loc. Est. 300,213
City & RTZ-ABC: (80) 267,979; (83) 274,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052; Loc. Est. 36,440
Appleton 19,314; Loc. Est. 22,594
Neenah 9,222; Loc. Est. 8,590
Menasha 9,516; Loc. Est. 5,356
CZ-ABC: (80) 49,798; (83) 52,400
RTZ-ABC: (80) 40,845; (83) 43,700
Outagamie Co. 80 Cen. 42,728; Loc. Est. 46,550
Winnebago Co. 80 Cen. 46,892; Loc. Est. 49,831
MSA 80 Cen. 99,314; Loc. Est. 107,093
City & RTZ-ABC: (80) 90,643; (83) 96,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$555,455,298
Savings & Loan	7	$405,559,180

6 - PASSENGER AUTOS: Outagamie Co. 68,913; Winnebago Co. 68,990

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 24,649

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Allied Prod. 14,200 ($259); Non-Elec. mach. 4,600 ($243); Primary metal 2,800 ($237); Electrical mach. 1,550 ($200); Printing & Publg. 2,400 ($211); Food and Kindred Prods. 2,800 ($173). (Sources: State of Wis. Unemployment Comp. Bd., July 1976).
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25. Last killing frost, May 9.

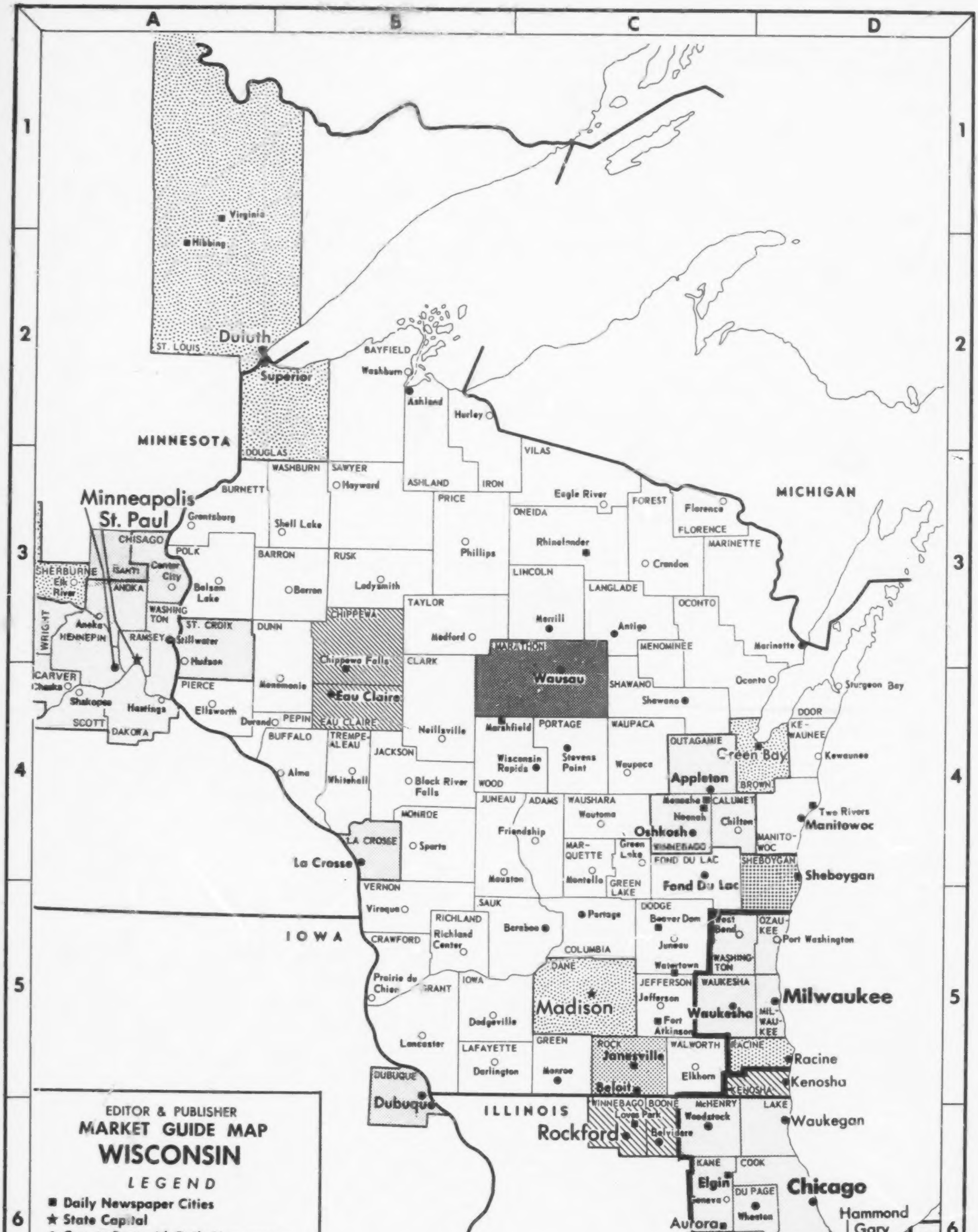
11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers-Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E. College Ave.; Walter Ave.; So. Lawe St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley Fair(25)	3	Towne & Country, Kohls
Fox Point(16)	9	JCPenney, Kresge, Pick 'N Save
Northland Plaza(7)	3	Shopko, Kohl's
Valley Fair(39)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Shopping Centers nightly.


A
B
C
D
1
2
3
4
5
6
MINNESOTA
MICHIGAN
IOWA
ILLINOIS
INDIANA
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
BAYFIELD
Washburn
Ashland
Hurley
VILAS
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
BURNETT
Grantsburg
Shell Lake
PRICE
ONEIDA
Eagle River
FOREST
Florence
FLORENCE
Minneapolis
St. Paul
CHISAGO
Center City
POLK
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
Phillips
Rhinelander
Crandon
MARINETTE
SHERBURNE
Elk River
ISANTI
ANOKA
Anoka
WRIGHT
HENNEPIN
WASHINGTON
RAMSEY
Stillwater
ST. CROIX
Hudson
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
Eau Claire
EAU CLAIRE
TAYLOR
Medford
LINCOLN
Merrill
LANGLADE
Antigo
OCONTO
Marinette
CARVER
Chaska
Shakopee
SCOTT
DAKOTA
Hastings
PIERCE
Ellsworth
Durand
PEPIN
CLARK
Neillsville
MARATHON
Wausau
MENOMINEE
SHAWANO
Shawano
Oconto
Sturgeon Bay
DOOR
KEWAUNEE
Kewaunee
BUFFALO
Alma
TREMPEALEAU
Whitehall
JACKSON
Black River Falls
Marshfield
PORTAGE
Wisconsin Rapids
Stevens Point
WOOD
WAUPACA
Waupaca
OUTAGAMIE
Appleton
Green Bay
BROWN
Two Rivers
Manitowoc
MANITOWOC
MONROE
Sparta
LA CROSSE
La Crosse
JUNEAU
ADAMS
Friendship
Mauston
WAUSHARA
Wautoma
MARQUETTE
Montello
Green Lake
GREEN LAKE
Menasha
Neenah
CALUMET
Chilton
Oshkosh
WINNEBAGO
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
VERNON
Viroqua
SAUK
Baraboo
Portage
COLUMBIA
DODGE
Beaver Dam
Juneau
Watertown
West Bend
WASHINGTON
OZAUKEE
Port Washington
RICHLAND
Richland Center
CRAWFORD
Prairie du Chien
GRANT
IOWA
Dodgeville
Lancaster
DANE
Madison
JEFFERSON
Jefferson
Fort Atkinson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
Beloit
WALWORTH
Elkhorn
RACINE
Racine
KENOSHA
Kenosha
DUBUQUE
Dubuque
WINNEBAGO
BOONE
Loves Park
Rockford
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WILL
Joliet
Yorkville
KENDALL
Morris
GRUNDY
East Chicago
Hammond
Gary
Crown Point
Chesterton
Valparaiso
LAKE
PORTER
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER

MARKET GUIDE MAP

WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney 2; McCain's; Sears; Gimbel's; Campbell Stores; Kohl's.
Discount Stores-Prange's; K mart; Shopko 2. Kohl's Dept. Store.
Variety Stores-S.S. Kresge 1.
Chain Drug Stores-Walgreen; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 2; Park and Market 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward (catalog); Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Coast-to-Coast 2; Gamble's; So Fro Fabrics; Ace Hdwe.; True Value 2.

14 - NEWSPAPERS: POST-CRESCENT (e) 52,103; (m-sat) 52,047; (S) 60,732; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Adv. Sales Mgr., POST-CRESCENT, Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 9,115; Loc. Est. 9,017
County 80 Cen. 16,783; Loc. Est. 16,975

4 - HOUSEHOLDS:
City 80 Cen. 3,710; Loc. Est. 3,118
County 80 Cen. 6,103; Loc. Est. 6,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$50,000,000
Savings & Loan	1	$8,000,000

6 - PASSENGER AUTOS: County 7,198

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal Prod. 375; Paper Prod. 230; Printing Forms 27; Wood Prod. 206; Garment Firms 250; Wholesale 117; Utilities 248; Dairy Prod. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Mon thru. Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; IGA; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,396; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 Third St. W., Ashland, WI 54806; Tel. (715) 682-2313.
National Representatives: Landon Associates.

BARABOO

1 - LOCATION: Sauk County, E&P Map C-5, County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12 and 33; 5 mi. S of I-90 & 94.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; Loc. Est. 7,982
County 80 Cen. 43,469; Loc. Est. 44,250

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720; Loc. Est. 3,072
County 80 Cen. 15,510; Loc. Est. 16,466

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$70,491,000
Savings & Loan	1	$28,639,722

6 - PASSENGER AUTOS: County 22,696

7 - ELECTRIC METERS: Residence 2,984

8 - GAS METERS: Residence 1,273

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastic Pdts. 900; Uniforms 40; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 450; Timers 200; Tents 10; Printing 150.

10 - CLIMATE: First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Food & Dept.: Thurs.; Food: nightly ex. Sun.; 20 others on Thurs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gambles; Coast-to-Coast; Spurgeons.
Discount Stores-Ritz Outlet; K mart.
Variety Stores-Woolworth; Schultz Bros.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-IGA; Super Valu.

14 - NEWSPAPERS: NEWS-REPUBLIC (e) 5,582; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Reginald Zimmerman, Adv. Mgr., NEWS-REPUBLIC, 219 1st Street, Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151 & State 33.

2 - TRANSPORTATION: Railroads-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; Loc. Est. 14,045
County 80 Cen. 74,747; Loc. Est. 74,572

4 - HOUSEHOLDS:
City 80 Cen. 6,479; Loc. Est. 5,349
County 80 Cen. 24,750; Loc. Est. 26,545

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,712,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 37,415

7 - ELECTRIC METERS: Residence 6,181

8 - GAS METERS: Residence 4,701

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prod. 2,003 ($269); Wood Prod. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80, Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug
Park Plz. Mall(10)	1	Piggly Wiggly, Montgomery Ward

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept; Beaver Mall; Shop Ko.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-Schultz Bros.; Shop Ko; K mart.
Chain Supermarkets-Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores-Elliots Model; Lewis Drug; Desmonds; Musicland; Jo Ann Fabrics; Tradehome Shoes, Wardrobe; Kinney Shoes; The Plum Tree; Tadio Shack; Waldenbooks; Zales; Copper Rivet; Kay Bee Toys; Stevesons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: CITIZEN (e) 9,106; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Dick McDermott, Adv. Mgr, CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA). E&P Map C-5. Educational Ctr. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 21, 15; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; Loc. Est. 41,412
Beloit 80 Cen. 35,207; Loc. Est. 34,877
So. Beloit 80 Cen. 4,080; Loc. Est. 4,225
Rockton 80 Cen. 2,313; Loc. Est. 2,410
Counties 80 Cen. 380,304; Loc. Est. 395,714
Rock (WI)/MSA 80 Cen. 139,420; Loc. Est. 141,242
Winnebago (IL) 80 Cen. 250,884, Loc. Est. 254,472
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; Loc. Est. 15,700
Beloit 80 Cen. 12,785; Loc. Est. 13,026
South Beloit 80 Cen. 1,575; Loc. Est. 1,727
Rockton 80 Cen. 882; Loc. Est. 947
Counties 80 Cen. 138,445; Loc. Est. 146,711
Rock (WI)/MSA 80 Cen. 49,037; Loc. Est. 51,879
Winnebago (IL) 89,408; Loc. Est. 94,832

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,025

6 - PASSENGER AUTOS: Counties: Rock 73,598; Winnebago 141,448

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industries, Number of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators Motors (Elec.) 1,141; Shoes 1,200; 25 Mfg. employ 9,183.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Center.
Regional Shopping Centers Beloit Plaza, 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beloit Plz.(41)	0	JCPenney, Sears, Weise
Westgate(3)	NA	Woodman Mkt.
Prairie Ave.(2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Food Nightly; others Mon., Fri. & Sun.; Beloit Plaza Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McNeany; Stewarts; Sears; Weise's.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreen; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohls; Sentry.
Other Chain Stores-Singler Co.; Firestone; Leath (furn.); Sears; Montgomery Ward (catalog); Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Stewarts; Schiff Shoes; Jupiter; Goodyear.

14 - NEWSPAPERS: NEWS (e) 19,231; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Richard Mitchell; Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA), E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E. of Minneapolis/St. Paul; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29 & 178 & 124.

2 - TRANSPORTATION: Railroads-CM, St.: P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor; North Central; B.U.S. City Bus with service to & from Eau Claire, Wis.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,845; Loc. Est. 11,818
CZ-ABC: (80) 14,058; (83) 13,600
RTZ-ABC: (80) 71,635; (83) 74,800
County 80 Cen. 51,702; Loc. Est. 53,916
MSA 80 Cen. 130,507; Loc. Est. 136,559
City & RTZ-ABC: (80) 85,693; (83) 8[illegible]
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515; Loc. Est. 4,369
CZ-ABC: (80) 5,067; (83) 5,100
RTZ-ABC: (80) 23,943; (83) 25,900
County 80 Cen. 17,262; Loc. Est. 18,596
MSA 80 Cen. 44,592; Loc. Est. 48,588
City & RTZ-ABC: (80) 29,010; (83) 31,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$99,000,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 23,694

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners & (Av. Wkly. Wage)-Computer Res. 45 ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Machy. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.Spring 40-80; Summer 52-89, Fall 17-92; Winter -26-54. First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Bridge St.; Wissota Village Shopping Center, 7 stores. Chippewa Mall Anchor Stores. Prange Way, Super Valu, Shop Ko.
Principal Shopping Days-Dept. Stores-Mon., Thu. & Sat.; Food: Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Farm & Fleet, Montgomery Ward; Spurgeon's; Mary's; PrangeWay, OK Hardware, Shop Ko.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Badger Walgreen; Medicine Shop; Snyder.
Chain Supermarkets-Chippewa Super Valu; Red Owl; IGA; Red & White.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,348; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Ad. Mgr., HERALD-TELEGRAM 20-22 Central St., Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: None.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA), E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 93, 85 & 37.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-14.
Intercity Bus Lines-5 lines, 27 buses per day. Northland Greyhound; Stewart; Wis. Northern; North Central; La-Claire.
Airlines Serving City-Republic; Lakeland.

3 - POPULATION:
Corp. City 80 Cen. 51,509; Loc. Est. 54,700
CZ-ABC: (80) 60,177; (83) 62,800
RTZ-ABC: (80) 166,295; (83) 172,500
Counties/MSA 80 Cen. 130,507; Loc. Est. 136,559
Chippewa Falls 80 Cen. 51,702; Loc. Est. 53,916
Eau Claire 80 Cen. 78,805; Loc. Est. 82,643
City & RTZ-ABC: (80) 226,472; (83) 235,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359; Loc. Est. 22,000
CZ-ABC: (80) 21,346; (83) 23,100
RTZ-ABC: (80) 55,724; (83) 59,900
Counties/MSA 80 Cen. 44,592; Loc. Est. 48,588
Chippewa Falls 80 Cen. 17,262; Loc. Est. 18,596
Eau Claire 80 Cen. 27,330; Loc. Est. 29,992
City & RTZ-ABC: (80) 77,070; (83) 83,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$473,000,000
Savings & Loan	5	$182,100,000
Credit Unions	6	$21,200,000

6 - PASSENGER AUTOS: Counties:
Chippewa Falls 23,964; Eau Claire 39,386

7 - ELECTRIC METERS: 18,581

8 - GAS METERS: 8,350

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Meat Packing; Machine Shops; Computer Co.; Printing & Publishing. Total 7,400 Wage Earners ($315 wkly. average).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart
Co-Op	2	Co-op Store
Putnam Heights(15)	1	Thriftway, Ben Franklin
Gateway(18)	2	Snyder Drug
Star Plaza	2	Roy's Foods
London Square(60)	3	Sears, Prange
Shopko(23)	3	Shopko

Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Evenings-Department Stores-Mon. & Thu.; Food-every night

13 - RETAIL OUTLETS: Department Stores-Samuelson's; Sears; JCPenney; Consumer's Co-op; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Co-op Shopping Center; Prange-Way; Shop Ko.
Chain Drug stores-Walgreen; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furniture; Kinney Shoes; Tradehome; Kelly Furniture; Mautz Paint; Steveson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri; weekend) 33,387; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County seat. 64 mi. N of Milwaukee: 157 mi. N of Chicago; 70 mi. NE of Madison, 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C & NW; and Soo Line.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Wisconsin Coach.
Airline-County owned class 3 commercial airport.

3 - POPULATION:
Corp. City 80 Cen. 35,836; Loc. Est. 36,354
CZ-ABC: (80) 39,707; (83) 40,000
RTZ-ABC: (80) 111,967; (83) 115,100
County 80 Cen. 88,952; Loc. Est. 91,492
City & RTZ-ABC: (80) 151,674; (83) 155,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098; Loc. Est. 13,545
CZ-ABC: (80) 14,424; (83) 15,100
RTZ-ABC: (80) 35,883; (83) 38,300
County 80 Cen. 29,867; Loc. Est. 32,196
City & RTZ-ABC: (80) 50,307; (83) 53,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$513,669,293
Savings & Loan (included above)		

6 - PASSENGER AUTOS: 45,675

7 - ELECTRIC METERS: 25,572

8 - GAS METERS: 16,412

9 - PRINCIPAL INDUSTRIES: industry, Number of Wage Earners-Machine Tools 1,000; Outboard Motors 3,000; Railroad Shops 650; Leather Tanning 300; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(39)	NA	Kohl's, Prange's, JCPenney
Forest Plaza(16)	NA	K mart, Sears
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown Mon. to Sat.; Downtown-Mon. & Fri. Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; H.C. Prange; Copp's; JCPenney;
Chain Drug Stores-Osco; Walgreen.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Copp's; Prange-Way; Fleet Farm; K mart.
Chain Supermarkets-Piggly Wiggly; Country Store; Sentry; Super Valu; Kohl's; Pick'n Save.
Other Chain Stores-Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Sewing; Grossman's; Radio Shack.

14 - NEWSPAPERS: REPORTER (e) 20,816; (S) 21,126; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative. Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago. On U.S. Hwy. 12; State Hwys. 26, 89 & 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-UPS; Yerges Trucking Co.; Fort Transportation; Allard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,785; Loc. Est. 9,936
County 80 Cen. 66,152; Loc. Est. 67,863

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; Loc. Est. 3,789
County 80 Cen. 22,264; Loc. Est. 23,918

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,000,000
Savings & Loan	1	$52,000,000

6 - PASSENGER AUTOS: County 33,392

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,224

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lighting Fixtures 580; Farm Equipment 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Publishing 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine shop; Dairy Equipment 75. Average hourly wage: $5.50.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, Ben Franklin, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Copp's; Montgomery Ward.
Variety Stores-Ben Franklin.
Chain Drug Stores-Tuttles' Walgreen; The Pharmacy.
Chain Supermarkets-Sentry Food; Eagle; Shop Rite (Roundy's); Copp's.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes.

14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,113; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Chuck Frandson, Mktg. Dir., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None

GREEN BAY

1 - LOCATION: Brown County (In Green Bay MSA), E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay. NE part of state, 115 mi. N of Milwaukee; 206 mi. N of Chicago; 275 mi. E of Minneapolis. Whlse. & retail trading area, port of entry. Shipping ctr. On I-43, U.S. Hwy. 41 & State Hwys. 141, 57, 54, 32, 29.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Western. Div. of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers-20.
Freight Steamship Lines-20.
Intercity Bus Lines-Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines-Republic; Green Bay Aviation; Executive Air Transport Ltd.; Continental; Air Wisconsin; Midstate; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 87,899; Loc. Est. 86,816
CZ-ABC: (80) 140,399; (83) 144,200
RTZ-ABC: (80) 135,278; (83) 140,800
County/MSA 80 Cen. 175,280; Loc. Est. 179,378
City & RTZ-ABC: (80) 275,677; (83) 285,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; Loc. Est. 34,338
County/MSA 80 Cen. 59,908; Loc. Est. 64,099
CZ-ABC: (80) 49,611; (83) 52,800
RTZ-ABC (80) 45,139; (83) 49,000
City & RTZ-ABC: (80) 94,750; (83) 101,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 92,138

7 - ELECTRIC METERS: 38,074

8 - GAS METERS: 31,055

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper & Prod. 10,700; Food & Prod. 4,600; Non-electrical Machinery 2,500; Transportation, Communications, and Public Utilities 6,300; Lumber & Wood (Incl. Furn. & Fixt.) 690; Primary & Fabricated Metals 1,180; Av. Wkly. Wage of all production workers-$440.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: Principal Shopping Areas-3 blocks on N Washington St.; 1 on E. Walnut St.; 3 on N Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W. Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(36)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Plaza(36)	3	Lindy's, Sears, Prange-Way
Bay Park Sq.(24)	6	Mont. Ward, Shopko
Lombardi	5	Kohl's, Osco
K mart East	5	Kohl's, K mart
East Town	5	White Store, Kohl's, Prange-Way, Cub Foods

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); Shopko East (4); Westgate (17); Shopko West (3); Vernon Court (10); Bellevue Plaza (9); Factory Outlet Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All stores Mon. & Fri.; Food Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store; Boston Store; Kohl's.
Discount Stores-Shopko 4; K mart 2; Prange-Way 3.
Variety Stores-S.S. Kresge; Ben Franklin; Aim.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's 2; Lindy's 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; PayLess Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Lieber Lumber; Grossman's; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's Jewelry; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn Shoes 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 11,712; sworn Sept. 30, 1982.
Local Contact for Advertising & Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, PO Box 2467, 133 S. Monroe, Green Bay, WI 54306; Tel. (414) 432-2941.
National Representative: Landon Associates.
PRESS-GAZETTE (e) 56,815; (S) 73,248; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Yuenger, Adv. Dir., PRESS-GAZETTE, PO Box 430, Green Bay, WI 54305; Tel. (414) 435-4411.
National Representative: Gannett Newspaper Advertising Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA), E&P Map C-5, County Seat. Wholesale center. 105 mi. NW of Chicago; 65 mi. SW of Milwaukee; 35 mi. N of Rockford; 40 mi. S of Madison. On U.S. Hwys. 14, 51 & I-90; on State Hwys. 11 & 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Chicago, Madison & Northern.
Motor Freight Carriers-12.
Intercity Bus Lines-Peoria-Rockford; Alco Bus Corp.; Greyhound; Trailways.
Airlines-American Central; Blackhawk (freight).

3 - POPULATION:
Corp. City 80 Cen. 51,071; Loc. Est. 52,455
CZ-ABC: (80) 51,071; (83) 52,600
RTZ-ABC: (80) 164,377; (83) 169,100
County/MSA 80 Cen. 139,420; Loc. Est. 141,242
City & RTZ-ABC: (80) 215,448; (83) 221,700
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363; Loc. Est. 19,477
CZ-ABC: (80) 18,491; (83) 19,800
RTZ-ABC: (80) 56,627; (83) 60,600
County/MSA 80 Cen. 49,037; Loc. Est. 51,879
City & RTZ-ABC: (80) 75,118; (83) 80,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$321,668,000
Savings & Loan	5	$121,863,633

6 - PASSENGER AUTOS: County 73,598

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 16,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Auto Assembly (6,500); Pen & Pencil (1,006); Auto Trans. (420); Food (155); Electronics (345); Engineering (420); Textiles/mill Products (407). Average weekly earnings, April 1983, $469.29.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter 24 above-20 below. First killing frost, Oct. 30. Last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Janesville Mall, 75 stores; 32-block downtown area with 66 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(8)	3	K mart
Creston Park(20)	1	Copps
Janesville Mall(75)	2	Mont. Ward, JCPenney, Bergner's
Memorial Plaza(8)	2	Gentz' County Mkt.
Sunnyside(7)	2	Ben Franklin
Fairview Mall(10)	2	Fairview

Principal Shopping Days Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Bergner's.
Discount Stores-K mart 2; Copps; Holiday; Farm & Fleet; Shopko.
Chain Drug Stores-Walgreen Agency; Rexall 3; Thrift; Union Prescription.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Eagle 2; Super Valu; Stop-N-Go 5; Kohl's; Gentz'.
Other Chain Stores-Ace Hardware; Anderson's Apparel; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Cain Ashcraft; Condon Jewelers; Copper Rivet; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Dunkin Jewelry; Elliott's; Eye Glass Place; Famous Footwear; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Goodyear Tire; Grossman's; Happy Sleeper; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Jack's Shoe; JoAnn Fabrics; Julie Ann Fabrics; Lamb's; Leath Furniture; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Plum Tree; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin Williams; Shoe-Tique; Cornelius; Silver Dollar; Sing-

er's; Clara Stone's; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth's.

14 - NEWSPAPERS: GAZETTE (e) 31,273; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One South Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: None.

KENOSHA

1 - LOCATION: Kenosha County (PMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles S of Milwaukee and 65 miles N of Chicago. Lake and ocean-going freighters call at port.

2 - TRANSPORTATION: Railroads-Chicago & North Western
Intercity Bus Lines-Greyhound, Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; Loc. Est. 77,300
CZ-ABC: (80) 81,022; (83) 80,900
RTZ-ABC: (80) 42,115; (83) 44,000
County/PMSA 80 Cen. 123,137; Loc. Est. 123,900
City & RTZ-ABC: (80) 123,127; (83) 124,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; Loc. Est. 28,500
CZ-ABC: (80) 29,020; (83) 30,000
RTZ-ABC: (80) 14,044; (83) 15,300
County/PMSA 80 Cen. 43,064; Loc. Est. 44,400
City & RTZ-ABC: (80) 43,064; (83) 45,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$284,000,000
Savings & Comm.	5	$430,000,000

6 - PASSENGER AUTOS: County 65,408

7 - ELECTRIC METERS: Residence 40,583

8 - GAS METERS: Residence 31,479

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, Copper & Alloy Prod.; Textiles; Musical Instruments; Cranberry Processing; Mechanic's Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equipment; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prod.; Equip. for Dairy & Food Processing Industries; Power Drives & Elec. Units & Spec. Mach. 17,500; Wage Earners' Av. Wkly. Wage $472 (includes shift prem. & Overtime). Growth Factors: American Motors; Port of Kenosha, Airport, University of Wisconsin 5,241, Carthage College 1,117, Gateway Technical Institute 5,345.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.);

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plaza(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
American Ctr.	NA	Super Valu
Gateway Plaza	NA	Eagle, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plaza	NA	Walgreen, Super Valu
Factory Outlet Centre(8)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. Fri.; Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; JCPenney; Sears.
Discount Stores-K mart, Shop Ko.
Variety Stores-Woolworth; Ben Franklin 2; Wilson.
Chain Drug Stores-Walgreen 2; Bernacchi 3; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu 2; Piggly Wiggly 3; Kohl's 2; Sentry 3; Eagle.
Other Chain Stores-Goodyear; Firestone; Kinney Shoe; Shoe Kicks; Fanny Farmer; Pay-Less Shoes; Neumode; Adelman's Laundry; So-Fro Fabrics; Glidden Paint; Abby Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack 2; ShopKo.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,984; (S) 30,550; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA), E&P Map B-4, County Seat; State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, trades, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago; 154 mi. SE of Minneapolis; 135 mi. NW of Madison. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.
River Front-On Mississippi River-9 ft. Gov't. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Private establishments have unloading docks with pipe lines to tanks for unloading coal, fuel oil & gasoline. Bridges (2, no toll) cross from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Milwaukee Road; Chicago & North Western; Burlington Northern; Amtrak.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Western; River Trails; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,347; Loc. Est. 47,196
CZ-ABC: (80) 71,008; (83) 72,300
RTZ-ABC: (80) 162,988; (83) 168,600
County/MSA 80 Cen. 91,056; Loc. Est. 94,759
City & RTZ-ABC: (80) 233,996; (83) 240,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085; Loc. Est. 18,530
CZ-ABC: (80) 25,830; (83) 27,300
RTZ-ABC: (80) 56,149; (83) 60,300
County/MSA 80 Cen. 32,017; Loc. Est. 34,893
City & RTZ-ABC: (80) 81,979; (83) 87,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$381,252,000
Savings & Loan	2	$324,336,000

6 - PASSENGER AUTOS: County 45,450

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Air Conditioning & Htg.; Automotive; Rubber Prods.; Malt Liquor; Prefabricated Metals; Transp.; Lmbr.-Wood-Stone-Clay; Food Mfg. 10,800; Durables 6,600; Non-Electrical 4,400; Non-Durables 4,200; Food (non-seasonal); Constr. (seasonal) 1,610; Transp., Communications, Public Serv. 2,300; Whole. & Retail 12,300; Finance Ins. & Real Est. 1,100; Services 10,900; Gov't. 7,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 9-22. First killing frost, Oct. 7. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth-140 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plaza(20)	4	Shopko
Caledonia St.(12)	3	Ben Franklin
Jackson Plaza(7)	2	Rexall
K mart Plaza	3	K mart
Village(32)	3	Doerflinger, Woolworth, Quillin's IGA
Center 90(11)	6	IGA, Woolworth, Walgreen
Menard Plaza(2)	4	Menard's, IGA
Shelby Mall(25)	5	Shopko
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Fri. and Thurs.
Stores Open Evenings-Mon. & Thurs.; Grocery: Mon. thru Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Grocers, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Wm. Doerflinger 3; Herberger's; Sears; Kauma's; JCPenney; Montgomery Ward; Salem Markos 3; Northside.
Discount Stores-Jupiter; K mart 2; Shopko 2.
Variety Stores-Woolworth 2; Ben Franklin.
Chain Drug Stores-Major (Rexall); Walgreen Agency 2; Osco; Degen-Berglund 2; Hilton's.
Chain Supermarkets-Super Value; Copps 2; Gateway IGA 16; Kwik Trips 8; Roundy's.
Other Chain Stores-Nobil Shoes; Brooks 2; Spurgeon's; Fanny Farmer; Hallmark; Leath's (Furn.); Maurice's; Gamble's; Goodrich; Firestone; Goodyear; Western Auto; Sherwin-Williams; Pittsburgh Plate Glass; B. Dalton; Bachman's; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney Shoes; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seifers; Shirt Works; Team Electronics; Thom McAn; Wicks 'N' Sticks; Northwest Fabics; Menard's True Value Hardware; Sound Idea Store; Sound World.

14 - NEWSPAPERS: TRIBUNE (e) 35,334; (S) 36,825; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham/Newspaper Sales.

MADISON

1 - LOCATION: Dane County (In Madison MSA), E&P Map C-5, State capital, County Seat. 83 mi. W of Milwaukee; 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13 & 151. On State Hwys. 19, 30 & 113; I-90 & 94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee, St. Paul & Pacific; Illinois Central; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Badger Coach.
Airlines-Northwest; North Central; Ozark; Republic; Frontier; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 170,616; Loc. Est. 168,463
CZ-ABC: (80) 209,065; (83) 216,100
RTZ-ABC: (80) 397,006; (83) 407,500
County/MSA 80 Cen. 323,545; Loc. Est. 332,877
City & RTZ-ABC: (80) 606,071; (83) 623,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543; Loc. Est. 68,226
CZ-ABC: (80) 82,828; (83) 88,900
RTZ-ABC: (80) 137,235; (83) 146,200
County/MSA 80 Cen. 120,601; Loc. Est. 129,829
City & RTZ-ABC: (80) 220,063; (83) 235,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	28	$1,400,000,000
Savings & Loan	10	$841,000,000

6 - PASSENGER AUTOS: County 175,259

7 - ELECTRIC METERS: Total 96,198

8 - GAS METERS: Total 64,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 20,400; Construction 7,200; Transportation & Communication 6,300; Wholesale & Retail 35,300; Finance Insurance and Real Estate 12,700; Serv. & Misc. 32,400; Gov't. 58,200. (Av. Wkly. Wage $330).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22. Last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers-6 blocks on Atwood Avenue; Shorwood on University; Monroe St.; Sherman & Aberg Ave. (20 units); Cottage Grove Rd. and Monona Dr. (7 units); Monona At Nichols (5 units); Monona and Buckeye (9 units); 2200 S. Park St. (7 units); University Hills (13 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(108)	5	Gimbels, Sears, JCPenney, Prange's
Fitchburg Ridge(8)	3	various small stores
Heritage Sq.(12)	5	specialty stores
Hilldale(57)	3	Gimbels
Nakoma(20)	4	Ben Franklin, Kohl's
Sherman Plaza(10)	4	IGA, Prange-Way
University Square(30)	1	University Sq. Theaters
Walnut Grove(12)	3	specialty stores
Westgate(73)	4	Eagles, Bormann's
West Towne(73)	6	Manchester's, Sears, JCPenney, Prange's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Dept., Discount and Shopping Centers daily to 9 pm; some downtown shopping open Monday and Thursday evenings; Sundays noon to 5 pm.

13 - RETAIL OUTLETS: Department Stores-Harry S. Manchester 2; JCPenney 3; Sears 2; Emporium 3; Yost's-Kessenichs 3; Gimbels 2; H. C. Prange 2.
Discount Stores-K mart 3; Prange-Way 4; Shopko 3.
Variety Stores-Woolworth 2; Kresge; Ben Franklin 3.
Chain Drug Stores-Rennebohm's-Walgreens 20; The Prescription Phcy. 5; Stanley Phcy. 2; Shorewood; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 2.
Chain Supermarkets-Eagles 8; Kohl's 5; Millins 2; POQ 10; Stop 'N Go 14; Sentry 7; Woodmans.
Other Chain Stores-Men's Clothing: Richman's 2, Hughes & Hatchers, Redwood & Ross, Silvermans 2; Women's Clothing: Brooks, Lerner, Casual Corner, County Seat, Four Season's Casuals, Foxmoor Casuals, Id Boutique, The Limited, Marianne, Merry Go Round; Furniture: Leath's 2; Shoes: Thom McAn, Kinneys 2, Nobil, Florsheim 2, Naturalizer 3, Famous Footwear 2; Auto Supply: Firestone 2, Goodyear 2, Goodrich; Audio: Radio Shack 7, Team, Musicland; Candy: Fanny Farmer 2, Fanny May, Chocolate House 2, Bresslers 33 Flavors; Others: Singer Co. 2, Waldenbooks 2.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 76,717; CAPITAL TIMES (e) 30,987; STATE JOURNAL (S) 130,916; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Nat. Adv. Mgr., Madison Newspapers, Inc., PO Box 8056, 1901 Fish Hatchery Rd., Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4, County Seat. On W shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; Loc. Est. 46,299
Manitowoc 80 Cen. 32,547; Loc. Est. 32,787
Two Rivers 80 Cen. 13,354; Loc. Est. 13,512
CZ-ABC: (80) 49,741; (83) 49,400
RTZ-ABC: (80) 65,077; (83) 66,500
County 80 Cen. 82,918; Loc. Est. 84,611
City & RTZ-ABC: (80) 114,818; (83) 115,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; Loc. Est. 17,848
Manitowoc 80 Cen. 12,769; Loc. Est. 12,838
Two Rivers 80 Cen. 5,652; Loc. Est. 5,010
CZ-ABC: (80) 18,421; (83) 19,000
RTZ-ABC: (80) 20,164; (83) 21,500
County 80 Cen. 28,525; Loc. Est. 30,423
City & RTZ-ABC: (80) 38,585; (83) 40,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$300,000,000
Savings & Loan	3	$120,000,000

6 - PASSENGER AUTOS: County 42,046

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 12,885; Two Rivers 8,923

8 - GAS METERS: Residence 16,254 Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum 4,200; Furniture Mfg. 2,300; Heavy Machinery 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost Oct. 23. Last killing frost Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 8 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 21 stores; Riverview Savings Center 22nd & Lincoln Ave., Two-Rivers, 4 stores, 200 cars; Shopko Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 22 stores.

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; Shopko; Pranges; Prange-Way.
Variety Stores-Kresge; Woolworth; Evan's; Copp's.
Chain Drug Stores-Rexall 2; Osco; Synder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 4.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16,871; (S) 16,753; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Nat'l Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3, County Seat. Retail and Industrial Center in NE part of State, on Mich. State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64 and M35.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee & St. Paul.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 11,965; Loc. Est. 11,594
CZ-ABC: (80) 11,965; (83) 11,700
RTZ-ABC: (80) 91,541; (83) 94,200
County 80 Cen. 39,314; Loc. Est. 40,255
City & RTZ-ABC: (80) 103,506; (83) 105,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685; Loc. Est. 3,200
CZ-ABC: (80) 4,685; (83) 4,800
RTZ-ABC: (80) 31,737; (83) 33,900
County 80 Cen. 14,131; Loc. Est. 15,175
City & RTZ-ABC: (80) 36,422; (83) 38,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$123,223,000
Savings & Loan	1	$37,000,000

6 - PASSENGER AUTOS: County 19,128

7 - ELECTRIC METERS: Residence 5,553

8 - GAS METERS: Residence 4,450

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,800 ($400); Lumber and Prods. 450 ($275); Furniture 300 ($300), Elect. and Non-Elect. Metals 1,900 ($250); Marine and Chemical 1,860 ($350); Gloves 150 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, not very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
M&M Plaza(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Bell Store; Prange-Way.
Lauermans; JCPenney; Bell Store; Prange-Way; Sears.
Variety Stores-Prange's; McCrory's; K mart.
Chain Drug Stores-Osco.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Neimann; Jack's 2; Dave & Sandye's Super Valu; Angelis.
Other Chain Stores-Kinney; Goodyear; Firestone.

14 - NEWSPAPERS: EAGLE-STAR (e) 8,826; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Kurt Van Hout, Adv. Mgr., EAGLE-STAR, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. In central state; 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10 & State 13 & 97.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.
Airlines-Midstate.

3 - POPULATION:
Corp. City 80 Cen. 18,290; Loc. Est. 18,956
CZ-ABC: (80) 18,290; (83) 19,200
RTZ-ABC: (80) 69,012; (83) 71,400
County 80 Cen. 72,799; Loc. Est. 74,266
City & RTZ-ABC: (80) 87,302; (83) 90,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943; Loc. Est. 7,345
CZ-ABC: (80) 6,794; (83) 7,400
RTZ-ABC: (80) 22,333; (83) 23,900
County 80 Cen. 25,067; Loc. Est. 26,758
City & RTZ-ABC: (80) 29,127; (83) 31,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	[illegible]	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,918

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Wood Prod. 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prod. 41 ($151); Furniture & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors and 44 Medical Research.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; Northway Mall.
Principal Shopping Days-Mon., Thu., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McCain-Johnson; Prange; Sears; Montgomery Ward.
Variety Stores-McCrory's; Ben Franklin.
Discount Stores-Shopko; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rice's Rexail
Chain Supermarkets-IGA 2; Super Valu; Red & White 2.
Other Chain Stores-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Singer Co.; Northwest Fabrics; Seifert's; Stevensons; Fabric Centers of America; Tradehome Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,300; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Emil Radeztsky, Adv. Dir., NEWS-HERALD, 111 W. 3rd St., Marshfield, WI 54449. Tel. (715) 384-3131.
National Representative: Branham/Newspaper Sales.

MENASHA
See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (In Milwaukee PMSA), E&P Map D-5, County Seat. 86 mi. N of Chicago on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 38, 57, 59, 100, 36, 42, 75, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Northwestern; Milwaukee Rd.; Soo Line.
Motor Freight Carriers-70.
Intercity Bus Lines-Badger; Peoria-Rockford; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Mid-State Air Commuter; Mississippi Valley; Continental; Northwest; Texas International; Air Wisconsin.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,212; Loc. Est. 633,590
PMA-ABC: (80) 1,397,143; (83) 1,395,500
RTZ-ABC: (80) 698,891; (83) 711,100
Total PMA & RTZ-ABC: (80) 2,096,034; (83) 2,106,600
County 80 Cen. 964,998; Loc. Est. 964,000
PMSA 80 Cen. 1,397,143; Loc. Est. 1,402,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; Loc. Est. 242,960
County 80 Cen. 363,653; Loc. Est. 366,800
PMA-ABC: (80) 500,684; (83) 517,300
RTZ-ABC: (80) 239,740; (83) 253,100
Total PMA & RTZ-ABC: (80) 740,424; (83) 770,400
PMSA 80 Cen. 500,684; Loc. Est. 528,704

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	97	$6,072,205,000
Savings & Loan	148	$5,747,659,000

6 - PASSENGER AUTOS: County 496,155

7 - ELECTRIC METERS: Residence PMSA 486,564

8 - GAS METERS: Residence PMSA 303,865

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Non-Elect. Machy. 40,900 ($468); Elect. Machy. 27,400 ($436); Fabricated Metals 18,600 ($430); Food 15,600 ($445); Trans. Equip. 9,500 ($595); Primary Metals 7,400 ($382); Printing & Pub. 12,800 ($413).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October. Last killing frost, end of April.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Grand Ave.(150)	NA	Boston Store, Gimbels
Southgate(57)	NA	Gimbels
Bay Shore(68)	NA	Boston Store, Sears, Chapman's
Capitol Court(100)	NA	Gimbels, JCPenney, Boston Store
Mayfair(120)	NA	Marshall Field, Gimbels
Packard Plaza(19)	NA	Gimbels, Sears
Loomis Centre(27)	NA	Kohl's
Brookfield Sq.(65)	NA	Chapmans, JCPenney, Boston Store, Sears
Southridge(130)	NA	Gimbels, JCPenney, Boston Store, Sears
Northridge(131)	NA	Boston Store, Sears, Gimbels, JCPenney
Brown Port(40)	NA	A&P, Avco
Burnham Plaza	NA	Ben Franklin
Country Fair(17)	NA	Coast-to-Coast, K mart
Mitchell Center	NA	Gimbels
Glen Bay(6)	NA	JCPenney
Hampton(21)	NA	Ben Franklin
Howard Ave.	NA	Marquette Phcy.
Juneau Village(11)	NA	Ben Franklin
Lisbon Court	NA	Kohl's
Midcity(10)	NA	Walgreen, Ben Franklin
Mitchell Park(16)	NA	Ben Franklin Woolworth
Old Grove(15)	NA	Ben Franklin, Kroger
Port Bender(10)	NA	Sentry Super Mkt.
76 Mill Road(25)	NA	Walgreen
Silver Spring	NA	Ben Franklin
Times Square	NA	Ben Franklin, Thom McAn

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon. thru Fri.; Shopping Centers-Mon. thru Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, suburban dept. stores and some food.
Food Chains-Mon. thru Sat.; some Sun.

13 - RETAIL OUTLETS: Department Stores-Boston Store 6; Gimbels 8; T.A. Chapman 3; Sears 6; JCPenney 8; Goldmann's; Marshall Field.
Discount Stores-Kohl's 14; Target 5; K mart 11; Spheeris Merchandise; Penney's Outlet; Zayre 4; T.J. Maxx 3.
Variety Stores-Ben Franklin 9; Woolworth 12; Drews 13; Winkies 2.
Chain Drug Stores-Walgreen 31; Rexall 8; Union Prescriptions 9; Court Drugs 3; Laabs 3; Drug Fair 5; Phillips 6; Snyder 3.
Chain Supermarkets-Shop Rite 31; Pick 'N Save 18; Kohl's 45; Sentry 45; Super-Valu 3; Piggly Wiggly 4; AG Stores 120; Other Ind. 46.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Friedman, Gieringer, Berman-Bach, Redwood & Ross, Schmitt-Orlow-Stumpfs, MacNeil & Moore; Women's Clothing: Field's, Lerner Shops, Stuart's, Three Sisters, Hixon's, MacNeil & Moore, Lane Bryant, Casual Corner, Chudik; Shoes: Graebel, Hecker, Florsheim, Kaiser, Nobil, Priebe, Thayer-McNeil, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Hack's, Steinhafel, Colders, The Mart, Kunzelmann-Esser.

14 - NEWSPAPERS: SENTINEL (m) 181,957; JOURNAL (e) 307,806; JOURNAL (S) 523,703; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representatives: Million Market Newspapers

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 81, 69 & 59.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 10,027; Loc. Est. 10,433
County 80 Cen. 30,012; Loc. Est. 30,932

4 - HOUSEHOLDS:
City 80 Cen. 4,364; Loc. Est. 4,385
County 80 Cen. 10,759; Loc. Est. 11,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,650

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage N.A.)-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-West Mall, 22 Stores.
Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Beckers Leader.
Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet.
Variety Stores-McLellan's; Bahr's.
Chain Supermarkets-IGA; Sentry; Eagle; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 8,134; sworn Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: James D. Bruce, Gen. Mgr., TIMES, 1065 4th Ave. West, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative: None.

NEENAH
See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA), E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41 & 45; State Hwys. 21, 26, 44, 110 & 175.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Green Bay-Wausau.
Airlines-Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 49,678; Loc. Est. 50,600
CZ-ABC: (80) 59,607; (83) 58,800
RTZ-ABC: (80) 150,481; (83) 154,700
County 80 Cen. 131,732; Loc. Est. 133,852
MSA 80 Cen. 291,325; Loc. Est. 300,213
City & RTZ-ABC: (80) 210,088; (83) 213,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; Loc. Est. 19,800
CZ-ABC: (80) 21,481; (83) 22,000

RTZ-ABC: (80) 53,211; (83) 56,700
County 80 Cen. 46,892; Loc. Est. 49,831
MSA 80 Cen. 99,314; Loc. Est. 107,093
City and RTZ-ABC: (80) 74,692; (83) 78,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$313,886,000
Savings & Loan	4	$1,313,580,000

6 - PASSENGER AUTOS: County 68,990

7 - ELECTRIC METERS: Residence 24,131

8 - GAS METERS: Residence 20,285

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prod. 1,060; Furniture & Fixtures 430; Fabricated Metal Prod. 450; Non-electrical Machy. 1,380; Electrical Machy. 800; Trans. Equip. 2,080; Misc. Mfg. 640; All Other Durable Goods 780; Food & Kindred Prod. 540; Apparel & Other Finished Prod. 460; Paper & Allied Prod. 400; Printing & Pub. 330; All Other Non-Durable Goods 90; Contract Construction 740; Trans. & Util. 820; Gov't 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15. Last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plaza(61)	0	Prange, Sears
Sawyer Ctr.(10)	2	Prescott's Shop Rite, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's, Peavey's

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri. & Mon.; K-Mart, Copps and Park Plaza, Mon. thru Fri.; Food-every every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; H.C. Prange; JCPenney; Montgomery Ward; Copp's.
Discount Stores-K mart.
Variety Stores-Banner; V & S.
Chain Drug Stores-Schultz; Walgreen; Coe 3; Union Pharmacy.
Chain Supermarkets-Kohl's; Carlson's Super Valu 3; Piggly Wiggly 2; Copps IGA; Sentry; Warehouse Foods; Prescott's Shop Rite.
Other Chain Stores-Thom McAn; Jay-Kay Fabrics; So-Fro Fabrics; Pittsburgh Plate Glass; Sherwin-Williams; W G & R Furniture; Kinney Shoes; Klein Dickert; Grossman's; Bresler's 33 Flavors; Marks Bros; Jewelry; Bee Frank; Bride's Showcase; Zale Jewelers; Northwest Fabrics; Fleet Farm; Radio Shack; Chess King; General Nutrition Center; Mary Jane Shoes; Marianne; Menard's; Brooks. (All within Corp. City limits.)

14 - NEWSPAPERS: NORTHWESTERN (e) 27,993; (S) 28,027; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Nat'l Adv. Mgr., NORTHWESTERN, 224 State St., Oshkosh, WI 54901; Tel. (414) 235-7700.
National Representative: None.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5, County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago; 240 U.S. 51, U.S. 16 and State 33.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896; Loc. Est. 7,890
County 80 Cen. 43,222; Loc. Est. 44,164
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,154; Loc. Est. 3,037
County 80 Cen. 15,534; Loc. Est. 16,614

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$69,586,000

6 - PASSENGER AUTOS: County 23,107

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 200 ($185).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-15 blocks on 4 Sts.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-Woolworth; Schultz Bros.
Discount Stores-Great Surplus Stores; K mart.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets Super Valu; Burnstad's; Piggly Wiggly; Pierce's.
Other Chain Stores-Coast-to-Coast; Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (m) 7,567; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: James Bowers, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative: None.

RACINE

1 - LOCATION: Racine County (PMSA), E&P Map D-5. 25 mi. S of Milwaukee & 65 mi. N of Chicago.

2 - TRANSPORTATION: Railroads-Chicago/Milwaukee; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Wisconsin Coach Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 85,725; Loc. Est. 83,715
CZ-ABC: (80) 132,532; (83) 131,700
RTZ-ABC (80) 40,600; (83) 42,200
County/PMSA 80 Cen. 173,132; Loc. Est. 176,846
City & RTZ-ABC: (80) 173,132; (83) 173,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744; Loc. Est. 32,090
CZ-ABC: (80) 46,586; (83) 48,100
RTZ-ABC: (80) 12,832; (83) 13,900
County/PMSA 80 Cen. 59,418; Loc. Est. 63,493
City & RTZ-ABC: (80) 59,418; (83) 62,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 92,103

7 - ELECTRIC METERS: Res. City 31,287

8 - GAS METERS: Res. City 43,081

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Manufacturing 32%; Wholesale/Retail 15.3%; Services 12.6%; Gov't 10.6%; Agriculture 1.7%; Construction 2.6%; Transportation 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24. Last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Areas-4 blocks on Main St.; 4 on Sixth St.
Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Shorecrest(14)	NA	Piggly Wiggly
Westgate Mall(20)	NA	Shop Ko/Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre(19)	NA	Zayre/Sav U Foods
Western Village(13)	NA	
Regency Mall(115)	NA	Bergners, JCPenney, Boston Store, Sears
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Boston Store; Bergners; Kohl's.
Discount Stores-Zayre 2; Shopko; Target; K mart.
Variety Stores-S.S. Nelson 2.
Chain Drug Stores-Walgreen 3; Red Cross 3; Rexall; Professional Phcy. 3; Roochen's 2.
Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.
Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Air Step/Footworks, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelmans 2, Martinizing 3, Olivetti, Cards 'N Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo-Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's-Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 35,651; (S) 37,240; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dick Johnston, Adv. Sales Mgr., JOURNAL-TIMES, 212 4th St., Racine WI 53403; Tel. (414) 634-3322.
National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8 & State Trunkways 17 & 47.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Green Bay.
Airlines-Republic

3 - POPULATION:
Corp. City 80 Cen. 7,873; Loc. Est. 7,471
County 80 Cen. 31,216; Loc. Est. 32,565

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020; Loc. Est. 3,003
County 80 Cen. 11,426; Loc. Est. 12,492

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$80,665,116
Savings & Loan	2	$206,233,389

6 - PASSENGER AUTOS: County 15,675

7 - ELECTRIC METERS: District 15,622

8 - GAS METERS: District 4,935

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 950 (N.A.); Package Ptg. 190 ($225); Cement Pdts. 32 ($180); Potato Pdts. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Pdts. 130 ($210); Cutting Tools 250 ($215).
Principal Pay Days-Every Other Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft, deep wells; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 8 sts. Plus two Shopping Centers: one 150,000 ft., one 280,000 ft.
Neighborhood Shopping Centers-Lincoln; N. Stevens; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days-Wed. Thur., Fri., Sat., Sun.
Stores Open Evenings-Some Fri., Some 6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Woolworth; Ben Franklin; K mart.
Variety Stores-Woolworth; Glass Shelf; Coast to Coast; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Webben Walgreen; Reardon Rexall; Medicine Shoppe; Snyder Drugs.
Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,190; (S) 7,511; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., Bruce Rosebrock, Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 55 mi. from Appleton. On Hwys. 29, 55, 47 & 22.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; Loc. Est. 7,070
CZ-ABC: (80) 7,013; (83) 7,200
Bal. in PMA-ABC: (80) 28,610; (83) 29,600
County 80 Cen. 35,928; Loc. Est. 36,417
Total PMA-ABC: (80) 35,623; (83) 36,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; Loc. Est. 2,492
County 80 Cen. 12,347; Loc. Est. 13,029
CZ-ABC: (80) 2,787; (83) 3,000
Bal. in PMA-ABC: (80) 9,167; (83) 9,800
Total PMA-ABC: (80) 11,954; (83) 12,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$155,185,000
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 17,375

7 - ELECTRIC METERS: Residence 2,898

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners N.A. (Av. Wkly. Wage N.A.)Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Glue; Gloves; Garments; Printing; Electric Foundry; Paper Mill.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(6 Stores-Schultz Family Ctr.); Downtown business district.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings: All.

13 - RETAIL OUTLETS: Department Stores-Chaimson's; JCPenney; Lauerman's; Spurgeon's; Schultz Bros.; Schultz Family Store; Copps; Farm & Home.
Variety Stores-Schultz.
Chain Supermarkets-Red Owl Country Store; Super Valu; T&C; Pick 'N Save Warehouse Foods.
Other Chain Stores-Gamble's; Sears; Coast-to-Coast; Montgomery Ward.

14 - NEWSPAPERS: LEADER (e) 7,951; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Williams, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA), E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 and Wisconsin Hwys. 42, 23, 28, 32 and 42. Industrial, retail, shipping and professional center.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-26.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport; American Central; Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; Loc. Est. 48,559
CZ-ABC: (80) 58,951; (83) 59,100
RTZ-ABC: (80) 101,103; (83) 104,900
County/MSA 80 Cen. 100,935; Loc. Est. 103,856
City & RTZ-ABC: (80) 160,054; (83) 164,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510; Loc. Est. 18,900
CZ-ABC: (80) 22,011; (83) 23,000
RTZ-ABC: (80) 31,938; (83) 34,100
County/MSA 80 Cen. 35,484; Loc. Est. 38,186
City & RTZ-ABC: (80) 53,949; (83) 57,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$531,312,000
Savings & Loan	6	$361,257,862

6 - PASSENGER AUTOS: County 54,337

7 - ELECTRIC METERS: Residence 27,270

8 - GAS METERS: Residence 26,151

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners- Lumber Prod. 960; Furniture 1,010 Stone, Clay & Glass 820; Prim. Metal Prod. 1,170; Fab. Metal Prod. 5,100; Machinery 4,000; Other Durable Goods 580; Food Prod. 1,690; Textiles & Apparel 670; Paper Prod. 530; Printing & Pub. 400; Chem. & Plastic Prod. 1,420; Leather Prod. 830; Construction 1,710; Transp. Util. 1,370; Whol. & Ret. Trade 8,500; Fin., Ins. & Real Estate 1,542; Services 6,700; Govt. 5,200; Other Non-Farm Workers 7,340. Total Labor Force (Feb. '83) 54,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. bet. Lincoln and Bluff Ave.; 2 bet. Martin & North Ave. on N. 15 St. Mixed, including new & used cars on Calumet Dr. & N. 13 St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Memorial Mall (40)	NA	Kohl's, Sears, JCPenney
Memorial Plz.(6)	NA	Prange's
North Gate(15)	NA	Coast-to-Coast
Plaza 8(56)	NA	Prange's, Walgreen

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri.: Food nightly.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney; Sears; Kohl's; Montgomery Ward (sales agency).
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 6; Walgreen 2; Union Prescription; Grube Phcy.; South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 4; Bensman Park 3; Open Pantry 2; Country Store Owl.
Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Wayne Hummer; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; NAPP Office Products; IBM; Household Finance; Sherwin-Williams Paint; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Wayne Hummer Co.; I.M. Simon Co.; Associates Financial Services; Goodyear; Hallmark Card; Maurice; Gallenkamp Shoes; Mode-O-Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Modern Bridal; So-Fro Fabrics; Sheboygan Acceptance Corp.; Walden Books; Sound World; Wisconsin Finance; Coast-to-Coast Hardware; Radio Shack; Fleet Feet; Neet Feet; Baubles; Bangles & Skins; DuBois Formal Wear; Brookes Company; Below The Belt; The Hay Loft; Kindy Optical; Kindt Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Merle Norman Cosmetics.

14 - NEWSPAPERS: PRESS (e) 30,594; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center, Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis. Junction point of U.S. Hwys. 10 & 51 & State Hwy. 66.

2 - TRANSPORTATION: Railroads-Soo Line; Green Bay & Western.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 cen. 22,970; Loc. Est. 21,520
County 80 Cen. 57,420; Loc. Est. 57,754
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; Loc. Est. 7,093
County 80 Cen. 18,313; Loc. Est. 19,254

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$214,150,700
Savings & Loan	2	$146,308,900

6 - PASSENGER AUTOS: County 26,697

7 - ELECTRIC METERS: City 15,679

8 - GAS METERS: 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($325); Potato & Vegetable Processing 1,000 ($225); Transp. Public Util. 650 ($250); Sports Equip. & Plastics 300 ($200); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($210); College 900 ($275).

10 - CLIMATE: Average Temp.-July 72; Jan 16. First killing frost, Oct. 1. Last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-Southside Shpg. Ctr. (Division at Church); Northpoint Shopping Center (Division St. North); Southside Discount Center (Church St. South); East Side Shopping Center (Park Ridge Dr.)
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri. & Tues.; Food & Discount Nightly.

13 - RETAIL OUTLETS: Department Stores-McCain's; JCPenney; Spurgeon's; Shopko; K mart; Fleet Farm; Erzinger's; Mishan's Furn.; Boston Furn.; Northwest Fabrics.
Chain Drug Stores-Osco; Shopko; K mart; Snyder Drug.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-IGA 3; Red Owl 2; Piggly Wiggly; Lila's; Thrifty; Bob's Food King; Warehouse Foods; Westgate.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast Hdwr.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (e) 13,736; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Gen. Adv. Mgr., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA), E&P Map A-2, County Seat. At head of Great Lakes. Two toll-free bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35 & 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; Loc. Est. 28,994
County 80 Cen. 44,421; Loc. Est. 44,926
MSA 80 Cen. 226,650; Loc. Est. 266,700

4 - HOUSEHOLDS:
City 80 Cen. 11,500; Loc. Est. 10,019
County 80 Cen. 16,467; Loc. Est. 17,476
MSA 80 Cen. 97,949; Loc. Est. 102,637

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$165,794,078
Savings & Loan	2	$50,555,761

6 - PASSENGER AUTOS: County 20,418

7 - ELECTRIC METERS: Residence 12,937

8 - GAS METERS: Residence 8,912

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prod. ($421); Elect. Machy. ($379); Mach. Shop ($379); Transp. Equip. ($633); Petro & Ref. ($588); Gen'l Constr. ($484); Transp. ($477); Railway Shops ($500); Trucking & Warehousing ($477).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 38 degrees; Summer Av. 65 degrees; Precipitation 27.47.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Tower Ave.; 6 on Belknap (15th St.) St.
Neighborhood Shopping Centers-3 blocks at E 5th & 22nd Ave.; 3 at Tower & N 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belknap Plaza(19)	NA	North Star Drug, Red Owl Country Store
Mariner Mall(52)	NA	Prange, JCPenney, Prange-Way
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thu.; Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreen's; Lignell Rexall.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Red Owl Country Store; IGA; Piggly Wiggly; Country Market; Johns Big Dollar; Super One.
Other Chain Stores-Montgomery Ward (catalog); Hard Good & Catalog; Sears (catalog); Gambles; Firestone; Maurices; Chez's; Kinneys; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton Bookseller; Braun's; Brook's Fashions; Foxmoor; Lerner's; Musicland; Radio Shack; Shaak Electronics; Zale's Jewelers; Mode-O-Day; Payless Shoes.

14 - NEWSPAPERS: TELEGRAM (e) 13,448; July 1983 VAC.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, Wi 54880; Tel. (715) 394-4411.
National Representatives: Landon Associates.

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-C.M.; St. Paul & P. main line; Chicago & Northwestern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; Loc. Est. 18,869
Counties 80 Cen. 140,899; Loc. Est. 144,000
Dodge 80 Cen. 74,747; Loc. Est. 75,000
Jefferson 80 Cen. 66,152; Loc. Est. 69,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 6,174; Loc. Est. 6,477
Counties 80 Cen. 47,014; Loc. Est. 40,463
Dodge Co. 80 Cen. 24,750; Loc. Est. 26,545
Jefferson Co. 80 Cen. 22,264; Loc. Est. 23,918

5 - BANKS	**NUMBER**	**EST. DEP**
Commercial	3	$115,000,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: Counties: Dodge 37,415; Jefferson 33,392

7 - ELECTRIC METERS: 7,065

8 - GAS METERS: 5,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Evaporating Equip.; Rubber Prod.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Dresses; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Cutlery; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses, Ice Augers.
Principal Industrial Pay Days-Fri. & Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on So. Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohls.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohls; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Grossman's; Ware Shoes; Ray's Shoes; Mode O'Day; Montgomery Ward; Walgreen Drugs; Copper Rivet; JoAnn Fabrics; Payless Shoe Source; Kline's.

14 - NEWSPAPERS: TIMES (e) 9,946; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES, PO Box 140, Watertown, WI 53094; Tel. (414) 261-4949.
National Representative: None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA), E&P Map C-5, County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State 59; 164.

2 - TRANSPORTATION: Railroads-CMStP&P; C&NW; Soo Line.
Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,319; Loc. Est. 51,571
CZ-ABC: (80) 50,319; (83) 53,900
Bal. in PMA-ABC: (80) 108,176; (83) 119,700
County 80 Cen. 280,326; Loc. Est. 287,210
PMSA 80 Cen. 1,397,143; Loc. Est. 1,411,160
Total PMA-ABC: (80) 158,495; (83) 173,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660; Loc. Est. 18,787
CZ-ABC: (80) 17,644; (83) 19,600
Bal. in PMA-ABC: (80) 33,481; (83) 38,400
County 80 Cen. 88,552; Loc. Est. 94,917
PMSA 80 Cen. 500,684; Loc. Est. 528,704
Total PMA-ABC: (80) 51,125; (83) 58,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 171,427

7 - ELECTRIC METERS: Residence 16,550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookfield Sq.	6	Sears. JCPenney, Boston Store
Fox Run(15)	NA	Jim Handy Hdwe., Sentry Foods
Westbrook(30)	NA	Kohl's Dept., A&P
Moreland Plaza(12)	NA	Red Owl Mkt., Ben Franklin
Mayfair Mall(114)	12	Gimbels, Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreen; Pill-N-Puff; Rexall; Stein Drug; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2.

13 - RETAIL OUTLETS: FREEMAN (e) 23,658; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Sharp, Adv. Dir., FREEMAN, 200 Park Pl., Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (In Wausau MSA), E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-19 Interstate.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 32,426; Loc. Est. 32,068
CZ-ABC: (80) 52,770; (83) 53,500
RTZ-ABC: (80) 90,790; (83) 95,800
County/MSA 80 Cen. 111,270; Loc. Est. 115,651
City & RTZ-ABC: (80) 143,560; (83) 149,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,423; Loc. Est. 13,103
CZ-ABC: (80) 19,724; (83) 20,800
RTZ-ABC: (80) 29,430; (83) 32,200
County/MSA 80 Cen. 37,703; Loc. Est. 41,055
City & RTZ-ABC: (80) 49,154; (83) 53,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$532,687,416
Savings & Loan	3	$308,949,580

6 - PASSENGER AUTOS: County 54,846

7 - ELECTRIC METERS: City 37,793

8 - GAS METERS: City 22,877

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($251), Paper 2,874 ($382); Chemicals 81 ($419); Stone & Glass Prod. 461 ($308); Food & Beverages 1,535 ($240); Printing 239 ($220); Lumber & Wood 3,103 ($257); Homes 2,035 ($295).
Principal Industrial Pay Days-5th, 20th and every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4. Last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Neighborhood Shopping Areas-Wausau: West Side; Wasau Center Mall; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Shopko; Grand Ave.; Rothschild: N.E. Side N Sixth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(12)	NA	Super Valu, Rexall
Grand Ave.(7)	NA	Ben Franklin
Riverside(11)	NA	Radio Shack
Wausau Mall	NA	Sears, JCPenney

Principal Shopping Days-Mon., Thurs., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon. & Fri.; Food: every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); JCPenney; Sears; The Suburban; H.C. Prange; K mart 2; Prange-Way; Shopko.
Variety Stores-Ben Franklin; Kresge's.
Chain Drug Stores-Rexall; Walgreen; Snyder.
Chain Supermarkets-IGA 2; Super Valu 2; Shop-rite; Red Owl 4; Village Pantry 3.
Other Chain Stores-Fanny Farmer Candy; Firestone; French Slipper; Goodyear; Hoffer (Paints & Glass); Kinney (Shoes); Leath Furn.; McCormick Farm IHC; St. Clair's; Sherwin-Williams (Paint); Singer Co.; Fleet Farm; Tradehome (Shoes); U.S. Royal Tires 2; Farm & Home Supply.

14 - NEWSPAPERS: HERALD (e) 26,922; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tim Langenhahn, Adv. Mgr., RECORD-HERALD, PO Box 1286, 800 Scott St., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett Newspaper Advertising Sales.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 73, 54 & 34.

2 - TRANSPORTATION: Railroads-Soo Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers-7.
Intercity Bus Lines-American Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 17,977
CZ-ABC: (80) 30,608; (83) 30,900
RTZ-ABC: (80) 26,619; (83) 28,300
County 80 Cen. 72,799; Loc. Est. 73,676
City & RTZ-ABC: (80) 57,227; (83) 59,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988; Loc. Est. 7,161
CZ-ABC: (80) 11,064; (83) 11,500
RTZ-ABC: (80) 8,612; (83) 9,500
County 80 Cen. 25,067; Loc. Est. 26,753
City & RTZ-ABC: (80) 19,676; (83) 21,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$196,846,189
S&L/Credit Unions	10	$132,264,006

6 - PASSENGER AUTOS: County 36,918

7 - ELECTRIC METERS: Residence 10,119

8 - GAS METERS: Residence 7,732

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chemicals 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Processing 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Port Edwards	4	J & K Foods
Town & Country(6)	2	Neipos. Super Valu, Ben Franklin
Southtown	2	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Fri.; Some Thu. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Ben Franklin.
Discount Stores-Shopko; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Super Value; Red & White. Foodland 2; Bob's Castle Foods.
Other Chain Stores-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton Books; Braun's; T Shirts Plus.

14 - NEWSPAPERS: TRIBUNE (e) 12,700; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R. Michael Sheppard, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representative: Branham/Newspaper Sales.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1984**
Under 5 Years	28	45	50
5-14 Years	71	77	86
15-24 Years	58	94	105
25-44 Years	78	142	158
45-64 Years	67	76	84
65 and Over	30	37	41
TOTAL	332	471	524

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1984 Est.**
Bldg. Mat./Hdwr	67	148	260
General Mdse	84	135	249
Food	155	314	652
Automobiles	162	344	621
Gasoline Stations	99	214	494
Apparel	40	79	147
Furniture	30	68	127
Eat-Drink Places	74	146	354
Drugs	30	48	102
TOTAL SALES	817	1,654	3,338

CASPER

1 - LOCATION: Natrona County (MSA), E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2 - TRANSPORTATION: Railroads-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Transportation; Continental Trailways; Greyhound.
Airlines-Western; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 51,016; Loc. Est. 55,406
CZ-ABC: (80) 54,442; (83) 61,100
RTZ-ABC: (80) 135,541; (83) 157,800
County/MSA 80 Cen. 71,856; Loc. Est. 79,593
City & RTZ-ABC: (80) 189,983; (83) 218,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874; Loc. Est. 20,898
CZ-ABC: (80) 20,099; (83) 23,300
RTZ-ABC: (80) 46,040; (83) 55,600
County/MSA 80 Cen. 25,841; Loc. Est. 29,975
City & RTZ-ABC: (80) 66,139; (83) 78,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$650,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 50,037

7 - ELECTRIC METERS: Residence 26,957

8 - GAS METERS: Residence 23,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 6,500 ($534); Construction 3,300 ($419); Manufacturing 1,800 ($496); Trans., Comm., Util. 2,600 ($422); Wholesale/Retail 9,000 ($340); Finance, Ins., Real Estate 1,800 ($316); Services 8,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beverly Plz.(13)	2	Buttrey-Osco
Hilltop(28)	2	Albertsons, Montgomery Ward
K mart Ctr.	2	K mart, Safeway
Mountain Plaza	5	Buttrey-Osco, K mart
Plaza East	3	La Belles
Sunrise(6)	3	Bostwick
Westridge(11)	2	Albertsons
East Ridge Mall(80)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Mon to Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Kassis; Sears; J.M. Bostwick; The Bon.
Discount Stores-K mart; Gibson's; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Bi-Rite; Osco 2.
Chain Supermarkets-Albertson 2; AG Thriftway; Safeway 3; Buttrey.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zales; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 37,410; (S) 39,249; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Larry Shearer, Adv. Dir., STAR-TRIBUNE, PO Box 80, Casper, WY 82602; (307) 266-0500.
National Representative: Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3, State Capital and County Seat. 100 mi. N of Denver. On I-80 and 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.
Airlines-Western; Frontier; Rocky Mountain.
Intercity Bus Lines-Greyhound; Trailways; Jitney Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,283; Loc. Est. 50,355
CZ-ABC: (80) 50,910; (83) 54,600
RTZ-ABC: (80) 75,698; (83) 82,300
County 80 Cen. 68,649; Loc. Est. 74,250
City & RTZ-ABC: (80) 126,608; (83) 136,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239; Loc. Est. 20,210
CZ-ABC: (80) 19,059; (83) 20,800
RTZ-ABC: (80) 27,522; (83) 31,500
County 80 Cen. 25,292; Loc. Est. 28,634
City & RTZ-ABC: (80) 46,581; (83) 52,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 45,286

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Construction 1,950; Manufacturing 1,600; Trans. & Util. 4,200; Wholesale Trade 1,100; Retail Trade 5,700; Fin., Ins., Real Estate 1,500; Services 4,400; Fed. Gov't 2,200; Local Gov't. 6,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier Mall(80)	5	Sears, Zales
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Montgomery Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'N Sav Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Safeway, Gibson's, Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sunday.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney; Grand Central; Sears.
Discount Stores-K mart; Gibson's 2; Target.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'N Sav.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7, Buttrey 2.
Other Chain Stores-Fashion Bar; Ernst Home Center; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,738; WYOMING STATE TRIBUNE (e) 11,233; WYOMING TRIBUNE-EAGLE (S) 20,399; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 110 E. 17th St., Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90. State Hwy. 59.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-USAir; Pioneer Airline.

3 - POPULATION:
Corp. City 80 Cen. 12,134; Loc. Est. 14,848
CZ-ABC: (80) 12,134; (83) 14,000
RTZ-ABC: (80) 15,802; (83) 19,700
County 80 Cen. 24,367; Loc. Est. 30,393
City & RTZ-ABC: (80) 27,936; (83) 33,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231; Loc. Est. 5,228
CZ-ABC: (80) 4,231; (83) 5,100
RTZ-ABC: (80) 4,980; (83) 6,400
County 80 Cen. 8,006; Loc. Est. 10,422
City & RTZ-ABC: (80) 9,211; (83) 11,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$283,309,000
Savings & Loan	2	$17,600,000

6 - PASSENGER AUTOS: County 17,809

7 - ELECTRIC METERS: Residence 6,184

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 1,585 ($305); Retail 1,253 ($134); Construction 1,108 ($267); Services with agriculture, forestry and fisheries 733 ($171); Transp., Comm. & Util. 504 ($273); Wholesale Trade 261 ($229); Finance, Ins., Real Est. 153 ($258); Mfg. 93 ($229).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Crossroads; Homestead Mall; 1001 Plaza; Camel Plaza; Downtown Gillette; McCann Center; Powder Basin Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(7)	NA	C.R. Anthony, Osco
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(60)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Osco; Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Deckers Food Center; Albertson's.
Other Chain Stores-Firestone; Mode O'Day; Coast-to-Coast; Farmers Co-op; Sears (catalog); Montgomery Ward (automotive & catalog store); Gambles; Goodyear; Sweetbriar; Corral West Ranchwear; Ace Hardware.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 6,660; (S) 7,290; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: M. Nannette Benson, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St., Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado; Southern; Amtrak (Pass. Service).
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound; Continental Trailways.
Airlines Serving City-Frontier; Laramie Aviation; Rocky Mtn. Airways.

3 - POPULATION:
Corp. City 80 Cen. 24,410; Loc. Est. 25,404
CZ-ABC: (80) 24,410; (83) 25,200
RTZ-ABC: (80) 16,068; (83) 18,300
County 80 Cen. 29,602; Loc. Est. 30,687
City & RTZ-ABC: (80) 40,478; (83) 43,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,943; Loc. Est. 9,199
CZ-ABC: (80) 8,943; (83) 9,600
RTZ-ABC: (80) 5,763; (83) 6,800
County 80 Cen. 10,639; Loc. Est. 11,744
City & RTZ-ABC: (80) 14,706; (83) 16,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$113,031,000
Saving & Loan	3	$44,997,000

6 - PASSENGER AUTOS: County 17,598

7 - ELECTRIC METERS: Residence 11,052

8 - GAS METERS: Residence 7,907

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Construction 49; Cement Mfg. 144; Government 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Const. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 1,920.

10 - CLIMATE: Mean daily max. temp.-Jan. 25; July 76; Mean Annual precipitation 11 in; Mean Annual snowfall 41 in. Av. day last freeze, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay'N Save, K mart, True Value
15th & Spring Creek(3)	NA	Alberts Super Mkt, Skaggs
Campus Mall(4)	NA	Alpine Haus, W.C. Frank
Odd Fellows	NA	Center Pharm.
30th Grand	NA	Buttreys, Alco, Osco, Payless Shoes

Principal Shopping Days-Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kassis.
Discount Stores-Gibson's; Skagg's; Alco; Yellow Front; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Safeway; Albertson's; Ideal; Buttrey's.

14 - NEWSPAPERS: BOOMERANG (m-tues to sat) 7,672; (S) 7,889; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County, E&P Map C-3, County Seat. 170 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 275 mi. N of Denver; 120 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line, operating division Point.
Motor Freight Carriers-5.
Intercity Bus Lines-Overland Greyhound; Continental Trailways; Zanetti.

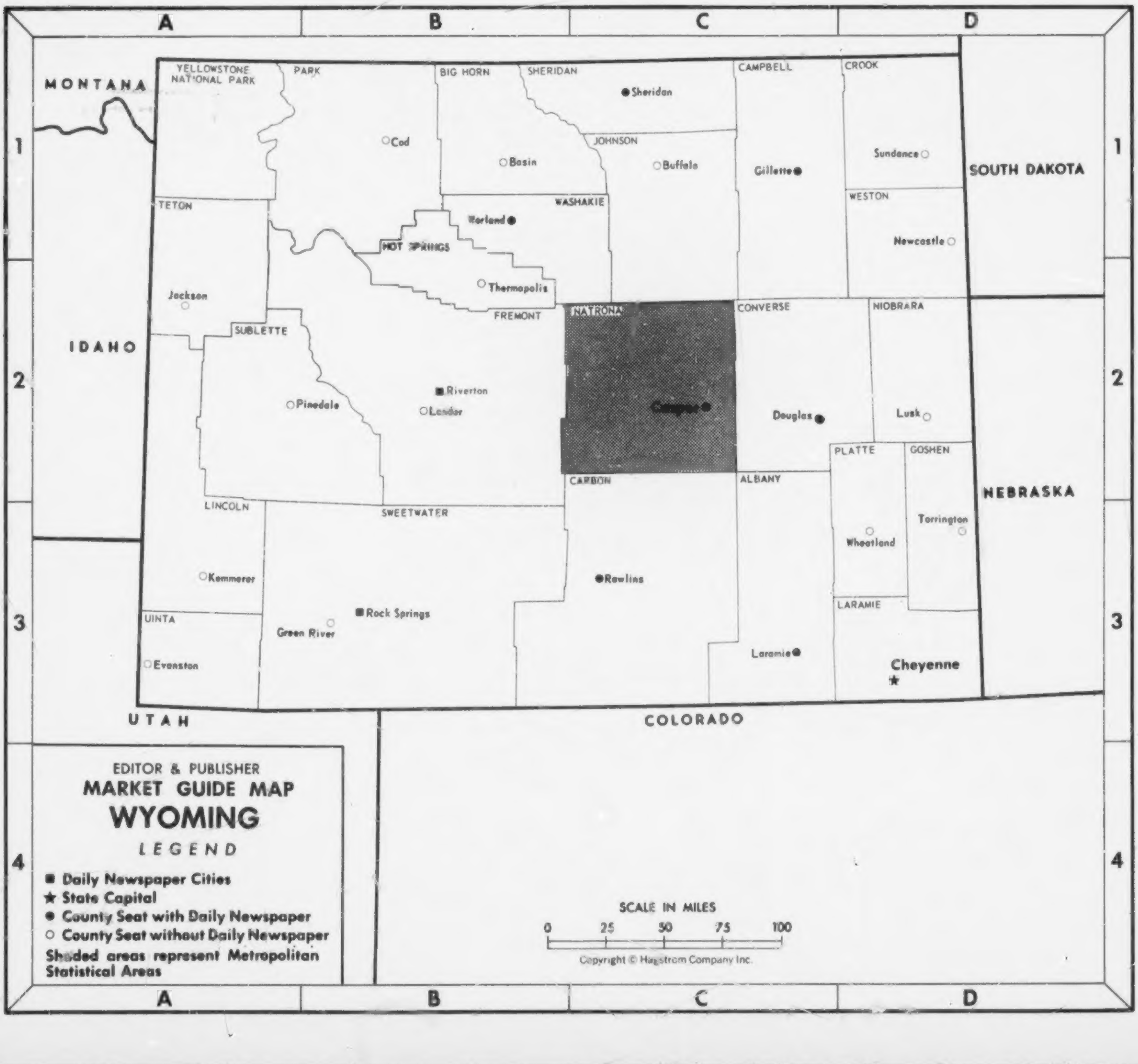
3 - POPULATION:
Corp. City 80 Cen. 11,547; Loc. Est. 12,537
County 80 Cen. 21,896; Loc. Est. 24,316
CZ-ABC: (80) 11,547; (83) 13,300
RTZ-ABC: (80) 14,687; (83) 17,900
City & RTZ-ABC: (80) 26,234; (83) 31,200

4 - HOUSEHOLDS:
City 80 Cen. 3,892; Loc. Est. 4,126
County 80 Cen. 7,475; Loc. Est. 8,670
CZ-ABC: (80) 3,892; (83) 4,600
RTZ-ABC: (80) 4,988; (83) 6,400
City & RTZ-ABC: (80) 8,880; (83) 11,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,808,000
Savings & Loan	2	$24,341,561

6 - PASSENGER AUTOS: County 11,860

7 - ELECTRIC METERS: Residence 4,300


A
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MONTANA
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UTAH
COLORADO
NEBRASKA
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
WESTON
TETON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
CARBON
ALBANY
LINCOLN
SWEETWATER
UINTA
LARAMIE
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Lander
Pinedale
Casper
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
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8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Uranium Mining and Milling; Coal Mining.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-84; Fall 12-58; Winter 11-41. First killing frost, Sept. 22. Last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gamble's; Sears (catalog); Montgomery Ward (catalog); Karl's; Anthony's; Tieman's Clothes for Men.
Variety Stores-Woolworth; Western Auto; Coast-to-Coast.
Discount Stores-Pamida; Alco-Duckwall.
Chain Drug Stores-Bi-Rite 4; Hi-Way Merit.
Chain Supermarkets-Safeway; City Market; Onederra's Super Foods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,423; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts., Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County, E&P Map B-2. Mining, milling, mfg., agriculture, dairy, meat packing, oil and gas. West central portion of state. 123 mi. W of Casper.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-Salt Creek Freightways; DLR Freight Service; Edson Express; Zanetti Bus and Fast Express; United Parcel.
Intercity Bus Lines-Zanetti; Burlington Trailways; PC Bus Lines.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,247; Loc. Est. 9,428
County 80 Cen. 40,251; Loc. Est. 43,367
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,427; Loc. Est. 3,555
County 80 Cen. 13,294; Loc. Est. 14,927

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	5	$145,750,000

6 - PASSENGER AUTOS: County 20,672

7 - ELECTRIC METERS: Residence 3,383

8 - GAS METERS: Residence 4,671

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 2,885 ($507); Construction 1,133 ($358); Manufacturing 611 ($288); Transportation, Communications & Utilities 767 ($348); Real Estate 441 ($231); Wholesale Trade 533 ($305); Retail Trade 2,623 ($173); Services 4,555 ($274); Government 6,414 ($222).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 45-100; Fall 20-75; Winter 20-55. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverton Mall	1	Safeway, K mart, Anthony's
N. Federal	1	Woodward's IGA Corral West Ranchwear

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Grocery and Drug: every evening, Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Conrad's.
Variety/Discount Stores-Woolworth's; K mart.
Chain Drug Stores-Bi-Rite; Rexall; A&A Temple; Walgreen.
Chain Supermarkets-Safeway; Associated Grocer; Woodward's IGA.
Other Chain Stores-Gambles; Coast-to-Coast; Industrial & Automotive Warehouse; NAPA Motor Parts, Inc.; Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Northern Utilities; Riverton Builders Mart; Aldrich Lbr.; Linton's Big R.

14 - NEWSPAPERS: RANGER (e-mon to fri) 7,482; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Robert H. Tyler, Adv. Dir., RANGER, 421 E. Main, Riverton, WY 82501; Tel. (307) 856-2244.
National Representative: Branham/Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Wholesale center. 190 mi. E of Salt Lake City; 350 mi. W of Denver. On I-80 (U.S. 30) and U.S. 187; on State 430 & 1908.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-American; Greyhound; Jackson.
Airlines-Frontier; Skywest; Flightaire, Inc.

3 - POPULATION:
Corp. City 80 Cen. 19,458; Loc. Est. 21,492
CZ-ABC: (80) 19,458; (83) 22,100
RTZ-ABC: (80) 71,312; (83) 88,500
County 80 Cen. 41,723; Loc. Est. 48,460
City & RTZ-ABC: (80) 90,770; (83) 110,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031; Loc. Est. 8,096
CZ-ABC: (80) 7,031; (83) 8,300
RTZ-ABC: (80) 23,764; (83) 30,700
County 80 Cen. 14,052; Loc. Est. 17,076
City & RTZ-ABC: (80) 30,795; (83) 39,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$287,317,067
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 23,402

7 - ELECTRIC METERS: Residence 11,951

8 - GAS METERS: Residence 9,288

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 7,677 ($555); Construction 4,003 ($520); Manufacturing 512 ($420); Transportation, Comm. and Util. 1,701 ($452); Wholesale and Retail Trade 4,600 ($170-448); Finance, Insurance and Real Estate 417 ($260); Agriculture, Forestry, Fisheries 4,242 ($278); Public Administrations 775 ($237).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthonys, Albertson's
White Mountain (50)	NA	JCPenney, Ernst, K mart, Herbergers, Woolworth

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Anthony's; JCPenney; Sunset Sports; Anthonys.
Variety Stores-Woolworth; Sprouse Reitz; K mart; Pamida; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Thrifty; Skaggs; Del's Bi-Rite; Ernst; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Sweetbriar (ladies); Wyoming Auto; Coast-to-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney's Shoes; Lerner's; Gallenkamps; Maurice's; Work Wearhouse; Zales; Schuback's; So-Fro Fabric; General Nutrition Center; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,530; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1, County Seat. Agricultural mining, tourism center, home of Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14 and I-90.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Big Sky; Pioneer; USAir.

3 - POPULATION:
Corp. City 80 Cen. 15,146; Loc. Est. 17,009
CZ-ABC: (80) 15,146; (83) 17,000
RTZ-ABC: (80) 16,602; (83) 18,900
County 80 Cen. 25,048; Loc. Est. 28,149
City & RTZ-ABC: (80) 31,748; (83) 35,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053; Loc. Est. 6,617
CZ-ABC: (80) 6,053; (83) 7,000
RTZ-ABC: (80) 5,753; (83) 6,800
County 80 Cen. 9,321; Loc. Est. 10,957
City & RTZ-ABC: (80) 11,806; (83) 13,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$157,163,424
Savings & Loan	3	$82,430,000

6 - PASSENGER AUTOS: County 15,410

7 - ELECTRIC METERS: Residence 6,037

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Construction 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 27-106; Fall 25-100; Winter -35-77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Area**-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front to 9; Woolworth to 9 Wed. and Fri. only.

13 - RETAIL OUTLETS: **Department Stores**-Stevens Fryberger; J.M. McDonald; JCPenney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Mode O'Day.

14 - NEWSPAPERS: PRESS (e) 6,792; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell, PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1, County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Air US.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391; Loc. Est. 7,204
CZ-ABC: (80) 6,391; (83) 7,000
RTZ-ABC: (80) 16,344; (83) 17,500
County 80 Cen. 9,496; Loc. Est. 10,669
City & RTZ-ABC: (80) 22,735; (83) 24,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309; Loc. Est. 2,554
CZ-ABC: (80) 2,309; (83) 2,600
RTZ-ABC: (80) 5,852; (83) 6,500
County 80 Cen. 3,275; Loc. Est. 3,860
City & RTZ-ABC: (80) 8,161; (83) 9,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$70,000,000
Savings & Loan	2	$16,678,000

6 - PASSENGER AUTOS: County 5,378

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Holly Sugar; Refinery, Gasoline, Propane Butane 35 ($175); Black Hills Betonite Co.; Adolph Coors malt barley receiving complex; Fremon Beverage; Crown Cork and Seal.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Gambles; JCPenney; Hart's; Montgomery Ward (catalog); Pamida; Linton's; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Supermarkets-Bury's Food Farm; Jon's IGA; Wea Supermarket.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,341; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Gen. Mgr, NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham/Newspaper Sales.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Include Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	406	468	N.A.
65 and Over	177	191	N.A.
TOTAL			

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	262	N.A.	N.A.
General Mdse	359	N.A.	N.A.
Food	674	N.A.	N.A.
Automobiles	475	N.A.	N.A.
Gasoline Stations	172	N.A.	N.A.
Apparel	294	N.A.	N.A.
Furniture	56	N.A.	N.A.
Eat-Drink Places	230	N.A.	N.A.
Drugs	111	N.A.	N.A.
TOTAL	2,510	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W, and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.

The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: Motor Freight Carriers-In San Juan-358; In Puerto Rico-1,698.

Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).

Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon. Guaynabo, Trujillo Alto, Catano, Camlina.).

Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.

Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service.

Steamshop Companies 26.

3 - POPULATION:

San Juan City 80 Cen. 434,849
CZ-ABC: (80) 1,036,409; (83) N/A
RTZ-ABC: (80) 265,855; (83) N/A
City & RTZ-ABC: (80) 1,302,264; (83) N/A
Commonwealth 80 Cen. 3,196,520
- Aguadilla MSA 80 Cen. 152,793
- Arecibo MSA 80 Cen. 160,336
- Caguas PMSA 80 Cen. 265,854
- Mayaguez MSA 80 Cen. 200,424
- Ponce MSA 80 Cen. 232,551
- San Juan PMSA 80 Cen. 1,509,406

All Municipios in Puerto Rico (80 Census)

Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

Cities of 25,000 or more (80 Census)

Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:

San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) N/A; (83) N/A
RTZ-ABC: (80) N/A; (83) N/A
City & RTZ-ABC: (80) N/A; (83) N/A

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial Banks	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the U.S.A. and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the U.S.A. do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 925,552 (1980) San Juan 48,170 (1980).

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979.

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agriculture; Mining; Construction; Food; Tobacco; Textile Mill Products; Apparel, etc.; Lumber & Wood Prods.; Furniture & Fixtures; Paper Prods.; Printing & Publ.; Chemicals & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather & Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fabricated Metal Prods.; Machinery (ex. elect.); Elect. Machy.; Transportation Eqpt.; Instruments; Misc. Mfg.; Transp. & Util.; Wholesale; Retail; Finance, Insur. & Real Est.; Services.

10 - CLIMATE: Average Winter Temperature is 75. Summer 79. Average Annual Rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas: Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).

On Santurce-Ponce de leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Government Center: Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St. and on Roberto H. Todd from Del Carmen St. to Torres de La Vega; Dr., Ashford Ave. from Hermanos Behn Bridge to De Diego Ave., Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave, and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. in Las Americas St. before Providencia St.

On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. From Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.

On Bayamon-Area bounded by Betances St.; west side of Barbosa St.; Baldorioty St.; east side of Degetau St.; southside of Maceo St.; east side of Palmar St.; west side of Ferrer St.; west side of T'io St.; south side of Dr. Veve St.; east side of Parque St.; Highway No. 2; Sanchez Lopez St.; north side of Dr. Veve St. and Parque St.

Shopping Center / San Juan MSA (Car Parking Spaces) Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13 - RETAIL OUTLETS: Department Stores-(San Juan MSA) International Dept. 6; New York Dept. Stores 5; Barkers 4; Gem 3; Gonzalez Padin 3; Velasco 3; Sears 2; Bargain Town 2; Bates 2; Belk Lindsay; Decco; La Colombina; La California; Infanzon; La Reina; K mart 2; Barkers 15; JCPenney 2; Sears 5; Walgreen's 14.

Variety Stores-Woolworth; Kresge.

Chain Drug Stores-Moscoso 8; Walgreen 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.

Chain Supermarkets-Pueblo 18; Criollo 16; Coop 7; Amigo 6; Uni-Coop 5; Conchita 4; Casablanca 4; Bargain Town 2.

Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.

Other Chain Stores-Franklins 12; National Bellas Hess 5; Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; Toms 5; Tops 4; Cabrer 4; La Esquina Famosa 4; Franks 3; Martinez 2.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 115,376; (S) 135,899; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Jose Luis Perez, Adv. Dir., EL MUNDO, PO Box 2408, San Juan, PR 00936.

National Representative: Inter-American Communications.

EL NUEVO DIA (Spanish) (m) 190,225; (S) 187,465; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., V. P. Adv., EL NUEVO DIA, PO Box 297, San Juan, PR 00902.

National Representative: S.S. Koppe & Co.

EL VOCERO DE PUERTO RICO (m-mon to fri) 213,875; (sat) 171,538; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Aida Valiamil, Dir. Mktg., EL VOCERO DE PUERTO RICO, PO Box 3831, San Juan, PR 00904.

National Representative: None.

STAR (m) 39,932; (S) 47,542; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Tony Martinez, Display Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.

National Representative: Story & Kelly Smith.

EL REPORTERO (e) 61,218 (Pub. statement 1981-1982, latest information available).

Local Contact for Advertising and Merchandising Data: Luis Alberto Perez, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.

National Representative: None.

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EDITOR & PUBLISHER

SECTION III

Surveys of Daily Newspaper Cities

Communities in Canada where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta 1

British Columbia 2

Manitoba 6

New Brunswick 7

Newfoundland 8

Nova Scotia 8

Ontario 10

Prince Edward Island 18

Quebec 19

Saskatchewan 20

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 78 & 150 in Section IV.

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CHICAGO—3150 Des Plaines Ave., Des Plaines, Ill. (312)299-5544

THE GLOBE & MAIL. TORONTO—444 Front St. W. M5V 2S9 (416)598-5000 MONTREAL—2045 Stanley St., 14th Floor (514)845-1131
LONDON, ENG.—164/167 Temple Chambers, Temple Ave. 011-44-1-353-5771 NEW YORK—500 Fifth Ave., Suite 1424 (212)354-6266
CALGARY—602 12th Ave. S.W., Suite 370 (403)266-3310 VANCOUVER—525 Seymour St., Suite 909A (604)685-0308

CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1984
Under 5 Years	153	188	208
5-14 Years	350	354	391
15-24 Years	379	479	529
25-44 Years	500	695	767
45-64 Years	319	359	396
65 and Over	139	163	180
TOTAL	1,840	2,238	2,471

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1984
General Mdse.	561	2,602	2,760
Apparel	64	689	884
Furniture	38	289	455
Groceries	519	2,439	2,725
Lumber/Bldg. Mat.	49	89	57
Restaurants	103	1,115	989
Autos	424	3,107	3,130
Gasoline/Fuel Oil	246	776	636
Drugs	68	390	519
TOTAL SALES	2,675	13,617	13,984

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial center, distributing point. Agriculture, beef raising, ranching, grain, oil and gas, meat packing, fertilizer plants, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroads-C.P.R., C.N.R.; VIA.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.
Airlines-Air Canada; C.P. Air; W.A.; Pacific Western; Time Airways; Wardair; Republic; British Airways; Big Sky; Lufthansa; United.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 592,743; Loc. Est. 655,438
CZ-ABC: (81) 592,743; (83) 643,800
RTZ-ABC: (81) 413,368; (83) 413,800
City & RTZ-ABC: (81) 1,006,111; (83) 1,087,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 212,466; Loc. Est. 242,682
Met. Area 81 Cen. 212,466; Loc. Est. 219,632
CZ-ABC: (81) 210,830; (83) 235,200
RTZ-ABC: (81) 130,090; (83) 151,300
City & RTZ-ABC: (81) 347,920; (83) 386,500

5 - BANKS	NUMBER	DEPOSITS
11 Banks	202 Branches	N.A.

6 - PASSENGER AUTOS: City 377,349 (1981)

7 - ELECTRIC METERS: Residence 199,876

8 - GAS METERS: Residence 231,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 16,800 ($506); Const. 13,200 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores) Beddington Mall 40; Franklin Mall 50; Mt. Royal 25; Calgary North Hill 98; Calgary Market Mall 72; Chinook 160; Westbrook 50; Macleod Mall 30; Brentwood 75; Lake Bonavista 53; Marlborough Town Square 46; Northland Village 35; Palliser Square 32; Southcentre 100; Trans Canada Mall 27; Richmond Square 30; Penny Lane 25; Toronto Dominion & Scotia Centre 130; Deerfoot Mall (105); Sunridge Mall (145).
Neighborhood Shopping Centers-Approximately 70 centers, built around a major food store, are spotted throughout Metropolitan Calgary.
Principal Shopping Days-Department and food stores Thu., Fri., Sat.
Stores Open Evenings-Wed., Thu., Fri. Some stores open every evening.

13 - RETAIL OUTLETS: Department Stores-The Bay 4; Eatons 3; Simpsons-Sears 3; Woodwards 3; Wosk's; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 11.
Variety Stores-Woolworth 4; Kresge; Metropolitan Stores 2; Army and Navy.
Chain Drug Stores-Douglass; Boots 9; Shoppers Drug Mart 12; Super S 2; Big M.
Chain Supermarkets-Canada Safeway 35; IGA 5; Calgary Co-op 11; 7-Eleven 47; Macs 65; Loaf'n Jug 6; Ranch Discount; Allwest 5; Super Valu 6; Food City 5.
Other Chain Stores-Agnew-Surpass 6; Amantea; Bata 4; British Boot 8; Bourne Shoes 8; Arnold Churgin 2; Jarman; Kinney 7; Roots; Roberts 3; Scholls; Spences 7; Fredella Shoe Boutique 5; Women's Wear: Dalliards 5, Betty Shop 10, Country Club Casuals, Dalmys 7, Daytons 2, Johnstone Walker, Penningtons 3, Melanie's Dress Shops 6, Reitmans 8, Sweet 16 7, Tall Shop 2, Sally Shops, Holt Renfrew 2, Hurtig, Steen & Wright Furriers, Gray's Apparel 2, Fairweather 8, Rickis 6, Silk-o-Lina 3, The Mucky Duck 5, Marks and Spencer 4; Men's Wear: Big Steel 5, Jack Fraser 6, Black Sheep Boutique Ltd. 3, McLeod Bros. 6, O'Connors, Tip Top 8, Jefferews 3; Jewelry: Ben Moss 4, Birks 6, Classic, McKenzie 3, Mappins 6, Peoples 8; Sporting Goods: Collegiate Sports 2, Sportchek 2, Edie Bauer; Other: Thriftys 8, Saan 4, Kelly's Stereo 2, Radio Shack 15, Canadian Tire 4, Laura Secord Candy 7, Lighting Unlimited 4.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 70,534; (S) 79,831; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Donald Buzzie, Adv. Dir., CALGARY SUN, 2615-12 St. N.E., Calgary, AB T2R 0B1; Tel. (403) 250-4244.
National Representative: None.
HERALD (e-mon to thu; sat) 153,587; (e-fri) 192,606; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George S. Willcocks, Adv. Dir., HERALD, 215 16th St., SE, Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. North Saskatchewan River. 300 mi. N of U.S. boundary; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake; Alberta Resources.
Motor Freight Carriers-90.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western Bus Lines.
Airlines-Air Canada; CP Air; Hughes Airwest; Northwest Orient; Western Airlines; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Gateway Aviation; Northwest Territorial Airways Ltd.

3 - POPULATION:
Corp. City 81 Cen. 532,246; Loc. Est. 568,750
Met. Area 81 Cen. 657,057; Loc. Est. 709,130
JOURNAL:
CZ-ABC: (76) 512,750; (83) 658,200
RTZ-ABC: (76) 559,995; (83) 732,600
City & RTZ-ABC: (76) 1,072,745; (83) 1,390,800
SUN:
PMA-ABC: (76) 572,005; (83) 708,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. 198,391; Loc. Est. 218,307
Met. Area 76 Cen. N.A.; Loc. Est. 242,559
JOURNAL:
CZ-ABC: (76) 168,645; (83) 242,200
RTZ-ABC: (76) 162,175; (83) 236,300
City & RTZ-ABC: (76) 330,820; (83) 478,500
SUN:
PMA-ABC: (76) 185,074; (83) 256,900

5 - BANKS: Debits: $120,977,000,000

6 - PASSENGER AUTOS: City 309,637 (1981)

7 - ELECTRIC METERS: Residence 192,252

8 - GAS METERS: Residence Metro 150,693

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage)-Construction ($408); Manufacturing ($393); Transportation ($384); Clerical ($212).
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First & last killing frosts, Oct. 9 and May 4.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd; 102 Ave. to 109 Ave. on 124 St.
Shopping Centres-Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Village (50 units); McCauley Plaza (31 units); Meadowlark Park (70 units); Northwood (21 units); Southgate (46 units); Londonderry Mall (60 units); Westmount Mall (58 units); Edmonton Centre (90 units); Kingsway Garden Mall (68 units); Northtown Mall (27 units); Parkway Village (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Square (10 units); St. Albert Centre (62 units); Eastgate Mall (20 units); Hermitage Mall (160 units); West Edmonton Mall (180 units).
Principal Shopping Days-Department stores-Thur. Fri., Sat.; Food-Fri. evenings, Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; The Bay 5; Woodward's 4; Johnstone-Walker 3; Simpsons-Sears 5; Zellers 5; Woolco 4; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 2; Saveco 4.
Chain Drug Stores-ARP 6; Baydala 7; IDA 12; Shoppers Drug Mart 9; Sprague 9; Rexall 24; Dispensaries Ltd. 7; Boots 4; London Drugs 3; Owl Drug 6.
Chain Supermarkets-Safeway 40; IGA 10; Tomboy 5; Q-Mart 10; 7-Eleven 30; Mac's Convenient Foods 28; M&M 47; Red Rooster 30.
Other Chain Stores-Shoes: Bata 5; Agnews-Surpass 11; Cedar 4; Dack's; Florsheim; Gallenkamp 3; Kinney 6; Fredelle; Scholl's; Lewis; Villager 3. Clothing: Sally 4; Betty Shops 6; Burdines 2; Dalmy's 5; Thrifty's 7; D'Allairds 4; Fairweather 5; Francine's 6; Gray's 3; Giselle 3; Pennington's 4; Reitman's 5; Ricki's 6; St. Clair 5; Sweet Sixteen 6; Town & Country 2; Big Steel 3; Black Sheep 5; Jack Fraser 3; Plaza Men's Shops 5; Tip Top 7; Work Wearhouse 2. Electronics: Radio Shack 16; Kelly's Stereo Mart 3; International Stereo 4; Mister Sound 6; Sam the Record Man 3; A&A Records; Ikea; Leon's. Other: National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; Outdoor Stores; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; Glidden 2; Totem Lumber 2; Crown Marts; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Plumbing Mart; Factory Carpet; Metropolitain Carpet 2; Allied Homes.

14 - NEWSPAPERS: JOURNAL (e-mon to thu; sat) 176,674; (e-fri) 223,081; (S) 149,756; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Norm Weitzel, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 425-9120.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 78,015; (S) 92,572; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising K. King, Adv. Dir., SUN, 9405 50 St., Edmonton, AB T6B 2T4; Tel. (403) 468-5111.
National Representative: None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4, Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE from Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroads-Northern Alberta.
Motor Freight Carriers-Grimshaw; Byers; Yukon Freight; Highway 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 31,000; Loc. Est. 39,048

4 - HOUSEHOLDS:
City 81 Cen. 9,493; Loc. Est. 12,229

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: City 16,453 (1981)

7 - ELECTRIC METERS: Residence 10,608

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Construction 7,200; Inside Oil Plant Workers 5,000; 2,500 in related Service Commerce. Average Income $9,826 (1973); Est. $28,000 (1980).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Average-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1. Last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Area-2 (1 block each) on Franklin Avenue.
Neighborhood Shopping Centers-4.
Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-The Bay; Macleods; Canadian Tire.
Drug/Variety Stores-Hills; Fort Super Drugs; Park Plaza; Drug Mart.
Chain Food Stores-Safeway; Super A; IGA.
Other Chain Stores-Simpson-Sears; National Tire; Beaver Lumber; Firestone Tire; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's Mr. Big; Tip Top Tailors; Kelly's Stereo; O.B. Allon Jewelers; Zellers.

14 - NEWSPAPERS: TODAY (e-mon to fri) 6,078; Sept. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of British Columbia border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to north, east and west.

2 - TRANSPORTATION: Railroads-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airline-Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; Loc. Est. 27,692
CZ-ABC: (81) 24,263; (83) 27,200
RTZ-ABC: (81) 84,240; (83) 88,900
City & RTZ-ABC: (81) 108,503; (83) 116,100

4 - HOUSEHOLDS:
City 81 Cen. 8,083; Loc. Est. 9,435
CZ-ABC: (81) 7,985; (83) 9,200
RTZ-ABC: (81) 24,980; (83) 26,400
City & RTZ-ABC: (81) 32,395; (83) 35,600

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: City 14,138 (1981)

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble Cellulose Ltd.; Pulp Mill; Grain Elevators; Feed & Seed Plants; Wholesale Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Alta. Govt. Telephones; Alberta Power (elec.); Northwestern Utilities (gas); Railway; Federal and Provincial Gov. Depts.; Const. Firms; Concrete; CP-CN Telecommunications; Sulphur; Grande Prairie College; Aviation; Meat Packing; Natural Gas Plant.

10 - CLIMATE: Mean annual temperature 36 F.; Highest monthly mean July 60 F.; Lowest monthly mean Jan. 9 F.; Mean annual rainfall 10 in.; Mean annual snowfall 69 in.; Total avg. precipitation 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 99, 100, 101, 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., south and north of NAR tracks; Industrial Park at 100 Ave.-108 St.
Neighborhood Shopping Centers-Safeway Plaza; N on Clairmont Road; Towne Centre Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Place Shopping Centre 84th Ave.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Co-op; Simpson-Sears; T. Eaton.
Variety Stores-Woolworth's; Metropolitan Stores; Zeller's.
Other Chain Stores-Fields Stores; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furniture.
Chain Supermarkets-Safeway; IGA; Alberta Grocers; Much More Stores.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thu) 8,096; (e-fri) 9,550; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the boundary. On Provincial Hwy. 3 E and W (Trans-Alberta); No. 4 S to international boundary (Port of Coutts), connecting with No. 2 N. No. 5 SW to Waterton Glacier International Peace Parks and Port of Chief Mountain, connecting at Cardston with No. 2 S to international boundary (Port of Carway).

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 54,072; Loc. Est. 57,578
CZ-ABC: (81) 54,072; (83) 56,500
RTZ-ABC: (81) 104,170; (83) 106,500
City & RTZ-ABC: (81) 158,242; (83) 163,000

4 - HOUSEHOLDS:
City 81 Cen. 19,904; Loc. Est. 21,868
CZ-ABC: (81) 19,760; (83) 21,200
RTZ-ABC: (81) 31,865; (83) 33,700
City & RTZ-ABC: (81) 51,625; (83) 54,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$6,563,863,000
Savings & Loan	21	N.A.

6 - PASSENGER AUTOS: City 32,468 (1981)

7 - ELECTRIC METERS: Residence 19,724

8 - GAS METERS: Residence 20,738

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furniture; Metal Fabrication; Rollers; Tanks; House Trailers; Commercial Trailers; Prefab. Homes; Drums; Cinder Blocks; Brewery; Macaroni; Farm Machy.; Oxygen Plant; Mfg. & Refining Edible & Non Edible Oils; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Lethbridge Community College; University of Lethbridge.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 11-25; Summer 5-32; Fall -7-30; Winter -11-1. First killing frost, Oct. 9. Last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Village on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Village, 13th St. and 2nd Ave. North; Westminster, 5th Ave. and 13th St. North; Lethbridge Centre, 5th St. and 4th Ave. So.; South Plaza, 16th Ave. and Mayor Magrath Dr.; Chinook Centre, 13th Ave. N.; Park Meadow Mall, 23 Street & 18 Avenue N; 100 Columbia Blvd. West

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Village Mall(36)	NA	Simpson-Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plaza(26)	NA	7-Eleven
Lethbridge Centre	NA	Woodward's
South Plaza(15)	NA	Zellers, Safeway
Chinook Centre(5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(10)	NA	Super Sam

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Woolco; Zeller's; Simpsons-Sears; MacLeod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Field's; Canadian Tire.
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; Valdi; Food Giant.

14 - NEWSPAPERS: HERALD (e) 28,388; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Mgr., HERALD, 504-7th St., S. Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA..

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading center for southeastern Alberta. On south branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads: Canadian Pacific.
Airlines-Time Airways.
Bus Lines-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 81 Cen. 40,380; Loc. Est. 44,277
CZ-ABC: (81) 40,380; (83) 43,500
RTZ-ABC: (81) 21,616; (83) 21,700
City & RTZ-ABC: (81) 61,996; (83) 65,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 14,901; Loc. Est. 16,844
CZ-ABC: (81) 14,730; (83) 16,400
RTZ-ABC: (81) 6,555; (83) 6,800
City & RTZ-ABC: (81) 21,285; (83) 23,200

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	8	N.A.

6 - PASSENGER AUTOS: City 24,113 (1981)

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Construction 1,200 ($200); Transportation 600 ($185); Warehouse 300 ($130); Retail 1,500 ($125); Finance 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Service 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days-2nd and 4th Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 p.p.m.

12 - RETAILING: Principal Shopping Center-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. betw. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. S.E.; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thu., Fri., Sat.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl Foods 2.

14 - NEWSPAPERS: NEWS (e) 14,288; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Advt. Mgr., NEWS, 3257 Dunmore Rd., S.E., Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Represenitive: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3, Midway bet. Calgary and Edmonton (95 mi.). Hub for the four western Canadian Provinces; easy access to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Bus Lines-Greyhound; Coachways; Red Arrow Express.
Motor Freight Carriers-40.
Airlines-Time Air.

3 - POPULATION:
Corp. City 81 Cen. 46,393; Loc. Est. 53,569
CZ-ABC: (81) 46,393; (83) 52,900
RTZ-ABC: (81) 134,199; (83) 142,500
City & RTZ-ABC: (81) 180,592; (83) 195,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 16,168; Loc. Est. 19,185
CZ-ABC: (81) 16,050; (83) 18,900
RTZ-ABC: (81) 43,575; (83) 47,400
City & RTZ-ABC: (81) 59,620; (83) 66,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	N.A.

6 - PASSENGER AUTOS: City 28,852 (1981)

7 - ELECTRIC METERS: Residence 17,000

8 - GAS METERS: Residence 17,300

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating Plant and Creamery; Packing Plants; Can Factory; Mfg. of Transformers; Bottling; 3 Trailer Manufacturers; Concrete; Auto Parts Plant; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000; Alberta Gas Ethylene Plant; Pipeline Line Factory; 2 Steel Manufacturers.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: Principal Shopping Centers-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bower Place(99)	NA	Woodwards, Eatons
Eastview(10)	NA	IGA, Eastview Super Drug
Parkland Mall(88)	NA	Sears, Woolco, Safeway
Plaza Center(20)	NA	Co-op
Port-O-Call(8)	NA	Safeway, Western
Pines Shopping Plaza(10)	NA	Red Rooster

Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Hudson's Bay; Simpsons-Sears; Co-op; MacLeod's; Woolco; Merit Stores; Woodwards.
Variety Stores-S.S. Kresge.
Discount Stores: Saveco; Valdis.
Chain Stores-Safeway 2; IGA 2; Tom Boy; Co-Op; Woodwards Food Floor.

14 - NEWSPAPERS: ADVOCATE (e) 21,697; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave., Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1984**
Under 5 Years	173	191	200
5-14 Years	422	397	415
15-24 Years	460	491	514
25-44 Years	676	831	869
45-64 Years	495	536	561
65 and Over	243	298	312
TOTAL	2,469	2,744	2,871

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1984**
General Mdse.	719	2,611	2,584
Apparel	122	584	625
Furniture	99	299	368
Groceries	904	3,104	3,253
Lumber/Bldg. Mat.	36	105	109
Restaurants	205	1,535	2,667
Autos	580	2,301	2,240
Gasoline/Fuel Oil	283	885	1,062
Drugs	124	596	537
TOTAL SALES	3,744	15,190	15,668

Source: Census of Canada/Retail Trade

CRANBROOK, B. C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2 - TRANSPORTATION: Railroads-C.P.R.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 15,915; Loc. Est. 16,980
CZ-ABC: (81) 16,915; (83) 16,600
RTZ-ABC: (81) 37,808; (83) 39,700
City & RTZ-ABC: (81) 53,723; (83) 56,300

4 - HOUSEHOLDS:
City 81 Cen. 5,520; Loc. Est. 6,068
CZ-ABC: (81) 5,475; (83) 5,900
RTZ-ABC: (81) 12,650; (83) 13,600
City & RTZ-ABC: (81) 18,125; (83) 19,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 10,267

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Transportation; Gold, Silver & Lead Mining; Dairy, Trucking & Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown center of city on Baker St. Tamarack Shopping Centre (enclosed), Cranbrook Mall (enclosed).

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,285; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Carol Burkheim, Asst. Pub., TOWNSMAN, 31 7th Ave. South, Cranbrook, BC V1C 2J2; Tel. (604) 426-5201.
National Representative: None.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elec. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, Forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Pacific Western; CPAir via Fort St. John; various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen. 11,373; Loc. Est. 11,810

4 - HOUSEHOLDS:
City 81 Cen. 4,095; Loc. Est. 4,331

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 7,495

7 - ELECTRIC METERS: Residence 4,421

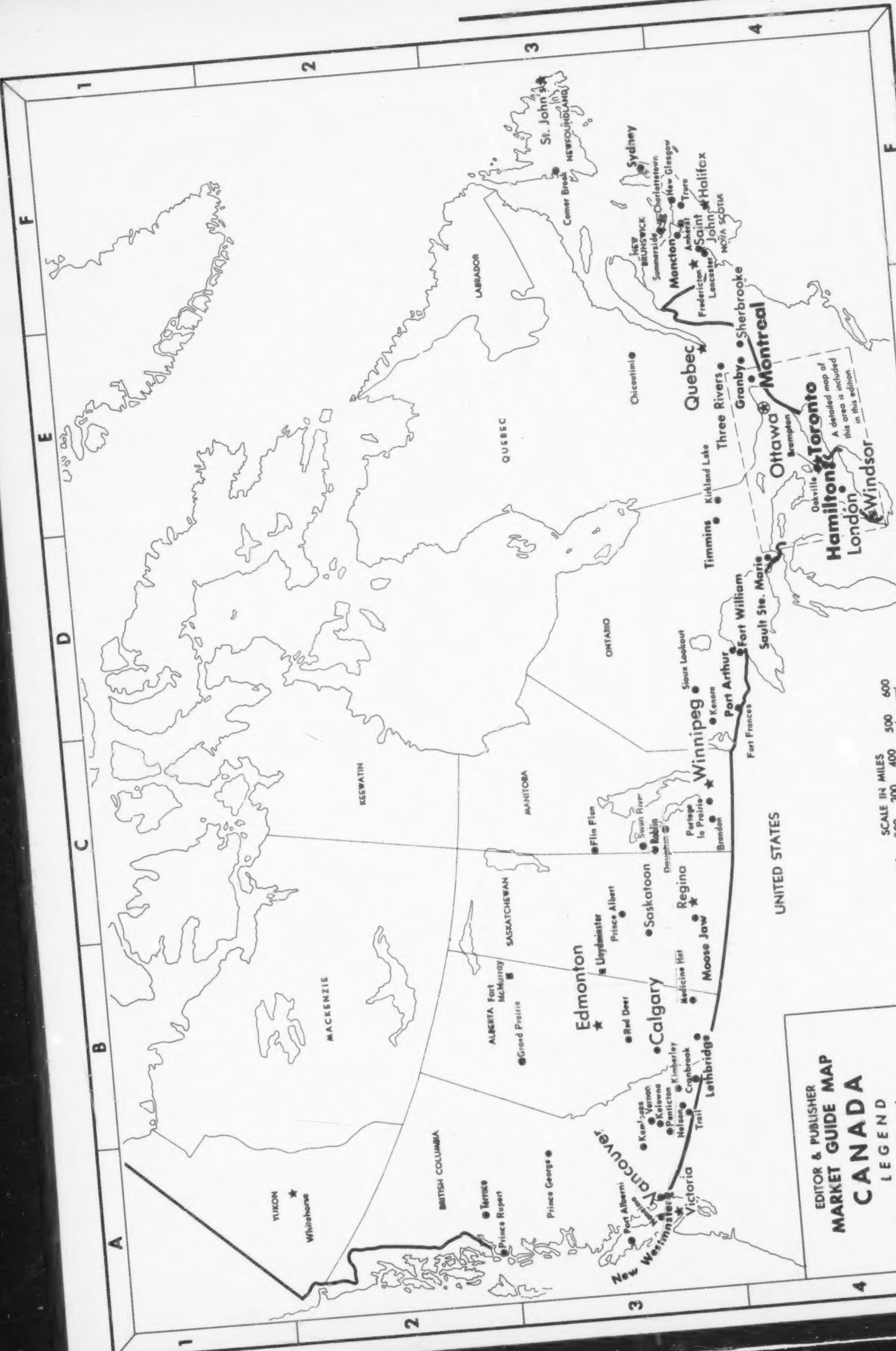
8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agriculture; Tourism; Transportation.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Six-year average (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost freedays 74.

11 - TAP WATER: Akaline, hard.

12 - RETAILING: Principal Shopping Center-Dawson Mall, 34 stores.
Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
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A detailed map of this area is included in this edition.
YUKON
Whitehorse
BRITISH COLUMBIA
Terrace
Prince Rupert
Prince George
Port Alberni
Nanaimo
Vancouver
New Westminster
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
MACKENZIE
KEEWATIN
ALBERTA
Fort McMurray
Grand Prairie
Edmonton
Red Deer
Calgary
Lethbridge
Medicine Hat
SASKATCHEWAN
Lloydminster
Prince Albert
Saskatoon
Moose Jaw
Regina
MANITOBA
Flin Flon
Swan River
Roblin
Dauphin
Brandon
Portage la Prairie
Winnipeg
Kenora
Sioux Lookout
Fort Frances
Port Arthur
Fort William
ONTARIO
Sault Ste. Marie
Timmins
Kirkland Lake
Ottawa
Brampton
Toronto
Oakville
Hamilton
London
Windsor
QUEBEC
Chicoutimi
Quebec
Three Rivers
Granby
Montreal
Sherbrooke
LABRADOR
NEW BRUNSWICK
Fredericton
Moncton
Lancaster
Saint John
Amherst
Summerside
Charlottetown
New Glasgow
Truro
Halifax
NOVA SCOTIA
Sydney
Corner Brook
St. John's
NEWFOUNDLAND
UNITED STATES
A
B
C
D
E
F
1
2
3
4

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Bay; Co-op; MacLeod's.
Discount Stores: Woolworth; Kresge; Saan; Fields.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Shoppers; IDA.
Chain Supermarkets-Safeway; Co-op.
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kits Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,650; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Glen Dalke, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative: None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroads-B.C.R.
Motor Freight Carriers-White Pass; Canadian Freightways.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,891; Loc. Est. 16,404
CZ-ABC: (81) 13,891; (83) 16,000
RTZ-ABC: (81) 36,375; (83) 37,800
City & RTZ-ABC: (81) 50,266; (83) 53,800

4 - HOUSEHOLDS:
City 81 Cen. 4,642; Loc. Est. 5,585
CZ-ABC: (81) 4,642; (83) 5,500
RTZ-ABC: (81) 11,361; (83) 12,200
City & RTZ-ABC: (81) 16,003; (83) 17,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 9,072

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains.

10 - CLIMATE: Min. & Max. Temp. + 40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Totem Mall.
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op.
Discount Stores-Save-A-Lot.
Chain Drug Stores-People's Drug Mart; Shoppers Drug.
Chain Supermarkets-Overwaitea; IGA; Safeway.
Other Chain Stores-The Bay; MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western Shops; Ming Loong Stores.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,916; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: None.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l Railway.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,048; Loc. Est. 67,012
CZ-ABC: (81) 64,048; (83) 65,700
RTZ-ABC: (81) 37,935; (83) 39,300
City & RTZ-ABC: (81) 101,983; (83) 105,000

4 - HOUSEHOLDS:
City 81 Cen. 21,841; Loc. Est. 23,624
CZ-ABC: (81) 21,690; (83) 23,800
RTZ-ABC: (81) 12,435; (83) 12,500
City & RTZ-ABC: (81) 34,125; (83) 36,300

5 - BANKS	NUMBER	DEPOSITS
All Banks	10	N.A.

6 - PASSENGER AUTOS: City 34,279

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees-Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't. 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain and Department Stores-Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67; Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet 16; Buckerfield's; Singer Co.; Sally; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: SENTINEL (e) 9,763; (S) 9,867; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Porter, Adv. Mgr., SENTINEL, 206 Seymour St., Kamloops, BC V2C 2E6; Tel. (604) 372-7731.
National Representative: Thomson Newspapers.
NEWS (e-mon to fri) 21,164; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 63 W. Victoria St., Kamloops, BC V2C 1A3; Tel. (604) 372-2331
National Representative: Southam Newspapers.

KELOWNA, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-C.P.; C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.
Airlines-B.C.; Pacific Western; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 59,196; Loc. Est. 62,937
CZ-ABC: (81) 46,890; (83) 48,700
RTZ-ABC: (81) 38,347; (83) 41,600
City & RTZ-ABC: (81) 85,237; (83) 90,300

4 - HOUSEHOLDS:
City 81 Cen. 22,310; Loc. Est. 24,497
CZ-ABC: (81) 17,588; (83) 18,200
RTZ-ABC: (81) 13,577; (83) 15,900
City & RTZ-ABC: (81) 31,165; (83) 34,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 48,196

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated & chlorinated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's; Fumertons; Hudson's Bay; MacLeod's; Sears; Woolco.
Variety Stores-Woolworth; Metropolitan; Saan.
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Supermarkets: Safeway; Shop-Easy 3; Super Valu; IGA; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 15,797; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY, B.C.

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western Airlines.

3 - POPULATION:
Corp. City 81 Cen. 7,375; Loc. Est. 7,511

4 - HOUSEHOLDS:
City 81 Cen. 2,744; Loc. Est. 2,884

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 4,206

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Mining; Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulpmill 250 (B.C.'s 6th highest wage earners live in Kimberly).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's (catalog); Simpson.
Variety Stores-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS. BULLETIN (e-mon to fri) 2,408; sworn June 1, 1982.
Local Contact for Advertising and Merchandising Data: Norman Picco, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberly, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative: None.

NANAIMO, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp prod. area.

2 - TRANSPORTATION: Railroads-E&N; CPR and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island.

3 - POPULATION:
Corp. City 81 Cen. 47,069; Loc. Est. 50,548
CZ-ABC: (81) 47,069; (83) 49,100
RTZ-ABC: (81) 71,493; (83) 77,200
City & RTZ-ABC: (81) 118,562; (83) 126,300

4 - HOUSEHOLDS:
City 81 Cen. 17,739; Loc. Est. 19,592
CZ-ABC: (81) 17,555; (83) 18,800
RTZ-ABC: (81) 26,025; (83) 28,600
City & RTZ-ABC: (81) 43,580; (83) 47,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 29,376

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber, Logging Machinery; Pulp; Shipbldg.; Fishing; Agriculture; Tourists.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.
Stores Open Evenings-Thurs. & Fri., Woolco Mon. thru Sat.

14 - NEWSPAPERS: FREE PRESS (e) 3,250; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stanley R. Butler, Pub. & Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Next to Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound, Kaslo-Nelson; Airline Service.
Airlines-PWA.

3 - POPULATION:
Corp. City 81 Cen. 9,143; Loc. Est. 9,095
CZ-ABC: (81) 9,507; (83) 9,400
RTZ-ABC: (81) 46,757; (83) 47,700
City & RTZ-ABC: (81) 56,264; (83) 57,100

4 - HOUSEHOLDS:
City 81 Cen. 3,599; Loc. Est. 3,673
CZ-ABC: (81) 3,703; (83) 3,700
RTZ-ABC: (81) 16,987; (83) 18,000
City & RTZ-ABC: (81) 20,690; (83) 21,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 8,214

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Transp. 400 ($150); Lumbering 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15th. Last killing frost, Apr. 15th.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri. till 9.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores-Woolworth.
Chain Supermarkets-Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 6,888; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Steen O. Jorgenson, Nat'l Adv. Mgr., NEWS, 266 Baker St., Nelson, BC V1L 4M3; Tel. (604) 352-3552.
National Representative: None.

NEW WESTMINSTER, B.C.

1 - LOCATION: Westminster County, E&P Map A-3. Suburban Vancouver (includes Burnaby, New Westminster, Surrey, Coquitlam, Pt. Coq. & Pt. Moody, Maple Ridge, Langley, North Delta, White Rock). On Fraser River, 15 mi. from Gulf of Georgia; 14 mi. from Vancouver. On Intl. Hwy. 499; B.C. Hwy. 1.

2 - TRANSPORTATION: Railroads-C.P.; BNR; CNR and B.C. Hydro Railway.
Intercity Passenger Bus Lines-Pacific Stage; Greyhound; B.C. Hydro.
Airlines-United; Air Canada; C.P. Air; Pacific Western; Western at Vancouver Int'l Airport, 10 mi. from New Westminster.

3 - POPULATION:
Corp. City 81 Cen. 38 550; Loc. Est. 38,631
PMA-ABC: (76) 435,539; (82) 488,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,287; Loc. Est. 18,935
PMA-ABC: (76) 144,320; (82) 180,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	150	N.A.
Credit Unions	45	N.A.
Trust Companies	9	N.A.

6 - PASSENGER AUTOS: 76,409

7 - ELECTRIC METERS: 189,142

8 - GAS METERS: 107,208

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Manufacturing ($348); Construction ($453); Transportation, Communications & Utilities ($368); Trade ($253); Finance, Insurance & Real Estate ($278); Services ($409).

10 - CLIMATE: Min. & Max. Temp. Spring 20-82; Summer 41-99; Fall 22-80; Winter -5-62.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brentwood Mall	NA	Eaton's, Super-Valu, Field's
Lougheed Mall	NA	The Bay, Field's, Safeway
Middlegate Ctr.	NA	Super-Valu, Zeller's, Woolworth's
Coquitlam Centre	NA	Eaton's, The Bay, Woodward's
Cariboo Center	NA	High Low Foods
Burquitlam Plz.	NA	Field's, Safeway, Super Valu
Westwood Mall	NA	K mart, Safeway
The Dell	NA	Buy-Low
Delta Shoppers Mall	NA	High Low, Saan's, Community Drugs
Guildfort Town Centre	NA	Woodward's, Woolco, Eaton's
K mart Centre	NA	K mart
Nordel Centre	NA	IGA, Robinson's
Riverside Heights	NA	IGA, Zeller's
Scottsdale Mall	NA	Super-Valu, Zeller's
Surrey Place	NA	Sears, The Bay, High Low Foods, Field's
Downtown New Westminster	NA	Army & Navy
Westminster Mall	NA	Shoppers Drugs, Super-Valu
Uptown New Westminster	NA	Woodward's Foods
Como Lake Vlg.	NA	Super Valu, Robinsons
Port Moody Plz.	NA	Your-Mark-It-Foods
Port Moody Town Centre	NA	G&H Shop Easy
Maple Ridge Sq.	NA	Super Valu
Haney Plaza	NA	Fields, Safeway
Valley Fair Centre	NA	Robinsons, Overwaitea Foods
Highlande Vlg.	NA	Saan's, Super Valu
Langfield Mall	NA	Field's, Prairie Market
Langley Mall	NA	Zeller's, Super Valu
Willowbrook Mall	NA	K Mart, Safeway
Royal Square	NA	Safeway
Delta Centre	NA	Zeller's, Buy Low Foods
Cloverdale Shoppers Plaza	NA	Saan's, Safeway
Cedar Hills Plaza	NA	Safeway
Evergreen Mall	NA	Safeway
Hillcrest Mall	NA	Overwaitea, Robinsons
Kennedy Heights	NA	Workwear House, Sears, Safeway
Newton Plaza	NA	Super Valu

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; The Bay; Robinson; Sears; Woolco; K mart.
Variety Stores-Woolworth; Kresge's; Metropolitan.
Chain Drug Stores-The Bay 3; People's 3; Eaton's 3; K mart 2; London 4; Owl; Pay'N Save 2; Shoppers Drug Mart 10; United Pharmacies 11; Western 14; Woodward's 3; Woolco 2; Books 4; Zeller's 2; Community 5.
Chain Supermarkets-High-Low 4; IGA 8; Overwaitea 4; K mart; Mark-It Foods 3; Prairie 3; Safeway 20; Shop Easy 3; Super-Valu 14; Woodward's 3.

14 - NEWSPAPERS: THE COLUMBIAN (e) 23,135; Sept. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L.R. Brown, Natl. Adv. Mgr., THE COLUMBIAN, PO Box 730, New Westminster, BC V3L 4Z7; Tel. (604) 521-2622.
National Representative: Bardal Gosbee & Associates, (Toronto).

PENTICTON, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 23,181; Loc. Est. 24,098
CZ-ABC: (76) 22,168; (83) 24,400
RTZ-ABC: (76) 23,912; (83) 29,300
City & RTZ-ABC: (76) 46,080; (83) 53,700

4 - HOUSEHOLDS:
City 81 Cen. 9,143; Loc. Est. 10,038
CZ-ABC: (76) 8,030; (83) 9,900
RTZ-ABC: (76) 8,590; (83) 11,600
City & RTZ-ABC: (76) 16,620; (83) 21,500

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: City 20,481

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Forestry 312; Mfg. 420; Const. 670; Transport. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Sears (catalog); Woodwards; Woolco.
Variety Stores-Woolworth; Pentiction 5¢-1.00.
Chain Drug Stores-Rexall 2; Shoppers Drug Mart.
Chain Supermarkets-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodwards.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,493; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the east coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber mfg.); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Pacific Coach Lines Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,892; Loc. Est. 19,813
CZ-ABC: (81) 19,892; (83) 19,600
RTZ-ABC: (81) 12,666; (83) 12,800
City & RTZ-ABC: (81) 32,558; (83) 32,400

4 - HOUSEHOLDS:
City 81 Cen. 6,864; Loc. Est. 7,047
CZ-ABC: (81) 6,815; (83) 7,000
RTZ-ABC: (81) 4,070; (83) 4,200
City & RTZ-ABC: (81) 10,885; (83) 11,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 11,837

7 - ELECTRIC METERS: Residence 5,879

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Machinery.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; North Port Alberni, Plaza Shopping Center & Alberni Mall; 10th & Redford; Southgate Shopping Center.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; Boots.
Chain Supermarkets-Safeway; Super-Valu; Economart; Woodward's.
Other Chain Stores-Color Your World; Alberni Co-op; MacLeod's; Woolworth; Saan Stores; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewellers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Cloverdale Paint.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,101; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Nelson, Pub., ALBERNI VALLEY TIMES, 4918 Napier St., Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Airlines-C.P.A.; P.W.A.; NTAir.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 81 Cen. 67,559; Loc. Est. 71,501
CZ-ABC: (81) 67,559; (83) 69,900
RTZ-ABC: (81) 60,181; (83) 62,[illegible]
City & RTZ-ABC: (81) 127,740; (83) 132,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 22,037; Loc. Est. 24,044
CZ-ABC: (81) 21,875; (83) 23,400
RTZ-ABC: (81) 18,260; (83) 19,700
City & RTZ-ABC: (81) 40,135; (83) 43,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 34,623

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($411); Transp.; Gov't.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Hudson Bay; Sears; Woodward's; Woolco.
Variety Stores-Kresge; MacLeod's-Stedman's; Saan; Canadian Tire.
Chain Supermarkets-Safeway 3; Overwaitea 4; Woodward's; Super Valu 2.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 23,403; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, PO Box 5700, 150 Brunswick St., Prince George, BC V2L 5K9; Tel. (604) 562-2441.
National Representatives-Southam Newspapers; Vernon J. Rumford.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Ry.; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Serivces; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197; Loc. Est. 16,943
CZ-ABC: (81) 16,197; (83) 16,700
RTZ-ABC: (81) 6,443; (83) 6,500
City & RTZ-ABC: (81) 22,640; (83) 23,200

4 - HOUSEHOLDS:
City 81 Cen. 5,296; Loc. Est. 5,701
CZ-ABC: (81) 5,235; (83) 5,600
RTZ-ABC: (81) 1,665; (83) 1,900
City & RTZ-ABC: (81) 6,900; (83) 7,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 6,314

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Transp. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't. 300 (N.A.); Govt.-Owned Paper Mill (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1. Last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Square; Third Ave., Pride 'O' North Mall.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri. to 9.
Stores Close-Mon.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Hudson Bay; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,860; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Mrs. Chris Case, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TERRACE, B.C.

1 - LOCATION: Kitimat-Stikine Regional District, E&P Map A[illegible] [illegible]acturing and agricultural center. 90 m[illegible] [illegible]rince Rupert.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 10,914; Loc. Est. 11,527

4 - HOUSEHOLDS:
City 81 Cen. 3,406; Loc. Est. 3,612

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 7,109

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sawmills; Planing Mills; Millwork Plants; Mfg. Culvert Pipe; Cedar Poles; Farming (Hay, Oats, Potatoes).
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TERRACE/KITIMAT DAILY HERALD (e-mon to fri). Circulation N.A.
Local Contact for Advertising and Merchandising Data: Dave Hamilton, Adv. Mgr., TERRACE/KITIMAT DAILY HERALD, 3010 Kalum St., Terrace, B.C. V8G-2M9; Tel. (604) 635-6357.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: Dist. of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in southern section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599; Loc. Est. 9,402
CZ-ABC: (81) 11,568; (83) 11,300
RTZ-ABC: (81) 27,386; (83) 27,800
City & RTZ-ABC: (81) 38,954; (83) 39,100

4 - HOUSEHOLDS:
City 81 Cen. 3,770; Loc. Est. 3,801
CZ-ABC: (81) 4,460; (83) 4,500
RTZ-ABC: (81) 9,350; (83) 10,600
City & RTZ-ABC: (81) 13,810; (83) 15,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 11,878

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. of Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets.
Neighborhood Shopping Centers-Rossland Avenue (2 blocks); East Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days-Tues., Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon. all day.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,580; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Al Jensen, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet Canada's largest Pacific seaport; direct access to ocean thru Straits of Georgia & Juan de Fuca; 45.2 cargo tons. Principal products handled; forest prod., grain, potash, propane gas, sulphur, coal, flour and fish. Harbor has 98 mi. waterfrontage; 49 sq. mi. deep-sea anchorage; 8 grain elevators (Cap. 27,000,000 bu.); 3 dry docks; 16 ship ways; 76 deep sea berths; 13 grain berths & 31 coastal berths for ocean-going vessels. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N of U.S. Border; 140 mi. N of Seattle; 80 mi. from Victoria. Highways to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Railway. serves Northern and interior British Columbia.
Motor Freight Carriers-200.

Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Transportation; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Transportation; Vancouver Airline Limousines; Seabus (between Vanc. & North Vanc.).

Airlines-Air Canada; B.C. Airlines; United; CP Air; Japan; Quantas; Nanaimo Air Lines; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated Airlines: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West; Irish Interntnl; Swiss Airlines; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian Airlines of Spain; Olympic Airways; Pakistan International; Philippine Air Lines; Scandinavian Airlines System Inc.; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-67.

3 - POPULATION:
Met. Area 81 Cen. 1,268,013; Loc. Est. 1,320,798
Corp. City 81 Cen. 414,281; Loc. Est. 414,281
CZ-ABC: (81) 820,526; (83) 800,500
RTZ-ABC: (81) 612,903; (83) 648,500
City & RTZ-ABC: (81) 1,433,429; (83) 1,469,000

4 - HOUSEHOLDS:
Met. Area 81 Cen. 480,132; Loc. Est. 501,203
City 81 Cen. 174,918; Loc. Est. 181,407
CZ-ABC: (81) 327,750; (83) 336,200
RTZ-ABC: (81) 612,903, (83) 648,500
City & RTZ-ABC: (81) 533,470; (83) 560,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	204 br. city 370 br. metro	N.A.
Commericial	4	N.A.
Savings & Loan	38	N.A.
Trust Companies	34 br. city 41 br. metro	N.A.
Credit Unions	47	N.A.

6 - PASSENGER AUTOS: City 252,258

7 - ELECTRIC METERS: Lower Mainland 575,987

8 - GAS METERS: Residence Lower Mainland 113,597

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agric. 25,000 (N.A.); Other primary 39,000 ($562); Mfg. 163,000 ($503); Construc. 76,000 ($624); Transp., Communication & Other Utilities 119,000 ($507); Trade 214,000 ($330); Finance 80,000 ($380); Service 460,000 ($273). B.C. average weekly wage $430.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 13-14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Granville; Pacific Centre; Royal Centre 9 blocks on Hastings; Vancouver Centre; Harbour Centre.

Neighborhood Shopping Centers-41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; "King Edward Mall", King Edward at Oak St.; Mandarin Trade Centre; "Arbutus Village", Arbutus & West 25th Ave.; "Kingsgate Kingsway & Broadway"; "Park Royal"; West Vancouver; "Middlegate 7155 Kingsway"; "Brentwood Mall"; Lougheed & Willingdon; Richmond Centre; Westview Gardens; Kennedy Height; Killarney Sq., S.C.; "Lougheed Mall", Lougheed Hwy & North Rd.; Old Orchard S.C.; "Delbrook", North Vancouver; Capilano Mall; N. Vancouver; Guilford Town Centre, Surrey Place Centre; N. Surrey; Scott Town Plaza; Scotsdale Mall; Delta; Champlain Mall, 54th & Kerr. Westwood, "Coquitlam", Coquitlam Centre, Coquitlam (at Barnet Hwy. & Lougheed Hwy.), "Lansdowne", Richmond.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Woodward's; The Bay; Eaton's; Sears; Woolco; Fields.
Variety Stores-Woolworth; Kresge; Metropolitan; Army & Navy; K mart; Marks & Spencer; Zeller's.
Chain Drug Stores-The Bay 2; Boots 18; Collingwood 2; United 4; Fred's 2; Garlane 3; Gaynor's 2; K mart 4; London 11; Woodward's 8; Peoples 10; MacDonald's 3; Owl 6; Payless 3; Pharmasave 15; Regency 6; Shopper's 29.
Chain Supermarkets-Supervalu 29; Safeway 53; 7-Eleven 18; Stong's 5; High-Low 3; Mac's 56; Red & White 6; Overwaitea 6; Shop Easy 7; Lucky Dollar 3; Woodward's Food Fair 7.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 134,525; (S) 168,185; Mar. 31, 1983 ABC.
SUN (e-mon to thu) 235,759; (e-fri) 271,512; (e-sat) 279,979; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ken McRae, Gen. Adv. Mgr., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2944.
National Representative: Southam Newspapers; Cresmar, Woodward, O'Mara & Ormsbee.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987; Loc. Est. 21,180
CZ-ABC: (76) 23,366; (83) 28,500
RTZ-ABC: (76) 42,903; (83) 52,300
City & RTZ-ABC: (76) 66,269; (83) 80,800

4 - HOUSEHOLDS:
City 81 Cen. 7,827; Loc. Est. 8,546
CZ-ABC: (76) 7,925; (83) 10,900
RTZ-ABC: (76) 13,490; (83) 18,100
City & RTZ-ABC: (76) 21,415; (83) 29,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 2[illegible]

7 - ELECTRIC METERS: City 4[illegible]

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Processing (dehydration and canning); Lumber Milling (sash & door); Farming: fruit, cattle, beef, sheep raising, dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,881; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Lumbering, fishing, small fruits and misc. secondary industries. Naval base and dockyard. Wholesale center. On Southern tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads-Esquimalt & Nanaimo north to Courtenay and west from Parksville to Port Alberni. Canadian National (freight) to Cowichan Bay.
Steamship Lines-4 also B.C. Steamship Ltd. Ferry to Seattle, Washington State Ferries to Anacortes. B.C. Government Ferries, Swartz Bay to Tsawwassen, Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; Air West; Victoria Flying Services; Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,379; Loc. Est. 65,323
Met. Area 81 Cen. 233,481; Loc. Est. 241,350
Met. Area-ABC: (81) 233,481; (83) 237,600
Bal. in RTZ-ABC: (81) 145,794; (83) 153,300
Total Met Area & RTZ-ABC: (81) 379,275; (83) 390,900

4 - HOUSEHOLDS:
City 81 Cen. 33,372; Loc. Est. 34,731
Met. Area 81 Cen. N.A.; Loc. Est. 99,154
Met. Area-ABC: (81) 94,980; (83) 100,100
Bal. in RTZ-ABC: (81) 53,500; (83) 57,400
Total Met. Area & RTZ-ABC: (81) 148,480; (83) 157,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Trust & Loan	30	N.A.
Credit Unions	27	N.A.

6 - PASSENGER AUTOS: City 116,769

7 - ELECTRIC METERS: Residence 95,750

8 - GAS METERS: Residence 4,875

9 - PRINCIPAL INDUSTRIES: industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 (N.A.); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4. Last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Area-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.

Neighborhood Shopping Centers-Hillside 65 stores; Mayfair 42; Town and Country 25; University Heights 15; McKenzie Mall 35; Shelbourne Plaza 30; Gorge; Tillicum; Esquimalt Plaza; Hatley Park; Colwood; Langford; Sidney; Oak Bay Village; many other regional and outlying shopping centres.
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Downtown-Thu. & Fri.; all shopping centers open Wed., Thu. & Fri. evenings; many shopping centers open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Variety Stores-Woolworth; Metropolitan; Field's.
Chain Drug Stores-Shoppers Drug Mart 5; Rexall 4; Owl 2.

Chain Supermarkets-Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A.; Red & White 4; United Purity 6; Lucky Dollar 5; Woodwards; Economart; Warehouse Food Stores 4; Mac's Convenience Stores 4.

Other Chain Stores-Aamco Transmission; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd. 2; Dalmy's Canada Ltd. 2; Fairweather; Firestone Stores; Jack Fraser Stores; Gold's Fabrics; Grassie-Firbanks Ltd. 2; Harrison Draperies & Fabrics; Ingledew's (Victoria) Ltd.; Jordans Victoria Ltd. 2; Keily's Stereo/House of Stein; Kinney Shoes; Kits Cameras; Lords Shoes; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates; Reitman's (BC); Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops (BC); Shirley K Maternity (Canada); Shore's Jewelers; Singer Co. of Canada; Speedy Muffler King; Sterling Shoes 2; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day-tues to sat) 75,909; (e-mon) 27,997; (S) 51,124; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St., Box 300, Victoria, BC V8W 2N4; Tel. (604) 382-7211.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	**1976**	**1981**	**1984**
Under 5 Years	82	77	80
5-14 Years	183	161	167
15-24 Years	194	190	197
25-44 Years	253	278	288
45-64 Years	202	198	205
65 and Over	107	122	126
TOTAL	1,021	1,026	1,063

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1971**	**1983**	**1984**
General Mdse.	335	884	932
Apparel	52	176	226
Furniture	26	90	138
Groceries	281	1,031	1,229
Lumber/Bldg. Mat.	17	25	28
Restaurants	17	336	488
Autos	225	808	797
Gasoline/Fuel Oil	95	260	311
Drugs	40	141	164
TOTAL SALES	1,346	4,338	4,702

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound; Manitoba Motor Transit.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 36,242; Loc. Est. 36,935
CZ-ABC: (81) 36,242; (83) 36,500
RTZ-ABC: (81) 71,641; (83) 71,500
City & RTZ-ABC: (81) 107,883; (83) 108,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,619; Loc. Est. 14,338
CZ-ABC: (81) 13,455; (83) 13,500
RTZ-ABC: (81) 24,810; (83) 24,100
City & RTZ-ABC: (81) 38,265; (83) 37,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 17,784 (1980)

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fabrication; Chemicals & Fertilizers; Electrical Components; Health Care: Railroads (4,400 employees); Meat & Poultry Processing; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Brandon shoppers Mall-2 mi. south of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. to Sat.); Downtown area open Thurs & Fri. nights; K mart Shopping Complex-1 mile west of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. to Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. to Fri., 9:30 a.m.-6:00 p.m. Sat).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	The Bay, Eatons, IGA, Shoppers Drug Mart

Principal Shopping Days-Thurs., Fri. (night), Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Woolco; K mart.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 4; Economy Foods. Other Grocery Stores 50.
Other Chain Stores-Firestone; MacLeod's; Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes, Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Ster-

ling Shoes; Birks Jewelers; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon to thu; sat) 18,702; (e-fri) 22,032; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: E. Schultz, Market Dir., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers; Vernon J. Rumford (Vancouver); Malcolm Gunn (Montreal).

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: **Railroads**-Canadian Nat'l.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Skywest.

3 - POPULATION:
Corp. City 81 Cen. 8,971; Loc. Est. 8,876

4 - HOUSEHOLDS:
City 81 Cen. 3,546; Loc. Est. 3,615

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.

6 - PASSENGER AUTOS: 4,386 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-RR 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,500; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 8,971; Loc. Est. 8,876

4 - HOUSEHOLDS:
City 81 Cen. 2,819; Loc. Est. 3,615

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,882 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Chain Food**-Complete Services.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,975; sworn Dec. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St., Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg. On Hwys. 1 and 4.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086; Loc. Est. 13,344
CZ-ABC: (81) 13,086; (83) 13,500
RTZ-ABC: (81) 14,251; (83) 14,500
City & RTZ-ABC: (81) 27,337; (83) 28,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 4,634; Loc. Est. 4,835
CZ-ABC: (81) 4,600; (83) 4,900
RTZ-ABC: (81) 4,115; (83) 4,300
City & RTZ-ABC: (81) 27,337; (83) 28,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 6,382 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Seed Pea's Processing & International Shipping; Glassware Manufacturing; Electric Cable Mfg.; Fishing Equip. Mfg.; Manitoba School for Retardates; Govt. of Man. Services; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-40-store mall-Woolco & Safeway.
Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan; Dalfens.
Chain Supermarkets-Safeway; Co-op.

14 - NEWSPAPERS: THE DAILY GRAPHIC (e) 4,684; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Adv. Mgr., THE DAILY GRAPHIC, 201 Saskatchewan Ave. East, Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

ROBLIN, MAN.

1 - LOCATION: Division No. 16, E&P Map C-3. 150 mi. N of Brandon. Summer resort.

2 - TRANSPORTATION: **Railroads**-CN.
Intercity Bus Lines-Greyhound.
Airlines-N.A.

3 - POPULATION:
Corp. City 81 Cen. 1,953; Loc. Est. 1,942

4 - HOUSEHOLDS:
Corp. City 81 Cen. N.A.; Loc. Est. 794

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 1,200 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Mills; Creamery; Grain Elevators; Wood Treating; Timber Products; Grain; Dairy; Stock Farms.
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE ROBLIN NEWS (e-mon to fri) 2,200; sworn Apr. 20, 1982.
Local Contact for Advertising and Merchandising Data: Joey Halasz, Pub., THE ROBLIN NEWS, Hal-Man Publications, Ltd., 182 Main St., Box 299, Roblin, MB R0L 1P0; Tel. (204) 937-2517.
National Representative: None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Elec. Dist.; E&P Map C-3. Manufacturing and agricultural area; about 300 mi. NW of Winnipeg; On Canadian Hwy. 10, 49 & 83.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782; Loc. Est. 3,803

4 - HOUSEHOLDS:
City 81 Cen. 1,458; Loc. Est. 1,501

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,115 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Jan. 14, 1982.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Editors, REPORT, Main St., Box 1629, Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative: None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp'n of Greater Winnipeg, E&P Map C-4. Provincial Capital where the Red and Assiniboine rivers join. 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.
Airlines-Air Canada; CP Air; Northwest; Pacific Western; Frontier Air; Nordair; North Central.

3 - POPULATION:
Corp. City 81 Cen. 564,473; Loc. Est. 566,332
CZ-ABC: (81) 510,814; (83) 582,500
Bal. in PMA-ABC: (81) 196,245; (83) 204,300
Met. Area 81 Cen. 584,842; Loc. Est. 588,265
Total PMA-ABC: (81) 767,059; (83) 786,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038; Loc. Est. 220,864
CZ-ABC: (81) 213,080; (83) 224,500
Bal. in PMA-ABC: (81) 61,065; (83) 65,300
Met.Area 81 Cen. N.A.; Loc. Est. 228,082
Total PMA-ABC: (81) 274,145; (83) 289,800

5 - BANKS 12 (221 Branches [illegible] Deposits N.A.

6 - PASSENGER AUTOS: City [illegible] (1981)

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 227,931.

8 - GAS METERS: Residences 142,800 Total Greater Wpg. Gas customers 155,347.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Weekly Wage)-Wholesale 12,000 ($370); Retail 24,000 ($213); Finance, Insurance & Real Estate 12,000 ($386); Service 21,000 ($227); Industrial Composite 129,000 ($340); Manufacturing 34,000 ($369); Durable Goods 16,000 ($400); Non-durable goods 18,000 ($342); Construction 3,000 ($487); Transportation 12,000 ($465); Communication 6,000 ($485)
Principal Pay Days-1st and 15th.

10 - CLIMATE: Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; Jul. 19.6; Oct. 6.1. Extremes: Max. 40.6; Min. -45. First killing frost, Sept. 22. Last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centre**-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River West Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre; Kildonan Place; Park West Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Thurs., & Fri.; Food-Thurs. & Fri.; Shopping centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 5; Hudson's Bay 5; Simpson-Sears 3.
Discount Stores-K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S.S. Kresge; Metropolitan.
Chain Drug Stores-Boots 5; A.R.P. 5; Metro Drugs 18; Shoppers Drugs 10; Nieman Pharmacies 7; Woolco Pharmacies 5; Price Watchers 15.
Chain Supermarkets-Dominion 11; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner Foods 2; Tom Boy 6; Family Fare 9; Super Valu 5.
Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 6; Steen & Wright; Holt-Renfrew 2; D'Allairds 4; Gray's Apparel 4; Sally Shop; Bata Shoe 5; Bowring's 2; Marshall-Wells; Radio Shack 12; Reitman's 5; MacLeod's 2; Canadian Tire 7; Firestone 6; Pennington's 6; Fairweather 4; Goodyear 8; Clifford's 5; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 5.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 175,084; (e-sat) 245,070; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.
SUN (m-mon to fri) 35,400; (S) 40,328; sworn Mar. 29, 1983.
Local Contact for Advertising and Merchandising Data: Ed Huculak, Mktg. Dir., SUN, 1700 Church Ave., Winnipeg, MB R2X 2W9; Tel. (204) 957-0710.
National Representative: None.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1984**
Under 5 Years	58	49	62
5-14 Years	130	118	149
15-24 Years	115	114	144
25-44 Years	134	156	198
45-64 Years	84	87	110
65 and Over	37	44	56
TOTAL	558	568	719

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1984**
General Mdse.	159	414	453
Apparel	21	106	137
Furniture	8	40	82
Groceries	130	507	751
Lumber/Bldg. Mat.	61	5	16
Restaurants	8	160	360
Autos	96	331	597
Gasoline/Fuel Oil	39	190	267
Drugs	15	92	124
TOTAL SALES	599	2,009	3,039

Source: Census of Canada/Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Central supply base of hunting; fishing and vacationing area. Situated on navigable river. 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.

2 - TRANSPORTATION: **Motor Freight Carriers**-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723; Loc. Est. 42,935
CZ-ABC: (81) 46,983; (83) 46,600
RTZ-ABC: (81) 67,156; (83) 68,900
City & RTZ-ABC: (81) 114,139; (83) 115,500

4 - HOUSEHOLDS:
City 81 Cen. 16,067; Loc. Est. 16,271
CZ-ABC: (81) 16,685; (83) 17,100
RTZ-ABC: (81) 20,715; (83) 21,600
City & RTZ-ABC: (81) 37,400; (83) 38,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Finance & Trust	16	N.A.

6 - PASSENGER AUTOS: City 24,425 (1981)

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Footwear 150; Millwork 200; Ptg. 200; Creamery 70; Food Proc. 115; Brick & Concrete Prod. 115. Largest payrolls are Government Offices and Educational Institutions-University of New Brunswick, St. Thomas University Teachers College Combined app. 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on South Side; Union & Bridge Sts.; Brookside Dr. &

Sunset Dr.; in section of city across 3/4-mile wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plaza	NA	K mart, Dominion
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Steinberg's
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart, Dominion

Principal Shopping Days-Thurs. & Fri.
Stores Close-Many stores and groceries open Sat. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-Creagham; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Canadian Tire; Western Tire; Woolco.
Chain Supermarkets-Dominion 3; Sobeys 3; Steinbergs; Red & White 3; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers Drug 2; Devon Pharmacy 2; Lantons.

14 - NEWSPAPERS: GLEANER (e) 26,748; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 455-6671.
National Representative: None.

MONCTON, N.B.

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway from U.S.A. and upper Canada to Nova Scotia and Prince Edward Island.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air-Canada-E.P.A.; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743; Loc. Est. 42,935
CZ-ABC: (81) 78,161; (83) 78,600
RTZ-ABC: (81) 224,110; (83) 228,900
City & RTZ-ABC: (81) 302,271; (83) 307,500

4 - HOUSEHOLDS:
City 81 Cen. 19,402; Loc. Est. 19,807
CZ-ABC: (81) 26,265; (83) 27,400
RTZ-ABC: (81) 63,400; (83) 66,800
City & RTZ-ABC: (81) 89,665; (83) 94,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: City 28,941

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps) 6,000 emp., payroll $24 million annually. Manufacturing 2,342 employes, payroll approximately, 17 million annually. Approximately 400 smaller industries.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shopping malls: Highfield Square, Champlain Place Shopping Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Lounsbury's; Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart; 7-Eleven.
Chain Drug Stores-Good Neighbor 3; Shoppers Drug Mart 4.
Chain Supermarkets-Dominion 4; Sobey's 3; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills.
Other Chain Stores-Goodrich; Peoples Jewelers; Sally Ladies; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Limited; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e) 43,962; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 382-9321.
National Representative: Associated Media Representatives.

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4, County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Mfg. and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial; Atlantic Central.

3 - POPULATION:
Corp. City 81 Cen. 80,521; Loc. Est. 83,288
CZ-ABC: (81) 83,288; (83) 81,600
RTZ-ABC: (81) 613,115; (83) 624,700
Met. Area 81 Cen. 114,048; Loc. Est. 110,284
City & RTZ-ABC: (81) 696,403; (83) 706,300

4 - HOUSEHOLDS:
City 81 Cen. 27,665; Loc. Est. 28,085
CZ-ABC: (81) 28,085; (83) 28,600
RTZ-ABC: (81) 186,830; (83) 196,900
Met. Area 81 Cen. 30,900; Loc. Est. 37,713
City & RTZ-ABC: (81) 214,915; (83) 225,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: City 41,034

7 - ELECTRIC METERS: Residence 28,419

8 - GAS METERS: 12

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550.
Principal Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24 Fall 13-21; Winter -23-14. First killing frost, Oct. 11. Last killing frost, May 11.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Square; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Place; Brunswick Square; Westmorland Place; Chesley Place; Market Square Complex.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears Mon. to Fri. 9:30, Sat. 5:30 p.m.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; K mart; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth; Metropolitan; Zeller's.
Chain Supermarkets-Sobey's 4; Dominion; Save-Easy; IGA; No Frill; Best For Less.
Other Chain Stores-Canadian Tire; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Brandram-Henderson; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Factory Shoe Outlet; Colour Your World.
Chain Drug Stores-Shoppers Drug; Lawton's; Drug City.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 33,929; THE EVENING TIMES-GLOBE (e-mon to fri) 32,336; (m-sat) 68,163; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tom Roberts, Adv. Dir., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street, P.O. Box 2350, Saint John, NB E2L 3V8; Tel. (506) 657-1230.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Bardal, Gosbee & Associates.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1984
Under 5 Years	58	53	45
5-14 Years	135	120	101
15-24 Years	138	137	115
25-44 Years	167	194	163
45-64 Years	118	122	103
65 and Over	62	70	59
TOTAL	678	696	586

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1984
General Mdse.	158	456	435
Apparel	29	125	143
Furniture	22	52	69
Groceries	197	667	610
Lumber/Bldg. Mat.	19	19	12
Restaurants	8	196	195
Autos	150	553	389
Gasoline/Fuel Oil	78	256	247
Drugs	22	112	115
TOTAL SALES	851	2,772	2,353

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: Railroads-Can. Natl.
Steamship Lines-6.
Airlines-Air Canada; E.P.A.
Intercity Bus Lines-CN Roadcruiser.

3 - POPULATION:
Corp. City 81 Cen. 24,339; Loc. Est. 23,813
CZ-ABC: (81) 24,748; (83) 24,400
RTZ-ABC: (81) 63,281; (83) 63,500
City & RTZ-ABC: (81) 88,029; (83) 87,900

4 - HOUSEHOLDS:
City 81 Cen. 6,745; Loc. Est. 6,840
CZ-ABC: (81) 6,825; (83) 7,000
RTZ-ABC: (81) 15,910; (83) 16,500
City & RTZ-ABC: (81) 22,735; (83) 23,500

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 141,607 (1981)

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wate Earners (Av. Wkly. Wage)- Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Millbrook; Broadway; West Street; Millbrook and Corner Brook Plaza. (In RTZ-375 Retail Stores).
Principal Shopping Days-Thu., Fri. and Sat.
Stores Close-Mon.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall 2.
Discount Stores-Kearseys; Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 10,356; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: William Osmond, Adv. Mgr., WESTERN STAR, West St., Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroads-C.N.R.
Motor Freight-20.
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3 - POPULATION:
Corp. City 81 Cen. 83,770; Loc. Est. 82,280
CZ-ABC: (81) 83,770; (83) 82,900
RTZ-ABC: (81) 483,911; (83) 492,100
Met. Area 81 Cen. 154,820; Loc. Est. 159,687
City & RTZ-ABC: (81) 567,681; (83) 575,000

4 - HOUSEHOLDS:
City 81 Cen. 24,953; Loc. Est. 25,439
CZ-ABC: (81) 24,525; (83) 25,100
RTZ-ABC: (81) 123,895; (83) 131,000
Met. Area 81 Cen. N.A.; Loc. Est. 45,061
City & RTZ-ABC: (81) 148,420; (83) 156,100

5 - BANKS: 39 Branches. Deposits N.A.

6 - PASSENGER AUTOS: Province 141,607 (1981)

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Bev. 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Retail 9,500 ($185).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11. Last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsall Hwy.; Avalon Mall; Kenmount Rd.; K mart Plaza; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Bowrings; Ayres; F.W. Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Supermarkets-Dominion 7; Cooper's Discount; The General 2; Consumers Co-op; Sobeys 5.

14 - NEWSPAPERS: NEWS (m-mon, wed, fri) 8,399; (m-tues, thu) 7,282; (m-sat) 8,448; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.R. Rogers, Adv. Dir., NEWS, Box 8835, Station "A", St. John's, NF A1B 3V2; Tel. (709) 726-1810.
National Representative: Bardal, Gosbee & Associates.
TELEGRAM (e-mon to fri) 35,533; (e-sat) 48,197; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, 400 Topsail Rd., St. John's, NF A1E 2B8; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1984
Under 5 Years	66	61	63
5-14 Years	158	138	142
15-24 Years	163	164	168
25-44 Years	208	236	242
45-64 Years	154	156	160
65 and Over	83	92	94
TOTAL	832	847	869

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1984
General Mdse.	187	541	580
Apparel	42	165	216
Furniture	21	66	81
Groceries	246	924	1,064
Lumber/Bldg. Mat.	8	34	47
Restaurants	16	303	556
Autos	173	633	717
Gasoline/Fuel Oil	113	270	275
Drugs	27	149	218
TOTAL SALES	971	3,545	4,158

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684; Loc. Est. 9,358
CZ-ABC: (81) 9,684; (83) 9,500
RTZ-ABC: (81) 33,492; (83) 33,700
City & RTZ-ABC: (81) 43,176; (83) 43,200

4 - HOUSEHOLDS:
City 81 Cen. 3,448; Loc. Est. 3,444
CZ-ABC: (81) 3,435; (83) 3,500
RTZ-ABC: (81) 11,025; (83) 11,200
City & RTZ-ABC: (81) 14,460; (83) 14,700

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 12,379 (1981)

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Products; Custom Machinery; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Margolians.
Variety Stores-Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,635; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-C.N.; Dominion Atlantic.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Pacific; Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 114,594; Loc. Est. 112,895
CZ-ABC: (81) 209,702; (83) 210,100
RTZ-ABC: (81) 467,652; (83) 478,700
Met. Area 81 Cen. 277,727; Loc. Est. 282,757
City & RTZ-ABC: (81) 677,354; (83) 688,800

4 - HOUSEHOLDS:
City 81 Cen. 44,640; Loc. Est. 45,321
CZ-ABC: (81) 74,325; (83) 77,700
RTZ-ABC: (81) 149,640; (83) 157,800
Met. Area 81 Cen. N.A.; Loc. Est. 101,191
City & RTZ-ABC: (81) 223,965; (83) 235,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 115,240 (1981)

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Metro Area-Industry, Number of Wage Earners (Av. Wkly, Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Construction 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Finance, Insur. & Real Estate 6,100 ($258); Service 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31. Last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Metro Area-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plaza (8 stores); Capitol Village Centre (7 stores); Clayton Park Plaza (5 stores); Green Street Plaza (3 stores); Shannon Plaza (8 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barrinston Pl.(35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, IGA
Clayton Park(12)	NA	Dominion
Dartmouth S.C.(12)	NA	Zellers. Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C.(74)	NA	Eatons, Kresges
Historic Prop.(31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(85)	NA	Woolco, Sobeys, Sears
Quinpool Ctr.(20)	NA	Canadian Tire, Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(20)	NA	Save-Easy, Metropolitan

Stores Close-Sunday.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton Co.; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworths; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers Drug Mart 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata Shoes, Bonita, Maher Shoes, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewellry: Birk's, Peoples Jewellry, Charm Jewellry, G.B. Murphy, Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 76,028; THE MAIL-STAR (e) 60,777; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.J. Capon, Adv. Sales Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2885.
National Representative: Newspaper Marketing Bureau.
THE DAILY NEWS (e) 17,124; sworn Sept. 28, 1982.
Local Contact for Advertising and Merchandising Data: Pat Sims, Adv. Mgr., THE DAILY NEWS, 446 Main Hwy., Box 168, Lower Sackville, NS B4C 2S9; Tel. (902) 865-0942.
National Representative: None.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. Coal and steel fabricating, kraft paper, rail car mfg., tire mfg. and woodpulping center. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: **Railroads**-Can. Natl.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 10,464; Loc. Est. 10,357
CZ-ABC: (81) 23,575; (83) 23,700
RTZ-ABC: (81) 26,775; (83) 27,400
City & RTZ-ABC: (81) 50,350; (83) 51,100

4 - HOUSEHOLDS:
City 81 Cen. 3,598; Loc. Est. 3,676
CZ-ABC: (81) 7,815; (83) 7,900
RTZ-ABC: (81) 8,180; (83) 8,700
City & RTZ-ABC: (81) 15,995; (83) 16,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: County 17,281 (1981)

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Ry. Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint 25; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Sobey's (Food Chain) 500; Dairy 400; Casket Making 40.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Wed; Thurs; Fri.

13 - RETAIL OUTLETS: Department Stores-Goodman; Zeller's; K mart; Woolco; Metropolitan.
Variety Stores-Steadman's.
Chain Drug Stores-Shoppers Drug Mart 2; Lawton's.
Chain Supermarkets-Sobey's 4; Dominion; IGA 2; Johnson & MacDanold 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Firestone; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Lindor; Jack Frager (men's).

14 - NEWSPAPERS: THE EVENING NEWS (e) 11,555; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 E. River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; N. Sydney; Cabot.
Airlines-Air-Canada; Eastern Provincial Airways.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Cen. 29,244; Loc. Est. 28,823
CZ-ABC: (81) 36,708; (83) 36,500
RTZ-ABC: (81) 133,380; (83) 134,000
City & RTZ-ABC: (81) 170,088; (83) 170,500

4 - HOUSEHOLDS:
City 81 Cen. 9,444; Loc. Est. 9,553
CZ-ABC: (81) 11,371; (83) 11,700
RTZ-ABC: (81) 37,859; (83) 39,600
City & RTZ-ABC: (81) 49,230; (83) 51,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 39,497 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Centre of industrial area of Cape Breton, 4 towns, 12 miles from Sydney forming concentrated pop. of 169,865. Main industries are: Steel Plant 2,000 emp.; annual payroll $22 million; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Other towns are mainly mining & fishing area, coal 6,000 emp. $40 million annual payroll; shipping & receiving point for goods to & from Newfoundland (90 miles distant). Point Tupper: Heavy Water Plant, Power Plant, Oil Refinery, $50 million pulp mill (2,000 emp.); $50 million heavy water plant at Glace Bay; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp. Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney; 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Grace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 Plummer L Ave. N. Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(21)	NA	K mart, Dominion
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
N. Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	NA	Woolco, Simpson's, Best For Less

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Plazas Daily.

13 - RETAIL OUTLETS: Department Stores-Oak Hall; Crowell's; Simpson-Sears 4; Simpson's; Woolco; Kresge; Zellers.
Variety Stores-Woolworth's 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furniture Stores 8.
Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Dominion 2; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; Best For Less; Lo Food 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers Drug Mart 3; Radio Shack; Kelly's Stereo; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,408; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Dir., CAPE BRETON POST, 75 Dorchester St., Sydney, NS B1P 5Z2; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4, County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys. running East, West & South. Ry. & Hwy. hub. Dairy farming & lumbering center of province.

2 - TRANSPORTATION: Railroads-Canadian National; Dominion Atlantic.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552; Loc. Est. 12,403
CZ-ABC: (81) 18,982; (83) 19,100
RTZ-ABC: (81) 39,242; (83) 40,100
City & RTZ-ABC: (81) 58,244; (83) 59,200

4 - HOUSEHOLDS:
City 81 Cen. 4,755; Loc. Est. 4,882
CZ-ABC: (81) 6,810; (83) 6,900
RTZ-ABC: (81) 12,320; (83) 13,100
City & RTZ-ABC: (81) 19,130; (83) 20,000

5 - BANKS 12, Deposits N.A.

6 - PASSENGER AUTOS: City 7,338

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prod.; Railway.
Principal Industrial Pay Days-5, 15, 20 & 30.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Centre; Truro Mall.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers Drug.
Chain Supermarkets-Dominion; Sobey's; IGA; Save-Easy.
Other Chain Stores-Canadian Tire; Goodman; Simpson-Sears; Handy Andy; Charm Jewelers; G.B. Murphy.

14 - NEWSPAPERS: NEWS (e) 8,597; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., NEWS, 6 Louise 893-9405.
National Representative: Thomson Newspapers.

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ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1984
Under 5 Years	607	593	614
5-14 Years	1,467	1,294	1,337
15-24 Years	1,552	1,599	1,653
25-44 Years	2,267	2,529	2,614
45-64 Years	1,632	1,742	1,801
65 and Over	739	868	897
TOTAL	8,264	8,625	8,916

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1984
General Mdse.	1,874	5,340	5,512
Apparel	739	2,084	2,227
Furniture	385	889	800
Groceries	2,831	10,206	11,274
Lumber/Bldg. Mat.	138	250	359
Restaurants	270	4,101	8,980
Autos	1,839	7,670	9,023
Gasoline/Fuel Oil	988	3,431	3,794
Drugs	316	1,392	1,818
TOTAL SALES	12,606	41,753	48,091

Source: Census of Canada/Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light mfg., tourism. 60 mi. N of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads-C.N.; C.P. (at Midhurst, 5 miles).
Intercity Bus Lines-Gray Coach; Greer Transp.
Motor Freight Carriers-10.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.)

3 - POPULATION:
Corp. City 81 Cen. 38,423; Loc. Est. 40,507
CZ-ABC: (81) 38,423; (83) 40,200
RTZ-ABC: (81) 115,441; (83) 119,100
City & RTZ-ABC: (81) 153,864; (83) 169,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477; Loc. Est. 14,669
CZ-ABC: (81) 13,370; (83) 14,400
RTZ-ABC: (81) 37,075; (83) 39,700
City & RTZ-ABC: (81) 50,445; (83) 54,100

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elect. Appl. 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28. Last killing frost, Apr. 21.

11 - TAP WATER: From Artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth's
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolworth's; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Walkers; Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 12,266; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale, shopping, mfg. center. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881; Loc. Est. 34,659
CZ-ABC: (81) 34,881; (83) 34,700
RTZ-ABC: (81) 109,746; (83) 110,200
City & RTZ-ABC: (81) 144,627; (83) 144,900

4 - HOUSEHOLDS:
City 81 Cen. 13,400; Loc. Est. 13,724
CZ-ABC: (81) 13,285; (83) 13,700
RTZ-ABC: (81) 36,680; (83) 38,100
City & RTZ-ABC: (81) 49,965; (83) 51,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Black Diamond Cheese and Spices.
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24. Last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., North Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plaza, Dundas St.; Westgate Plaza, Allied Towers, Trent Road; North Front St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Walker Stores; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shoppers Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaws 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulvers Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,682; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Raabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County, E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: Railroads-CNR; CPR; GO Transportation.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport; 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030; Loc. Est. 172,584
CZ-ABC: (81) 149,030; (83) 155,000
RTZ-ABC: (81) 26,645; (83) 28,100
City & RTZ-ABC: (81) 175,675; (83) 183,100

4 - HOUSEHOLDS:
City 81 Cen. 44,055; Loc. Est. 52,862
CZ-ABC: (81) 43,950; (83) 49,200
RTZ-ABC: (81) 7,855; (83) 8,500
City & RTZ-ABC: (81) 51,805; (83) 57,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Products; Packaging; Auto. Mfg.; Roofing Supplies; Flowers; Communications Equipment; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Village Square(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Center(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadmans

13 - RETAIL OUTLETS: Department Stores-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaws; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e) 7,400; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County, E&P Maps E-4 & M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53 and 403.

2 - TRANSPORTATION: Railroads-C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315; Loc. Est. 76,903
CZ-ABC: (81) 74,315; (83) 74,800
RTZ-ABC: (81) 106,012; (83) 108,200
City & RTZ-ABC: (81) 180,327; (83) 183,000

4 - HOUSEHOLDS:
City 81 Cen. 26,631; Loc. Est. 28,477
CZ-ABC: (81) 26,545; (83) 26,900
RTZ-ABC: (81) 35,055; (83) 37,000
City & RTZ-ABC: (81) 61,600; (83) 63,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	23	N.A.
Trust Co's.	11	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Machinery; Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Brantford Mall; Lynden Park Mall; Mohawk Plaza; Towers; Colborne Square; Fairview; Morrell Street Plaza; Pleasant Plaza; Minard's Plaza; Greenbrier Plaza; Dunsdon Plaza.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers' Drug; Boots; Towers; Woolco; K mart.
Chain Supermarkets-Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws; Miracle Mart; Vickerman's; Valdi's; No Frills.
Other Chain Stores-Reitmans 3; Agnew Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; Playtime Stores 2; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Family Fair; Radio Shack 2; Jack Fraser; Japan Camera; Canadian Tire 2.

14 - NEWSPAPERS: EXPOSITOR (e) 32,186; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: J.A. Sandy Muir, Adv. Mgr., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representatives: Southam Newspapers (Toronto & Montreal); Vernon J. Rumford (Vancouver).

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4 & O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29 and 401.

2 - TRANSPORTATION: Intercity Bus Lines-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines-Local Class "B" Airport; Torontair.

3 - POPULATION:
Corp. City 81 Cen. 19,896; Loc. Est. 19,892
CZ-ABC: (81) 19,896; (83) 19,700
RTZ-ABC: (81) 62,256; (83) 63,600
City & RTZ-ABC: (81) 82,152; (83) 83,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 7,729; Loc. Est. 7,969
CZ-ABC: (81) 7,695; (83) 7,900
RTZ-ABC: (81) 20,870; (83) 22,500
City & RTZ-ABC: (81) 28,565; (83) 29,900

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abr. & Grind. Wheels; Ins. Chimneys; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elec. Tools; Pharm. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Cross-Country Skis; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $3.50-$5.00; Semi-Skilled $4.50-$6.50; Skilled $7.00-$11.00.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plaza on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 3; Rexall; Shoppers' Drug; Family Pharmacy 2; Boots.
Chain Supermarkets-Dominion 2; No Frills; OK Economy; Steinberg.
Other Chain Stores-Kern's Jeweler; Reward Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 13,956; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stuart Paterson, Adv. Dir., RECORDER & TIMES, Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4 & M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97 and 401.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183; Loc. Est. 79,663
CZ-ABC: (81) 77,183; (83) 79,100
RTZ-ABC: (81) 13,452; (83) 13,500
City & RTZ-ABC: (81) 90,635; (83) 92,600

4 - HOUSEHOLDS:
City 81 Cen. 25,585; Loc. Est. 27,350
CZ-ABC: (81) 25,495; (83) 26,800
RTZ-ABC: (81) 4,115; (83) 4,200
City & RTZ-ABC: (81) 29,610; (83) 31,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 2,610; Machy. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Indus. ($300); Total Emp. 20,000.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Center; Bishop Gate Mall; South Cambridge Centre.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Shopping centres open every evening. Downtown stores open Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Sears; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers Drug Mart; Boots.
Chain Supermarkets-Dominion; Miracle Food Mart 2; Zehr's 4; Food Barn; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 12,690; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4 & L-3, County Seat. Shopping center. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2 and 401; Bluewater Hwy.; near KH's 3, 21 and 98.

2 - TRANSPORTATION: Railroads-C.P.; C.N.; Wabash; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 40,952; Loc. Est. 42,123
CZ-ABC: (81) 40,952; (83) 41,900
RTZ-ABC: (81) 66,700; (83) 65,500
City & RTZ-ABC: (81) 107,022; (83) 107,400

4 - HOUSEHOLDS:
City 76 Cen. 14,622; Loc. Est. 15,504
CZ-ABC: (81) 14,555; (83) 15,300
RTZ-ABC: (81) 22,140; (83) 22,600
City & RTZ-ABC: (81) 36,695; (83) 37,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 12,762

8 - GAS METERS: Residence Chatham and immediate rural areas 30,654

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr.; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. Last killing frost, May 10. First killing frost, Oct. 5.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thames Lea(20)	2	Dominion, Zeller's, Gordon's, K mart
Nortown(12)	2	Stedman's, Gordon's
Chatham Place(24)	3	Woolco, Dominion
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri. & Sat.
Stores Close-Sun.
Stores Open Evenings-Fri.; Food Thurs. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; K mart; Stedman's; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers Drug Mart; Boots.
Chain Supermarkets-A&P; Dominion 2; IGA; Gordon's 6.
Other Chain Stores-Young's Jewellers; Singer Co.; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Pro Hardware.

14 - NEWSPAPERS: NEWS (e) 15,313; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Trickett, Adv. Mgr., NEWS, 45 Fourth St., Chatham, CN N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Corp. City 81 Cen. 11,385; Loc. Est. 11.366
CZ-ABC: (81) 11,385; (83) 11,300
RTZ-ABC: (81) 53,581; (83) 53,500
City & RTZ-ABC: (81) 64,966; (83) 64,800

4 - HOUSEHOLDS:
Corp. City 81 Cen. 4,150; Loc. Est. 4,275
CZ-ABC: (81) 4,125; (83) 4,200
RTZ-ABC: (81) 18,255; (83) 18,800
City & RTZ-ABC: (81) 22,350; (83) 23,000

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fabrication.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 4,753; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Dr. James Johnston, Pub., DAILY STAR, 415 King St. W, Box 400, Cobourg, ON K9A 3P9; Tel. (416) 372-0131.
National Representative; None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4 & O-2, County Seat. On St. Lawrence River; HQ. St. Lawrence Seaway; Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-7.
Intoricty Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 81 Cen. 46,144; Loc. Est. 46,156
CZ-ABC: (81) 46,144; (83) 46,400
RTZ-ABC: (81) 34,452; (83) 34,900
City & RTZ-ABC: (81) 80,596; (83) 81,300

4 - HOUSEHOLDS:
City 81 Cen. 16,228; Loc. Est. 16,774
CZ-ABC: (81) 16,130; (83) 16,800
RTZ-ABC: (81) 10,975; (83) 11,600
City & RTZ-ABC: (81) 27,105; (83) 28,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,850. (Av. Wkly. Wage $215).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thurs. & Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Sears; K mart; Reitman's.
Variety Stores-People's.
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers Drug Mart.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Beaver Lumber; Cashway; Radio Shack; Marks Spencer; Tip Top; Jack Fraser; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Irene Hill; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,118; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ray Padley, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative: Thomson Newspapers.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: Railroads-CN; DWP.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Motor Freight Carriers-3.
Airlines-Republic (Int'l. Falls); NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 8,906; Loc. Est. 8,690

4 - HOUSEHOLDS:
City 81 Cen. 3,257; Loc. Est. 3,274

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agriculture; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: Principal Shopping Area-5 blocks in town.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Chain Stores-Safeway; Canadian Tire; Saan; Acklands; Auto Glass; McLeods.

14 - NEWSPAPERS: BULLETIN (e-mon, tues; thurs; fri) 2,800; sworn Mar. 21, 1983.
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St., PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
National Representative: None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4 & M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads-CN; CP; Junction.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers-31.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington; Private & Charter & Great Lakes Schedule; Guelph Air Park; Private & small charter (Wellington Waterloo Airport).

3 - POPULATION:
Corp. City 81 Cen. 71,207; Loc. Est. 73,103
CZ-ABC: (81) 71,207; (83) 72,700
RTZ-ABC: (81) 71,431; (83) 73,600
City & RTZ-ABC: (81) 142,638; (83) 146,300

4 - HOUSEHOLDS:
City 81 Cen. 25,180; Loc. Est. 27,185
CZ-ABC: (81) 25,180; (83) 26,400
RTZ-ABC: (81) 22,584; (83) 23,800
City & RTZ-ABC: (81) 47,764; (83) 50,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 22,900

8 - GAS METERS: 16,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sports Equipment 190; Steel Buildings 270; Hats 340; Power Transformers 842; Off-Highway Haulers 168; Glass Yarns 470; Metal Fluxes 215; Dairy Products 100; Steel Valves 200; Transformers 625; Tobacco 827; Iron Castings 260; Communications 475; Overhead Switchgear 185; Saw Chains 375; Wires and Cables 328; Shirts 230; Women's Wear 225; Power Tools 334;

Freezers 510; Correctional Centre 395; Homewood Sanitarium 600; University of Guelph 3,426. Average weekly wage $285.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-on 9 Sts.; 8 blocks Macdonell; Eaton Centre; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plaza; Stone Rd. Mall; Westwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Vince's Mkt., IGA, Zehr's, J&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs., Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Budds; Sears; Zeller's County Fair 2; K mart; Biway; Eaton's.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 5; Rexall; Super Save; 2; Nyal; Boots 2; Shoppers Drug Mart 3.
Chain Supermarkets-A&P 2; Dominion 2; Foodland; Zehr's 6; Miracle Mart; Darrigos; Valdi.
Other Chain Stores-Shoes: Aggies, Athletes Foot, Cord Wainer, Kiddie Cobbler, Gallenkamp, Shoe House, Heller & Moisan, Ab Amies, Ovation; Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Elks, Zacks, Reitmans, Arcade, Browns, Executive Suite, House of David, Alb Brown, Star, Ellens Fashions, KarenLynn Shop, Lees Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Loves, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelery: Birk's, Pequegnat's, A.W. Smith, Morse, Ostrander's, Youngs.

14 - NEWSPAPERS: MERCURY (e) 17,330; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative: Thomson Newspapers.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4 & M-3. Western end Lake Ontario County Seat. 19,230 acres, one of largest landlocked harbors on Great Lakes, Canada's fifth port in tonnage handled. 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20 & 403.

2 - TRANSPORTATION: Railroads-CN; CP; TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; Amercian; B. Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 81 Cen. 306,434; Loc. Est. 303.557
CZ-ABC: (76) 462,141; (83) 478,500
RTZ-ABC: (76) 242,550; (83) 265,700
Met. Area 81 Cen. 542,095; Loc. Est. 544,805
City & RTZ-ABC: (76) 704,691; (83) 744,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 114,684; Loc. Est. 117,381
Met. Area 81 Cen. N.A.; Loc. Est. 201,803
CZ-ABC: (76) 153,135; (83) 175,300
RTZ-ABC: (76) 72,230; (83) 87,400
City & RTZ-ABC: (76) 225,365; (83) 262,700

5 - BANKS	NUMBER	EST. DEP.
All	140	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fabricating Industries 7,800 ($387); Machy. & Electrical 5,400 ($418); Electrical Prod. 7,900 ($360); Construction 4,900 ($452); Trans. Communication & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & Real Estate 5,000 ($222); Service 9,100 ($165).
Principal Pay Days-Thurs. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23. Last killing frost, Apr. 28

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Districts-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Kenilworth Ave., N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plaza, Dundas(32)	5	Miracle Mart, Dominion
Greater Hamilton(70)	3	Robinson's, Sears, Dominion
Burlington Mall(80)	12	Sears, Dominion, K mart, Robinson's, Eaton's
Mountain Plz.(30)	2	Woolco
Skyway Plaza-Stoney Crk.(20)	8	Woolworth, Dominion
Skyway	14	Eames
Fennel Sq.(15)	30	Woolworth
Terminal Towers	0	
Aldershot(15)	8	Towers, Dominion, Canadian Tire
Brant Plaza(15)	10	
Roseland Plz.(20)	11	SupeRx
County Fair(5)	4	Zeller's
Appleby Mall-Burlington	10	Zeller's, Dominion
Queenston Mall	5	Miracle Mart, Canadian Tire
Eastgate Sq.(104)	5	Eaton's, Woolco, Robinson's
Jackson Sq.(110)	0	Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	
Stadium Mall(7)	3	Consumer Dist.
Strath-Barton(6)	4	Family Fair
Harvard Sq.	NA	Safeway
Lime Ridge Mall(190)	5	Sears, Robinson's, Eaton's, Dominion
Fiesta Mall	7	Zeller's, Dominion,
Hopedale Mall(20)	NA	

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Most downtown chain food & shopping centers: Thurs. & Fri.; Plaza food stores open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; G.W. Robinson; Sears.
Discount Stores-Towers; Zeller's; Woolco; Miracle Mart; K mart.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Rexall 3; IDA 34, Shoppers Drug Mart 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7; SupeRx 12.
Chain Supermarkets-Miracle Food Marts 7; Dominion 13; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min-A-Mart 3; Zehrs.
Other Chain Stores-Sally Shops; Tip-Top Tailors Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Bowring's.

14 - NEWSPAPERS: SPECTATOR (e) 146,493; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R Clark, Adv. Sales Mgr., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representatives: Southam Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

KENORA, ONT.

1 - LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads-C.P.
Intercity Bus Lines-Greyhound.
Airlines-Torontair.

3 - POPULATION:
Corp. City 81 Cen. 9,817; Loc. Est. 9,431
CZ-ABC: (81) 9,817; (83) 9,500
RTZ-ABC: (81) 10,482; (83) 10,800
City & RTZ-ABC: (81) 20,299; (83) 20,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 3,677; Loc. Est. 3,626
CZ-ABC: (81) 3,610; (83) 3,600
RTZ-ABC: (81) 3,230; (83) 3,200
City & RTZ-ABC: (81) 6,840; (83) 6,800

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Flour, Lumber Mills; Brewing; Boat Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Mall	0	Woolworth, Dominion

Principal Shopping Days-Thurs., Fri.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,533; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ted Weiss, Adv. Mgr., MINER & NEWS, 33 Main St., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County, E&P Maps E-4 & N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Torontair.

3 - POPULATION:
Corp. City 81 Cen. 52,616; Loc. Est. 50,851
CZ-ABC: (81) 52,616; (83) 51,200
RTZ-ABC: (81) 107,599; (83) 108,200
City & RTZ-ABC: (81) 160,215; (83) 159,400

4 - HOUSEHOLDS:
City 81 Cen. 22,209; Loc. Est. 21,950
CZ-ABC: (81) 21,415; (83) 21,600
RTZ-ABC: (81) 34,125; (83) 35,200
City & RTZ-ABC: (81) 55,540; (83) 56,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 21,727

8 - GAS METERS: 3,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Synthetic Fibres 2,000 ($186); Metal Processing 2,500 ($212).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9. Last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cataraqui Town Centre; 5 blocks on Princess St.; Kingston Shopping Centre; Frontenac Mall; 4 other plazas, 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(60)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(60)	NA	Dominion, Woolco
Cataraqui Centre(110)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Simpsons-Sears; Cherney's; Simpsons.
Discount Stores-Sentry Stores; S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers Drug; Boots; Guardian; Londrey's.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA; Food City.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Very, Very, Terry, Jerry; Elk's; Frontier Fruit & Nut; Bowrings; Shorneys; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World.

14 - NEWSPAPERS: WHIG-STANDARD (e) 35,242; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: A. McLaren, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardal, Gosbee & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution centre. 365 mi. from Toronto. On Hwys. II and 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines: NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 12,219; Loc. Est. 11,523
CZ-ABC: (81) 12,219; (83) 11,700
RTZ-ABC: (81) 29,069; (83) 28,700
City & RTZ-ABC: (81) 41,288; (83) 40,400

4 - HOUSEHOLDS:
City 81 Cen. 4,716; Loc. Est. 4,566
CZ-ABC: (81) 4,645; (83) 4,600
RTZ-ABC: (81) 9,485; (83) 9,700
City & RTZ-ABC: (81) 14,130: (83) 14,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,835; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2 & M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray; Canada; United Trails.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Toronto Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162; Loc. Est. 194,674
Kitchener 81 Cen. 139,734; Loc. Est. 143,797
Waterloo 81 Cen. 49,428; Loc. Est. 50,877
CZ-ABC: (81) 189,162; (83) 193,500
RTZ-ABC: (81) 123,721; (83) 125,100
City & RTZ-ABC: (81) 312,883; (83) 318,600
Met Area 81 Cen. 287,801; Loc. Est. 296,147
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774; Loc. Est. 73,128
Kitchener 81 Cen. 50,329; Loc. Est. 55,519
Waterloo 81 Cen. 18,445; Loc. Est. 19,609
Met. Area 81 Cen. 99,395; Loc. Est. 109,052
CZ-ABC: (81) 67,460; (83) 70,800
RTZ-ABC: (81) 38,220; (83) 40,000
City & RTZ-ABC: (81) 105,680; (83) 110,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	111	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 90,182

8 - GAS METERS: Residence 48,891

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 52,041; Terminal & Storage 4,623; Shopping & Services 33,734; Business & Commercial Services 36,132; Recreation 2,590; Construction 3,980; Agriculture (excluding farming) 615.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers-Fairview Park, 5 miles from downtown Kitchener (95 stores); Market Square, downtown Kitchener (39 stores); King Centre, downtown Kitchener (70 stores); 8 blocks on King St., Kitchener; Waterloo Square, downtown Waterloo (52 stores); Conestoga Mall, 6 miles from downtown Waterloo (74 stores); 3 blocks on King St., Waterloo; John Galt Shopping Centre (26 stores); Highland Shopping Centre (10 stores); Plaza 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Centre (8 stores); Bishop Gate Mall (10 stores).
Neighborhood Shopping Centers-Kitchener: Lancaster Street Plaza, Kingsdale Plaza, Belmont Plaza, Frederick Mall, Stanley Park Mall, Courtland Plaza, Forest Glen Plaza, Eastwood Square, Pioneer Park Plaza, Forest Hill Plaza, Laurentian Hills Plaza, Manitou Mall, Rosemount Centre, Highland Road Plaza, Southwood; Country Hills Plaza; Doon Village Centre; Weber St. Mall; Victoria Square Plaza; Hazelglen Plaza. Waterloo: Towers Plaza, Westmount Place, County Fair Centre, Parkdale Plaza, Glenridge Plaza, Lincoln Plaza; Toll Gate Plaza; Beechwood Plaza; University Plaza.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.; Food, every evening except Sunday

13 - RETAIL OUTLETS: Department Stores-Goudies; Budds; Eaton's 2; Marks & Spencer; Robert Simpson; Sears; Robinson's 2.
Variety Stores-Woolworth; Kresge; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 3.
Chain Drug Stores-Boots 7; Guardian 2; IDA 4; Shoppers Drug Mart 6; Rexall 3.
Chain Supermarkets-Dominion 2; Dutch Boy 6; Zehrs 11; Hi Way; Central; Derango's; Knechtel's 2; Miracle Food Mart; Valdis 3.
Other Chain Stores-Agnew Surpass Shoes 4; Reward Shoe 2; Singer Co.; Young Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Dunlop; Esso Centres; Fairweathers 3 (ladies); Town & Country (ladies) 6; Leon's Furniture; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2.

14 - NEWSPAPERS: RECORD (e) 73,834; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative: Bardal, Gosbee & Associates.

LINDSAY, ONT.

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596; Loc. Est. 13,872
CZ-ABC: (81) 13,596; (83) 13,600
RTZ-ABC: (81) 38,993; (83) 40,200
City & RTZ-ABC: (81) 52,589; (83) 53,800

4 - HOUSEHOLDS:
City 81 Cen. 5,292; Loc. Est. 5,568
CZ-ABC: (81) 5,260; (83) 5,400
RTZ-ABC: (81) 13,510; (83) 14,100
City & RTZ-ABC: (81) 18,770; (83) 19,500

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 300; Chemical 600; BrakeShoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. to Sat. til 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,545; (e-thurs) 5,132; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. McConomy, Pres./Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280; Loc. Est. 261,445
Met. Area 81 Cen. 283,668; Loc. Est. 291,611
CZ-ABC: (81) 243,268; (83) 263,000
RTZ-ABC: (81) 542,067; (83) 551,100
City & RTZ-ABC: (81) 785,335; (83) 814,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 98,070; Loc. Est. 103,716
Met. Area 81 Cen. 105,595; Loc. Est. 113,155
CZ-ABC: (81) 84,072; (83) 102,900
RTZ-ABC: (81) 170,038; (83) 191,300
City & RTZ-ABC: (81) 785,335; (83) 814,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	81 Br.	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 78,157

8 - GAS METERS: Residence 65,685

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage N.A.)-Primary 500; Manufacturing 25,000; Construction 6,500; Transportation, Communications, Utilities 7,500; Trade 23,500; Finance, Insurance, Real Estate 11,500; Services 44,000; Public Administration 7,000.
Principal Pay Days-Thurs., Fri.; 1st & 15th

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers-(Number of Stores)-Wellington Square (48), Wellington King Sts.; Eastown Plaza (30), East Dundas St.; Westown Plaza (20), Oxford St. W.; London Plaza (10), Adelaide St. N.; Wharncliffe Plaza (8), Wharncliff-Base Line Rds.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (50), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plaza (13), Hamilton Rd.; Oxford Plaza (18), Oxford-Adelaide Sts.; Argyle Mall (35), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (20); Westmount Plaza (70); City Centre (26), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (17), Oxford St. E.; Towers Plaza (7), Wellington Road S.; London Center Arcade (70); Wonderland Mall (24), Wonderland & Southdale.

Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.

Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.

Stores Close-Sundays.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; Simpsons 2; Kingsmills; Hudsons; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 3; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworths 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 6; Canadian Apothecary 5; Shopper's Drug 6; SupeRx 6; Rexall 10.
Chain Supermarkets-Loblaws 6; Dominion 6; A&P 5; Miracle Mart 5; Superior 4; Foodcity 2.
Other Chain Stores-Apparel: D'Allaird's, Bonds 2, Boughners, Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks 3, Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furniture: Leons, Interior Trend, Deisng Plus, Pattons Place, London Furn., Common Market, Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 3, Belinda 3, Dacks, Fredelle 2, Kinney 2, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3. Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 126,575; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads-C.N.; Wabash; Conrail; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 81 Cen. 70,960; Loc. Est. 71,754
CZ-ABC: (76) 69,423; (83) 71,600
RTZ-ABC: (76) 36,516; (83) 36,200
Met. Area 81 Cen. 304,353; Loc. Est. 305,610
City & RTZ-ABC: (76) 105,939; (83) 107,800

4 - HOUSEHOLDS:
City 81 Cen. 25,087; Loc. Est. 22,515
CZ-ABC: (76) 22,515; (83) 25,900
RTZ-ABC: (76) 11,845; (83) 13,100
Met. Area 81 Cen. N.A.; Loc. Est. 111,117
City & RTZ-ABC: (76) 34,360; (83) 39,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162.)
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Aver. Temp.-Summer 68; Av. Annual 47; Annual Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Queen St. Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thurs., Sat.
Stores Close-Wed. noon.
Stores Open Evenings-Thurs. & Fri. North End; Fri. South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores-Reitman's Shoes; Agnew-Aurpass; Maher; Reward; Kent; Firestone; Canadian Tire; Goodyear; Dunlop; Uniroyal; H. Salt; Shoprite; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 19,937; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; O.N.R. Hdq.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Transp.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 51,268; Loc. Est. 51,076
CZ-ABC: (81) 51,639; (83) 51,000
RTZ-ABC: (81) 51,124; (83) 51,700
City & RTZ-ABC: (81) 102,763; (83) 102,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 17,266; Loc. Est. 17,742
CZ-ABC: (81) 15,430; (83) 17,700
RTZ-ABC: (81) 19,575; (83) 19,500
City & RTZ-ABC: (81) 35,005; (83) 35,200

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 15,865

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Primary Industry 453; Manufacturing 4,334; Constuction 1,461; Trans., Communications & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & Real Estate 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept. Last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Square-21 acres, 60 stores, incl. Loblaw; Woolco; Reitman; 1450 cars; Nipissing Plaza; Dominion; Zellers, 6 mi. from downtown; Widdifield Plaza 2 stores; 700 cars; North Bay Mall; K mart, A&P; 65 stores, 1,200 cars.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's.
Chain Drug Stores-Boots 2; Shopper's Drug Mart 2.
Chain Supermarkets-Dominion 2; A&P 2; Loblaw's 2; IGA; Food City.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailor's; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone.

14 - NEWSPAPERS: NUGGET (e) 23,571; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Les H. Geirholm, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955; Loc. Est. 23,719
CZ-ABC: (76) 24,412; (83) 23,700
RTZ-ABC: (76) 30,548; (83) 33,900
City & RTZ-ABC: (76) 54,960; (83) 57,600

4 - HOUSEHOLDS:
City 81 Cen. 8,521; Loc. Est. 8,710
CZ-ABC: (76) 7,700; (83) 8,600
RTZ-ABC: (76) 6,998; (83) 11,500
City & RTZ-ABC: (76) 14,689; (83) 20,100

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't. Services 1,100; Misc. 430. Av. Wkly. Wage $210.
Principal Pay Days-2nd & 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Metropolitan; Woolworth; A and N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion 3; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 9,500; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St., Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Cities 81 Cen. 154,217; Loc. Est. 164,045
Oshawa 81 Cen. 117,519; Loc. Est. 122,942
Whitby 81 Cen. 36,698; Loc. Est. 41,103
CZ-ABC: (81) 154,217; (83) 162,400
RTZ-ABC: (81) 120,134; (83) 127,400
City & RTZ-ABC: (81) 274,351; (83) 289,800
Met. Area 81 Cen. 154,217; Loc. Est. 164,045

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091; Loc. Est. 56,233
Oshawa 81 Cen. 39,316; Loc. Est. 42,594
Whitby 81 Cen. 11,775; Loc. Est. 13,639
CZ-ABC: (81) 50,905; (83) 55,000
RTZ-ABC: (81) 36,615; (83) 39,900
Met. Area 81 Cen. N.A.; Loc. Est. 52,533
City & RTZ-ABC: (81) 87,520; (83) 94,900

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	29	N.A.
Trust Cos.	4	N.A.
Credit Unions	4	N.A.
Loan Cos.	9	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elec. Machy.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Purina-Chow Foods of Whitby; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Square.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thurs. & Fri

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Biway; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,054; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: John Kearns, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative. Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County, E&P Maps E-4 & O-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Transp.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Eastern; C.P. Air; Laurentian; Nordair; Quebec Air; Air Atonabee; Air Ontario; First Air; Pilgrim.

3 - POPULATION:
Corp. City 81 Cen. 295,163; Loc. Est. 290,359
CZ-ABC: (81) 614,768; (83) 617,900
RTZ-ABC: (81) 490,021; (83) 500,200
Met. Area 81 Cen. 717,978; Loc. Est. 730,734
City & RTZ-ABC: (81) 1,104,789; (83) 1,118,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 124,424; Loc. Est. 126,083
Met. Area 81 Cen. 256,390; Loc. Est. 281,941
CZ-ABC: (81) 225,379; (83) 234,200
RTZ-ABC: (81) 157,896; (83) 168,300
City & RTZ-ABC: (81) 383,275; (83) 402,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 186,639

8 - GAS METERS: Residence 49,800

9 - PRINCIPAL INDUSTRIES: Federal Govt. Crown Corps. etc. 100,000; High Tech Industry 350, technology firms employ over 24,000; Metropolitan Life, No. Off. 1,141 (includes Hull & Vanier); Industry, No. of Wage Earners-Food & Beverages 1,612; Clothing 3,230; Printing & Publ. 3,694; Rubber & Plastic 18; Metal Fabricating 907; Chemicals & Chemical Products 511; Scientific & Professional Equipment 1,273; Other 1,621.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21. Last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Centre; 6 on Bank St.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Heron Gate; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plaza; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Charles Ogilvy; Eaton's; C. Caplan; Simpson-Sears.
Variety Stores-Woolworth; Kresge's; Metropolitan; R.A. Beamish; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 3.
Catalogue Discount Stores-Consumers Distributing.
Chain Drug Stores-Boots Drugs; IDA 16; Rexall 21; Shoppers Drug Mart; Uniprix 2.
Chain Supermarkets-Loblaw's 10; Steinberg's 11; A&P 4; Dominion 12; IGA 31; Provigo 9; Joanisse 4; Metro 9; Warehouse Plus 2; Superstore 2; Super Save.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata Shoes; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney Shoes; Agnew Surpass Shoes; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique; French Shoes; Astral Photo; Merle Norman; Boots; Collegiate Sportsworld; W.H. Smith; Athlete's Foot; O.B. Allan; Leather Attic; Mappins; Doucet.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 180,987; (m-sat) 229,566; Mar. 31, 1983 ABC
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representatives: Southam Newspapers; LE DROIT (French) (e-mon to fri) 46,277; (e-sat) 51,128; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representatives: Vern B. Moore; Georges Marcier.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2. County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 and 26.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Steamship Lines-Ontario Northland Transp. Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883; Loc. Est. 20,068
CZ-ABC: (81) 19,883; (83) 20,200
RTZ-ABC: (81) 93,321; (83) 95,200
City & RTZ-ABC: (81) 113,204; (83) 115,400

4 - HOUSEHOLDS:
City 81 Cen. 7,551; Loc. Est. 7,851
CZ-ABC: (81) 7,490; (83) 7,800
RTZ-ABC: (81) 32,210; (83) 33,600
City & RTZ-ABC: (81) 39,700; (83) 41,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 5,869

8 - GAS METERS: Residence 3,097

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elec. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E., 2 on 10th St. E.
Shopping Centers-Towers(Food City); Grey County Mall(Woolco, Loblaw's).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McKay Bros., Simpson-Sears; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; People's; S.S. Kresge.
Chain Drug Stores-IDA 3; Rexall 2; Drug City.
Chain Supermarkets-Loblaws; A&P; Dominion; Food City.
Other Chain Stores-Maher; Bata; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hardware; Crest; Home Hardware; Consumers Distributing; Smart Set; Radio Shack; Colour Your World.

14 - NEWSPAPERS: SUN-TIMES (e) 20,632; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: G.D. McNaughton, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representatives: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County. E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. With Ottawa 97 mi. SE; North Bay 138 mi. NW; Toronto 257 mi. SW; Montreal 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60 and 41.

2 - TRANSPORTATION: Railroads-C.M.; C.P.
Motor Freight Carriers-5.
Airlines-Penn-Air Ltd.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,026; Loc. Est. 13,560
CZ-ABC: (81) 15,359; (83) 14,900
RTZ-ABC: (81) 47,200; (83) 47,900
City & RTZ-ABC: (81) 62,559; (83) 62,800

4 - HOUSEHOLDS:
City 81 Cen. 5,040; Loc. Est. 5,031
CZ-ABC: (81) 5,430; (83) 5,400
RTZ-ABC: (81) 14,630; (83) 15,900
City & RTZ-ABC: (81) 20,060; (83) 21,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$18,000,000
Savings	6	Incl. above
Savings & Loan	6	Incl. above

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners-Wood and Wood Pdts. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,000); Steel Furniture 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm.; Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plaza; Glendale Shopping Center; Deep River.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton Order Office; Walker Stores; Dorans of Pembroke; Simpson's Order Office; Zeller's.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth; Beamish.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaws; A&P 2; IGA 4; Red & White 4; Steinberg; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (Women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Sherwin-Williams; Singer Co.; Woodhouse (furn.).

14 - NEWSPAPERS: OBSERVER (e) 7,053; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4 & N-2, County Seat. On Otonabee River, part of Trent Valley Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7 and 7A to Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Airlines-Otonabee.
Intercity Bus Lines-Peterborough.

3 - POPULATION:
Corp. City 81 Cen. 60,620; Loc. Est. 61,104
CZ-ABC: (81) 60,620; (83) 61,200
RTZ-ABC: (81) 70,081; (83) 71,100
City & RTZ-ABC: (81) 130,701; (83) 132,300

4 - HOUSEHOLDS:
City 81 Cen. 22,677; Loc. Est. 23,626
CZ-ABC: (81) 22,525; (83) 23,100
RTZ-ABC: (81) 23,765; (83) 23,900
City & RTZ-ABC: (81) 46,290; (83) 47,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	14	N.A.
Savings & Loans	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 19,672

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks &

Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Peterborough Sq., downtown Peterborough. (Eaton major store with 65 other retail outlets); Lansdowne Place; (Sears major store with 70 other outlets).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores-Woolworth 2; Zeller's; Bi-Way; Pathway.
Chain Drug Stores-IDA 6; Shoppers Drug Mart; Top Drugs.
Chain Supermarkets-Loblaw's; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha Food.

14 - NEWSPAPERS: EXAMINER (e) 23,864; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kapyrka, Adv. Mgr., EXAMINER, 400 Water St., Peterborough, ON K9J 6Z4; Tel. (705) 745-4541.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992; Loc. Est. 10,097
CZ-ABC. (81) 9,992; (83) 10,000
RTZ-ABC: (81) 29,538; (83) 28,900
City & RTZ-ABC: (81) 39,530; (83) 38,900

4 - HOUSEHOLDS:
City 81 Cen. 3,648; Loc. Est. 3,803
CZ-ABC: (81) 3,630; (83) 3,700
RTZ-ABC: (81) 9,895; (83) 10,400
City & RTZ-ABC: (81) 13,525; (83) 14,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tools 230; Bathroom Fixtures 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food & Dept. Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,137; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data; R.E. David, Adv. Dir., GUIDE, 56 Walton St., Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4 & M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 KM (69 mi) South of Toronto; 19KM 12 mi. from Niagara River. Regional government seat 19KM (12 mi) from U.S. border.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018; Loc. Est. 124,363
CZ-ABC: (81) 133,854; (83) 131,500
RTZ-ABC: (81) 43,062; (83) 43,400
Met. Area 81 Cen. 304,353; Loc. Est. 305,610
City & RTZ-ABC: (81) 176,916; (83) 174,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644; Loc. Est. 46,493
CZ-ABC: (81) 47,685; (83) 47,900
RTZ-ABC: (81) 13,910; (83) 15,000
Met. Area 81 Cen. 106,485; Loc. Est. 111,117
City & RTZ-ABC: (81) 61,595; (83) 62,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	37	N.A.
Savings & Loan	13	N.A.
Credit Unions	21	N.A.

6 - PASSENGER AUTOS: City 61,527 (1981); Municipal city 186,508 (1981); Province 3,800,000 (1980).

7 - ELECTRIC METERS: Residence 39,272

8 - GAS METERS: Residence 40,722

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication. 23,578 employed (1981).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (36F). Average yearly rainfull 61.65cm (24.27 in.); Average yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centres-Pen Centre (116); Fairview Mall (127); Lincoln Mall (17).
Neighborhood Shopping Centres-Pendale (4); Towers Plaza (5); Thorold Pine Plaza (6); Lake St. Plaza (3); Midtown Plaza (4); Linwell Plaza (7); Glenridge Plaza; K mart Plaza (4); North End Plaza (8); Corbloc (downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pen Centre(116)	4	Sears
Fairview Mall(27)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's, Sears; Robinson's.
Variety Stores-Kresge; Woolworth; Zeller's; Marks & Spencer; K mart; Woolco.
Chain Drug Stores-IDA 5; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); K mart (Boots); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Biway; Bargain Harold's; Pathway.
Chain Supermarkets-Red & White; Valdi's 2; Food Barn; No Frills; IGA 2; Food City; Best for Less 3; A&P 3.
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney's, Ruby's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot; Naturalizer; Furniture: Sleep Factory, Combined Furniture, Carriage House, Davies, Towers, Dominion, Waterbed Co., Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmys, Big Steel, Fairweather, Lil Anne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antel's, Pennington's; Men's: Tip Top Tailors, Elks, Todd's, Jack Fraser, Moore's The Suit People, John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewsicraft, Kinsey Wook, Living Lighting; Records: Sunrise, Sam the Record Man, Discus; Jewelry: Birk's, B.B. Allen; Others: Buildall, Radio Shack, Laura Secord (candy). Micro Cooking Centre, For Goodness Sake, Collacutt Luggage, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Provincial Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Wines, Inniskillen Wines, Fabricland, Lizannes, Mark's Work Wearhouse, Bell Phone Centre, Brewer's Retail, LCBO.

14 - NEWSPAPERS: STANDARD (e) 42,837; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative: Newspaper Marketing Bureau; Bardal, Gosbee & Associates.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3, County Seat. Diversified mfg. & argic. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Conrail; C&O; B&O; C.N.; C.P.; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 28,165; Loc. Est. 28,660
CZ-ABC: (81) 28,165; (83) 28,600
RTZ-ABC: (81) 41,542; (83) 41,400
City & RTZ-ABC: (81) 69,707; (83) 70,000

4 - HOUSEHOLDS:
City 81 Cen. 10,365; Loc. Est. 10,867
CZ-ABC: (81) 10,300; (83) 10,700
RTZ-ABC: (81) 13,195; (83) 13,500
City & RTZ-ABC: (81) 23,495; (83) 24,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prod. 100; Transp. 800; Auto Assembling 3,000; Iron & Steel Prod. 1,869; Const. 245.
Principal Pay Days-Railways 9th & 21st; Mfg. 15th & 30th. Others: Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21. Last killing frost, May 10.

11 - TAP WATER: 110 ppm hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. East.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Some on Wed. aft.
Stores Open Evenings-All Stores: Fri., Food Stores: Wed., Thurs., and Fri.

13 - RETAIL OUTLETS: Department Stores-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zellers.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co., Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,691; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Beattie, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3, County Seat. 170 mi. W of Thoronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points east.

2 - TRANSPORTATION: Railroads-C.N.; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892; Loc. Est. 48,472
CZ-ABC: (81) 75,223; (83) 74,200
RTZ-ABC: (81) 48,222; (83) 50,300
City & RTZ-ABC: (81) 123,445; (83) 124,500

4 - HOUSEHOLDS:
City 81 Cen. 19,396; Loc. Est. 19,073
CZ-ABC: (81) 26,874; (83) 27,500
RTZ-ABC: (81) 15,586; (83) 16,800
City & RTZ-ABC: (81) 42,460; (83) 44,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Construction 1,500. Avg. Wage ($290).
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed. morn., Thurs., Fri., Sat.
Stores Open Evenings-Shopping centers: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Simpson-Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.
Discount Stores-Sentry; K mart.
Variety Stores-Woolworth's.
Chain Drug Stores-Guardian Drug; Super Save; Woolco Drug; Sentry Drug; IDA; K mart; Big V Pharmacy; Boots; Shoppers Drug Mart.
Chain Supermarkets-A&P 2; Loblaw's 2; IGA; National Grocer 11; Dominion Stores 4; Miracle Mart.

14 - NEWSPAPERS: OBSERVER (e) 23,621; March 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Doug Burgess, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: Railroads-C.P.; Algoma Central Term. pt. & Hq.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland;
Airlines-Air Canada; North Central; Norontair; Nordair.

3 - POPULATION:
Corp. City 81 Cen. 82,697; Loc. Est. 83,549
CZ-ABC: (81) 82,697; (83) 82,500
RTZ-ABC: (81) 18,639; (83) 19,400
City & RTZ-ABC: (81) 101,336; (83) 101,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252; Loc. Est. 28,458
CZ-ABC: (81) 27,095; (83) 27,400
RTZ-ABC: (81) 6,105; (83) 6,300
City & RTZ-ABC: (81) 33,200; (83) 33,700

5 - BANKS	NUMBER	DEPOSITS
Chartered	7	N.A.
Trust Co's.	3	N.A.
Finance Co's.	5	N.A.
Investment Houses	2	N.A.
Credit Unions	5	N.A.
Insurance Co's.	29	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 28,475 (Dist.) 11,200

8 - GAS METERS: 8,332

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel 8,200; Paper 475, Railway 550; Veneer & Plywood Mills 400. Av. Wkly. Wage N.A.

10 - CLIMATE: Min. & Max. Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W.; 1 on James: 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds, Bruce St; East End subdivisions Monterey Gardens; Churchill Plaza; Pine Plaza; K mart Plaza; Second Line; Sentry Market Mall; ACR Station Mall; Wellington Square Mall.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Simpson-Sears; Virene's Woolco; K mart; Fairweather; Sentry; Stedman's; Canadian Tire.

Variety Stores-Woolworth's; Jupiter.
Chain Supermarkets-A&P 2; Dominion 4; IGA; Loblaws 3; Red & White 2; Safeway.

14 - NEWSPAPERS: STAR (e) 26,197; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Howard T. Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., Sault Ste. Marie, ON P6B 5M5; Tel. (705) 253-1111.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4 & M-3. Junction of Hwys. 3 & 24, County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2 - TRANSPORTATION: Railroads-C.N.R.; Wabash; C.P.R.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Canada Coach; Burley.

3 - POPULATION:
Corp. City 81 Cen. 14,326; Loc. Est. 14,014
CZ-ABC: (81) 14,326; (83) 14,400
RTZ-ABC: (81) 56,568; (83) 56,800
City & RTZ-ABC: (81) 70,912; (83) 71,200

4 - HOUSEHOLDS:
City 81 Cen. 5,175; Loc. Est. 5,378
CZ-ABC: (81) 5,150; (83) 5,200
RTZ-ABC: (81) 18,680; (83) 19,200
City & RTZ-ABC: (81) 23,830; (83) 24,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Machinery; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct. Last killing frost, Mar.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center-At town's southern limits; No. 3 Highway East; Shopping Mall corners of Head St and West St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Total 273.
Department Stores-Budd's; Woolworth, K mart.
Chain Supermarkets-A&P; Loblaw's; Calbeck; Miracle Mart.
Other Chain Stores-Potter & Shaw Drug; IDA; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitmans.
Chains in Trading Zone Other Than City-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,724; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: L. Koziana, Adv. Mgr., REFORMER, PO Box 370, 105 Donly Dr., Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

SIOUX LOOKOUT, ONT.

1 - LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur; 100 mi. N of the U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Nat.
Airlines-Bearskin Airservice Ltd.; State Falls; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 3,074; Loc. Est. 3,056

4 - HOUSEHOLDS:
City 81 Cen. 1,036; Loc. Est. 1,059

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,780; sworn Aug. 6, 1982.
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Pub., BULLETIN, Box 668, Sioux Lookout, ON P0V 2T0; Tel. (807) 737-2161.
National Representative: None.

STRATFORD, ONT.

1 - LOCATION: Perth County, E&P Maps D-4 & M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8 & 19.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-10.
Intercity Bus Lines-Gray; Greyhound; Ganner's Coach.
Airlines-Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 81 Cen. 26,262; Loc. Est. 26,575
CZ-ABC: (81) 26,262; (83) 26,700
RTZ-ABC: (81) 40,722; (83) 40,700
City & RTZ-ABC: (81) 66,984; (83) 67,400

4 - HOUSEHOLDS:
City 81 Cen. 9,957; Loc. Est. 10,388
CZ-ABC: (81) 9,860; (83) 10,300
RTZ-ABC: (81) 12,700; (83) 13,300
City & RTZ-ABC: (81) 22,560; (83) 23,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 9,817

8 - GAS METERS: Residence 6,991

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly wage N.A.)-Furniture & Woodworking 750; Auto Supply 2,000; Textile & Knitting 428; Cloth & Fabric 361; Bearings 500; Electrical 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Principal Shopping Area-Downtown with three department stores. One major shopping center at east edge of town with two department stores and 30 additional units. One small center at west end with 3 stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Hudson's; Towers; Woolco.
Variety Stores-Pinto 2.
Chain Drug Stores-Towers; K mart; Woolco.
Chain Supermarkets-Loblaw's; Grocetarias; A&P; Dominion; Lori-Jo (Knechtel's; Food City; Perth Co. Market; Kwikie.
Other Chain Stores-Agnew-Surpass; Reward; Firestone; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Pro Hardware; Nabouri's; Stores; Home Hardware; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery.

14 - NEWSPAPERS. BEACON HERALD (e) 12,862; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St., Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County, E&P Maps D-4 & M-1, County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland
Airlines-Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829; Loc. Est. 88,845
CZ-ABC: (81) 91,929; (83) 89,200
Met. Area 81 Cen. 149,923; Loc. Est. 145,125
RTZ-ABC: (81) 123,646; (83) 123,000
City & RTZ-ABC: (81) 215,475; (83) 212,200

4 - HOUSEHOLDS:
City 81 Cen. 32,263; Loc. Est. 32,305
Met. Area 81 Cen. 149,923 Loc. Est. 149,125
CZ-ABC: (81) 32,030; (83) 32,400
RTZ-ABC: (81) 36,515; (83) 37,800
City & RTZ-ABC: (81) 68,545; (83) 70,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm West, Lorne, Regent and Eyre Sts. in West End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. East area of City; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), South area of city; Falcon Plaza, North East section of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Centre(40)	NA	Bonimart, Retiman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart Foods; Bonimart Foods.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone Tire, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles (furn.), Laura Secord (candy) 2, Singer (sewing mach.), United Cigar 3, Coles Bookstores 2, Bowrings.

14 - NEWSPAPERS: STAR (e) 28,156; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Herron, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District, E&P Maps D-4 & N-2, District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canda; NorOntair; Nordair; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 112,486; Loc. Est. 113,008
CZ-ABC: (81) 112,486; (83) 111,500
Met. Area 81 Cen. 121,379; Loc. Est. 122,477
RTZ-ABC: (81) 59,409; (83) 62,300
City & RTZ-ABC: (81) 171,895; (83) 173,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,517; Loc. Est. 40,012
Met. Area 81 Cen. N.A.; Loc. Est. 43,665
CZ-ABC: (81) 39,220; (83) 39,500
RTZ-ABC: (81) 18,655; (83) 20,800
City & RTZ-ABC: (81) 57,875; (83) 60,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	71 Br.	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. weekly wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Construction 3,850; Trans. & Communication 4,700; Public Util. 950; Retail 3,820; Ins. & Fin. 925; Services 15,640.
Principal Pay Days-7, 10, 15, 22, 31.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7. Last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St; 7 blocks of Red River Rd.
Neighborhood Shopping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St., Westfort District. Memorial Ave., Balmoral Ave., North Cumberland St., May St. N & S; Westfort, Edward & Arthur Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Intercity Plz.(147)	NA	Woolworth, Zellers, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Dominion
Northwood Plz.(17)	NA	Zeller's, Dominion
Keskus Mall(86)	NA	Eaton's
McIntyre Plz.(18)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(28)	NA	
Victoriaville Mall(144)	NA	

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart.
Variety Stores-Woolworth; Kresge 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire.
Chain Supermarkets-Safeway 4; A&P 6; Dominion Stores 2.
Other Chain Stores-Singer Co.; Agnew Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consum. Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; M-M Muffins; Wismith Books; McCartneys Jewelers; Shoppers Drug Mart; Music City; Golden Griddle Pancakes; Kelsey's Pubs; Blacks Cameras; O.B. Allan Jewelers.

14 - NEWSPAPERS: TIMES-NEWS (m) 8,070; CHRONICAL-JOURNAL (e) 28,103; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District, E&P Map D-4. Retail and wholesale distributing centre; gold and base metals, waferboard, timber and lumber, area service centre. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 455 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114; Loc. Est. 46,820
CZ-ABC: (81) 46,114; (83) 45,300
RTZ-ABC: (81) 15,885; (83) 16,200
City & RTZ-ABC: (81) 61,999; (83) 61,500

4 - HOUSEHOLDS:
City 81 Cen. 15,295; Loc. Est. 16,051

CZ-ABC: (81) 15,170; (83) 15,500
RTZ-ABC: (81) 5,050; (83) 5,000
City & RTZ-ABC: (81) 20,220; (83) 20,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: City 16,300 Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 17,462

8 - GAS METERS: 9,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Mining 5,170 ($442); Forestry 940 ($380); Total Labor Force 24,450 ($417).
Principal Pay Days-Tues.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-70; Summer 50-100; Fall 15-75; Winter-35-35. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers-Pine St. (South); Wilson Ave. (West); Midtown Plaza; The 101 Mall (21 stores); Timmins Square (55 stores); Porcupine Mall (16 stores); River Park Plaza (8 stores).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Bucovetsky's; Woolco 2; K mart.
Variety Stores-Metropolitan; S.S. Kresge; Giant Tiger.
Chain Supermarkets-Dominion 2; A&P; IGA; Mike's Supermarkets 4; Consumers Co-Op 2; Red & White.
Other Chain Stores-Shoes: Reward, Agnew Surpass, Belinda, Bata, Dolomity, Kinney, Lincoln, Gallenkamp; Jewelry: Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitmans; Men's: Elks Mens Shops, Jack Fraser Stores 2, Seymour's; Others: Simpson-Sears, Firestone Stores, Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place.

14 - NEWSPAPERS: PRESS (e) 13,575; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 125 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 264-2215.
National Representative: Thomson Newspapers.

TORONTO, ONT.

1 - LOCATION: York County, E&P Maps E-4 & M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P. Toronto; Hamilton & Buffalo; Conrail.
Freight Steamship Lines-42.
Motor Freight Carriers-132.
Intercity Bus Lines-Greyhound; Gray Coach; Colonial; Trailways of Canada.
Airlines-Toronto Int'l. Airport; Air Canada; Aeronaves de Mexico; USAir; North Central; American; British Airways; Canadian Pacific; Eastern; United; Mohawk; Royalair; Alitalia; Swissair; Great Lakes Air Services; Nordair; Tran-Air; several charter lines.
Island Airport-Austin; Lex Baxter (Photo); Caldon Aviation; Central Airways; Leavens Bros.; Froats Aviation.

3 - POPULATION:
Corp. City 81 Cen. 599,217; Loc. Est. 581,598
Sun/Star:
PMA-ABC: (81) 3,256,994; (83) 3,353,700
Globe & Mail:
PMA-ABC: (81) 5,208,277; (83) 5,331,000
Met. Area 81 Cen. 2,998,947; Loc. Est. 3,100,134
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 246,477; Loc. Est. 246,030
Sun/Star:
PMA-ABC: (81) 1,123,345; (83) 1,186,100
Globe & Mail:
PMA-ABC: (81) 1,795,380; (83) 1,883,400
Met. Area 81 Cen. N.A.; Loc. Est. 1,134,042

5 - BANKS	**NUMBER**	**EST. DEP.**
8 Banks	766 Branches	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Res. Met. Area 540,000

8 - GAS METERS: Res. Met. Area 352,597

9 - PRINCIPAL INDUSTRIES: (Metro)-10 Foods and Beverages; Transportation Equipment; Electrical Products; Metal Fabricating; Chemical Products; Printing; Publishing and Allied Industries; Machinery Industries; Paper Products; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-56; Summer 38-94; Fall 33-70; Winter -8-53.

11 - TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; fluoridated. Fluorine 1.0 parts per million.

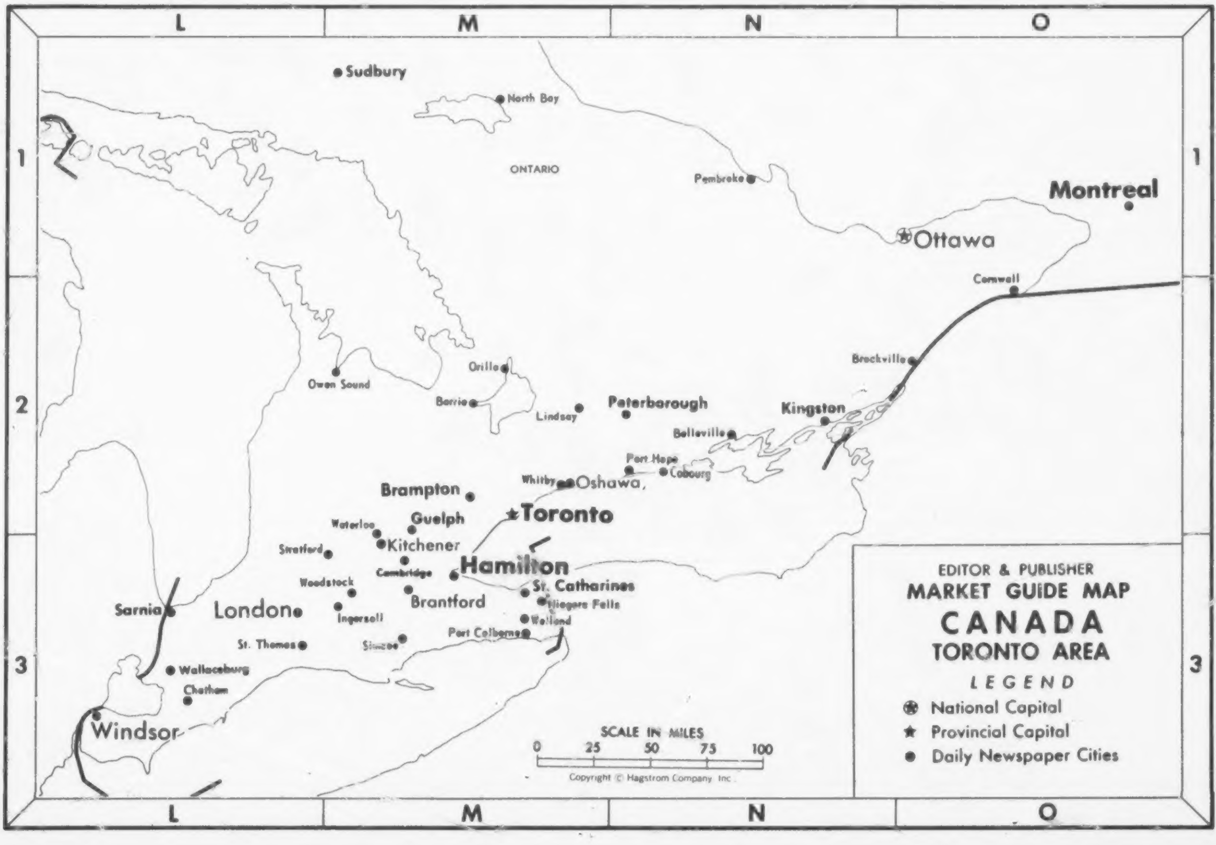
12 - RETAILING: **Principal Shopping Area**-Downtown and Young-Bloor-Bay areas; Yorkdale; Fairview; Sherway; Eaton Centre.

Nearby Shopping Centers (Miles from Shopping District), Principal Stores-Agincourt Plaza 17; Alderwood Plaza 11; Applewood Village 15; The Arcade (downtown), Loblaw's; Bathurst Manor 9; Bayview Village, Loblaw's; Bendale Plaza 13; Bradstock Plaza-Briarcrest Plaza 13; Brown's Line Plaza 11; Cedarbrae Plaza 13, Simpson's, Dominion; Cedar Heights 13, Miracle Mart; Cliffcrest Plaza 12; Cliffside Plaza 9, Loblaw's; Cloverdale Mall 1, Dominion, Hudson's Bay; Crang Plaza 15,; Loblaw's; Dixie Plaza 12, Loblaw's; Pickering Farms; Don Mills Centre 9, Eaton's, Dominion; Downview Plaza 7; Dufferin Plaza 4, Loblaw's; Eglinton Square 11; Golden Mile 11; Humbertown Plaza 9, Loblaw's; Jane Plaza 7, Kennedy Park Plaza 11; Kipling Heights 15-20; Lawrence Plaza 8, Loblaw's, Hudson's Bay; Mimico Plaza 11; Painted Post Plaza 15; Parkway Plaza 12; Park Woods Plaza 12, Dominion; Regent Park 1/2; Rexdale Plaza 15; Royal York Plaza 12, Dominion; Shoppers World 6, Eaton's; Shropshire Plaza 15; Six Points Plaza 10, Loblaw's; Stonegate Plaza 9; Sunnybrook Plaza 6, Power; Thistletown Plaza; Thorncliffe Market Place 5, Steinberg's, Thorncrest; Towne & Country Square 12; Warren Park Plaza 5; West Hill Plaza 16; Wexford Plaza 10, Loblaw's; Wexford Heights 10; White Shield Plaza 13, Steinberg's; Willowdale Plaza 12; Wilmington Plaza 11; Wishing Well Plaza 12; York Plaza 15; Steinberg's; Yorkdale Shopping Centre 9, Eaton's Simpson's, Dominion; York Mills Plaza 15, Dominion; J. Michael's 6.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Some suburban discounters open nightly. Downtown-open Thurs. and Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Robert Simpson; Sears; Sayvette; Holt Renfrew; The Bay.
Discount Stores-Honest Ed's; Towers; Shoppers World; Dollar Discount; K mart.
Variety Stores-Kresge 16; Woolworth 34; Zeller's 10.
Chain Drug Stores-IDA 100 (Toronto and Scarborough only); Boots 35; Rexall 155; Shoppers 34; ARP 35; Starkman 6; Cappe's 3; Gaffe's 3; Kingsdale 2; Rumball 4; Rutherford; Moores 3.
Chain Supermarkets-Loblaw's 80, Dominion 129; A&P 40; IGA 52; Power 81; Red & White 16; Carload 32; Superior 6; Miracle Mart; Pickering Farms 2; Lucky Dollar 9; Knob Hill Farms 4; Super City Discount 6; Bulher Bros. 14; National Grocers 10; Power 33.
Other Chain Stores-Furniture: Yolles & Burroughes 12, Lyon's 2, Adams 2, Idomo 3; Hardware: Aikenheads 14; Women's Wear: Michael's 7, Holt Renfrew 4, Virginia Dare 11, Reitman's 37, D'Allaird's 3, Evangeline 11, Joy Frocks 4, Pennington's 7, Fairweather-Fashion Council, Tall Gal, Harridge's, Cameron, Jeffries, Harry Rosen 4; Men's Wear: Tie City 8, Bond 7, J. Eassen & Sons 3, Elks 19, Ely 4, Pollock 40, Fraser 9, Tip Top Tailors 10, United 2; Shoes: Agnew-Surpass 35, Ingeborg 4, Bata 23, Maher 40; Candy: Laura Secord 45, Woman's Bakery 38, Hunt's Bakers 52, Maynard Candy.

14 - NEWSPAPERS: GLOBE & MAIL (m) 312,352; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: D.E. Evans, V.P.-Operations, GLOBE & MAIL, 444 Front St., Toronto, ON M5V 2S9; Tel. (416) 598-5000.
National Representative: Thomson Newspapers.
STAR (all day-mon to fri) 501,397; (sat) 811,498; (S) 481,322; Mar 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: N.R. Kirk, Adv. Dir., STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2233.
National Representatives: Newspaper Marketing Bureau; Sy Kaplan & Associates.
SUN (m-mon to fri) 246,108; (S) 439,092; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: M. Naftolin, Dir. of Sales, SUN, 333 King St., E, Toronto, ON M5A 3X5; Tel. (416) 947-2222.
National Representatives: North American Travel Publications (Quebec); Sun Western Corporate Sales (Vancouver, BC); The Leonard Company.



WELLAND-PORT COLBORNE, ONT.

1 - LOCATION: Niagra Regional Municipality, E&P Maps E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers-7.
Freight Steamship Lines-3.
Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Corp. Cities 81 Cen. 64,673; Loc. Est. 64,213
Welland 81 Cen. 45,448; Loc. Est. 45,665
Port Colborne 81 Cen. 19,225; Loc. Est. 18,548
CZ-ABC: (81) 64,673; (83) 64,300
RTZ-ABC: (81) 56,612; (83) 57,300
City & RTZ-ABC: (81) 121,285; (83) 121,600

4 - HOUSEHOLDS:
Cities 81 Cen. 22,680; Loc. Est. 23,307
Welland 81 Cen. 15,866; Loc. Est. 16,506
Port Colborne 81 Cen. 6,814; Loc. Est. 6,801
CZ-ABC: (81) 22,585; (83) 23,200
RTZ-ABC: (81) 19,165; (83) 19,800
City & RTZ-ABC: (81) 41,750; (83) 43,000

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly wage N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers-Welland Plaza, Fitch St.; Lincoln Plaza, Lincoln St., Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Close-Wed. afternoon
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog) 2; Zeller's.
Variety Stores-Woolworth 3; People's.
Chain Drug Stores-Woolco; Boots.
Chain Supermarkets-Loblaw's, A&P 3; Dominion 3; IGA 3; Miracle Food Mart.
Other Chain Stores-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 16,413; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Tim Cote, Adv. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8; Tel. (416) 732-2411.
National Representative: Thomson Newspapers.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4 & L-3, County Seat. Canada's fifth largest mfg. centre. On Detroit River, opposite Detroit; 229 mi. SW of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines-Air Canada; Nordair.
Freight & Steamship Lines-2.

3 - POPULATION:
Corp. City 81 Cen. 192,083; Loc. Est. 192,546
CZ-ABC: (81) 213,074; (83) 208,800
RTZ-ABC: (81) 150,948; (83) 163,000
Met. Area 81 Cen. 246,110; Loc. Est. 228,519
City & RTZ-ABC: (81) 364,022; (83) 371,800

4 - HOUSEHOLDS:
City 81 Cen. 70,563; Loc. Est. 76,938
CZ-ABC: (81) 75,385; (83) 77,000
Met. Area 81 Cen. N.A.; Loc. Est. 71,781
RTZ-ABC: (81) 40,910; (83) 54,900
City & RTZ-ABC: (81) 116,295; (83) 131,900

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	80 Branches	N.A.
Trust Companies	12	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. Wage Earners-Transp. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furniture & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Machinery (21) 1,202; Electrical Products (9) 275; Nonmetallic Mineral (12) 189; Chemical Products (16) 1,313; Other indust. (33) 3,279. Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 miles E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, So. Windsor.
Shopping Centers-Devonshire-Windsor Shopping Center, 82 units, parks 3,000 cars; Dorwin Plaza, Dougall Rd., 32 units, parks 2,200 cars; Gateway, Dougall Rd, 20 units, parks 1,600 cars; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units, parks 1,335 cars; Eastown, 6 units, Tecumseh Rd. at Lauzon; K mart, Huron Line, 12 units, parks 1,100 cars; University Mall, 18 units, 895 cars; Tecumseh Mall, 27 units, 1,535 cars.
Retail Outlets-Food 67; Men's Wear 49; Women's Wear 82; Furniture 46; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.; Malls Open Evenings, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Gray's; Sentry; Woolco 2; K mart 2; Miracle Mart; Sears; Simpsons; Zellers 2.
Variety Stores-Woolworth 2; Kresge's.
Chain Drug Stores-IDA 3; Big V 15; Shoppers Drug Mart 3; Boots 3.
Chain Supermarkets-A&P 5; Dominion 8; Red & White 3; IGA 3; Steinberg's-Miracle Marts; Gordon's 2.
Other Chain Stores-Agnew Surpass 6; Beaver Lumber; Belinda Shoes; Coles Bookstore 2; Dacks Shoes; Maher Shoes; Reward Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodrich; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture 2; People's Credit Jewelers 3; Reitman's 6; Singer Co.; Tip Top Tailors; Ben Burke; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 86,547; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Heringer, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5792.
National Representative: Southam Newspapers; Vernon J. Rumford (Vancouver).

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County, E&P Maps E-4 & M-3, County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 81 Cen. 35,097; Loc. Est. 35,159
Woodstock 81 Cen. 26,603; Loc. Est. 26,512
Ingersoll 81 Cen. 8,494; Loc. Est. 8,647
CZ-ABC: (81) 26,603; (83) 26,700
RTZ-ABC: (81) 48,830; (83) 49,000
City & RTZ-ABC: (81) 75,433; (83) 75,700

4 - HOUSEHOLDS:
Cities 81 Cen. 12,696; Loc. Est. 13,156
Woodstock 81 Cen. 9,692; Loc. Est. 9,999
Ingersoll 81 Cen. 3,004; Loc. Est. 3,157
CZ-ABC: (81) 9,655; (83) 10,000
RTZ-ABC: (81) 15,135; (83) 15,600
City & RTZ-ABC: (81) 24,790; (83) 25,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES: Woodstock 53-Ingersoll 14-Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prod.; Cement; Heavy Mach.; Number of Wage Earners-Woodstock 8,000, Ingersoll 2,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Square.
Neighborhood Shopping Centers-1 block on Huron St.; 2 blocks Norwich Ave.; Plaza on Springbank Drive; Plaza Norwich Ave., Dundas St.; Blandford Shopping Center Hwy. 2.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Sunday.
Stores Open Evenings-Food Stores-Thurs., Fri.; Some 6 days.

13 - RETAIL OUTLETS: Discount Stores-Towers; Woolco.
Chain Drug Stores-IDA 2; Rexall 4; Shoppers Drug Mart.
Chain Supermarkets-Dominion; A&P; Food City; Zehr's.
Other Chain Stores-Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Woolworth; Bata Shoes; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 8,825; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Sam Sacco, Adv. Mgr., SENTINEL-REVIEW, 16 Brock St., Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative: Thomson Newspapers.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1984**
Under 5 Years	10	10	10
5-14 Years	24	21	21
15-24 Years	23	24	25
25-44 Years	28	32	33
45-64 Years	20	21	21
65 and Over	14	15	15
TOTAL	119	123	125

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1984**
General Mdse.	28	109	119
Apparel	5	15	22
Furniture	2	3	3
Groceries	32	94	107
Lumber/Bldg. Mat.	1	2	2
Restaurants	1	42	64
Autos	23	89	95
Gasoline/Fuel Oil	14	53	46
Drugs	5	15	18
TOTAL SALES	146	490	525

Source: Census of Canada/Retail Trade

CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County, E&P Map F-4, Capital of P.E.I. Agricultural, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: Railroads-C.N.R. connected with mainland by car ferry.
Motor Freight Carriers-5.
Steamships-7 pass. & freight (2 strictly freight).
Intercity Bus Lines-Island Bus Service.
Airlines-Eastern Provincial; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 15,282; Loc. Est. 14,362
CZ-ABC: (81) 22,981; (83) 22,300
RTZ-ABC: (81) 99,525; (83) 100,900
City & RTZ-ABC: (81) 122,506; (83) 123,200

4 - HOUSEHOLDS:
City 81 Cen. 5,910; Loc. Est. 5,676
CZ-ABC: (81) 8,235; (83) 8,100
RTZ-ABC: (81) 29,425; (83) 31,200
City & RTZ-ABC: (81) 37,660; (83) 39,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 24,464.

7 - ELECTRIC METERS: Residence 37,452

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railway Shops 300; Packers 300; Constr. 1,200.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Confederation Plaza(20)	NA	
Charlott'n(50)	NA	Towers
K mart Plaza(8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-R.T. Holman; Smallman's Brace; McKay; Towers.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.
Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin Williams; Stedman's; K mart; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 17,158; PATRIOT (e) 5,742; Comb. (m&e) 22,900; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative: Thomson Newspapers.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: Railroads-C.N.
Intercity Bus Lines-Island Transit.
Airlines-Eastern Provincial Airways; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 7,828; Loc. Est. 7,433
CZ-ABC: (81) 12,107; (83) 11,700
RTZ-ABC: (81) 35,053; (83) 35,100
City & RTZ-ABC: (81) 47,160; (83) 46,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 2,612; Local Est. 2,556
CZ-ABC: (81) 3,860; (83) 3,900
RTZ-ABC: (81) 10,250; (83) 10,600
City & RTZ-ABC: (81) 14,110; (83) 14,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: County 16,526

7 - ELECTRIC METERS: 6,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Fishing; Tourist Industry (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Water; 1 block each on Central, Summer and Spring Streets; also 3 shopping malls.
Stores Open Evenings-Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-R.T. Holman; Smallman's; Zeller's; Towers.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Sobey's; Save-Easy; Co-op; Towers.
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,232; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Don L. Chapman, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1984**
Under 5 Years	443	473	480
5-14 Years	1,108	923	936
15-24 Years	1,264	1,264	1,281
25-44 Years	1,759	1,965	1,992
45-64 Years	1,179	1,244	1,261
65 and Over	482	569	577
TOTAL	6,235	6,438	6,527

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1984**
General Mdse.	1,015	2,992	2,936
Apparel	563	1,783	2,211
Furniture	286	695	949
Groceries	2,046	7,974	8,927
Lumber/Bldg. Mat.	158	342	370
Restaurants	198	2,562	3,343
Autos	1,212	4,823	4,875
Gasoline/Fuel Oil	655	2,110	2,550
Drugs	228	637	857
TOTAL SALES	8,325	27,643	29,166

Source: Census of Canada/Retail Trade

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat, 120 mi. N of Quebec.

2 - TRANSPORTATION: **Railroads**-Can. Nat'l.
Intercity Bus Lines-Autobus Voyageur.
Airlines-Quebecair.

3 - POPULATION:
Corp. City 81 Cen. 60,064; Loc. Est. 61,266
Met. Area 81 Cen. 135,172; Loc. Est. 138,545
CZ-ABC: (81) 60,064; (83) 60,800
RTZ-ABC: (81) 131,202; (83) 132,800
City & RTZ-ABC: (81) 191,266; (83) 193,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,365; Loc. Est 19,312
Met. Area 81 Cen. N.A.; Loc. Est. 41,962
CZ-ABC: (81) 18,140; (83) 19,300
RTZ-ABC: (81) 38,175; (83) 40,500
City & RTZ-ABC: (81) 56,315; (83) 59,800

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 3,250,000 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Furniture; Aluminum; Paper; Pulp; Furniture & Shoes; Agricultural Area; Fishing Outfitters.

10 - CLIMATE: Average Temp. 77 Max.; 3 Min.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chicoutimi Ctr.(4)	NA	Steinberg's
Place Racine(4)	NA	Dominion Store
Place du Royaume(170)	NA	Woolco, The Bay
Place du Saguenay(45)	NA	Simpson, Sears, Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (m) 30,320; PROGRES-DIMANCHE (S) 50,599; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jean Tremblay, Mktg. Dir., LE QUOTIDIEN DU SAGUENAY LAC-ST-JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, QC G7H 5C1; Tel. (418) 545-4480.
National Representatives: Nat'l Adv. Reps. (Vancouver); Robert Bissonnette (Montreal).

GRANBY, QUE.

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-100.
Intercity Bus Lines-Voyageur; Inter Cities.

3 - POPULATION:
Corp. City 81 Cen. 38,069; Loc. Est. 38,553
CZ-ABC: (81) 49,381; (83) 50,200
RTZ-ABC: (81) 93,951; (83) 74,200
City & RTZ-ABC: (81) 143,332; (83) 124,400

4 - HOUSEHOLDS:
City 81 Cen. 13,687; Loc. Est. 14,305
CZ-ABC: (81) 17,000; (83) 18,100
RTZ-ABC: (81) 29,850; (83) 31,000
City & RTZ-ABC: (81) 46,850; (83) 49,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: County 3,250,000 (1981)

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center; Frontenac Shopping Center.
Stores Open Evenings-Thurs & Fri.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Greenberg; Harts; Woolco; Zeller's; K mart; Sears.
Chain Supermarkets-Provigo 3; Steinberg; Metro; Richelieu; Select; Union.
Other Chain Stores-Sally Shop; Trans-Canada Shoe; J.B. Lefebre Shoes; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 12,511; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 156 Principale, Granby, QC J2G 2V4; Tel. (514) 372-5433.
National Representative: Probec 5 (Montreal); Towmar.

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & 0-1. One of world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: **Railroads**-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
Motor Freight Carriers and Movers-193.
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frght.) 190.
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandianavian; Swissair; Iberia; Olympic; Pilgrim. Hdqrs. Int'l, Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Irish Airlines; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Autonabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; B.W.I.A.; USAir; Amos Aviation; British Caledonian; Cubana; Execair Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippine; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada.
Waterborne Commerce-22,000,000 tons (approx.).

3 - POPULATION:
Corp. City 81 Cen. 980,354; Loc. Est. 928,588
Met. 81 Cen. 2,828,349; Loc. Est. 2,841,680
CZ-ABC: (81) 2,358,561; (83) 2,325,000
RTZ-ABC: (81) 1,117,761; (83) 1,170,100
City & RTZ-ABC: (81) 3,476,322; (83) 3,495,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 417,336; Loc. Est. 404,243
Met. Area 81 Cen. N.A.; Loc. Est. 1,074,680
CZ-ABC: (81) 884,770; (83) 906,200
RTZ-ABC: (81) 355,685; (83) 387,400
City & RTZ-ABC: (81) 1,240,455; (83) 1,293,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	800 Branches	N.A.
Caisse Populaire	195 Branches	N.A.

6 - PASSENGER AUTOS: Province 3,250,000 (1981)

7 - ELECTRIC METERS: Residence 374,938

8 - GAS METERS: Residence 154,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Transp. & Comm. 97,100 ($345); Finance, Insurance & Real Estate 60,000 ($278); Trade 118,700 (Wholesale $289; Retail $200). Total-631,500 ($281 Av.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 mi.); Promenade La Cite.
Shopping Centers (Miles from Downtown)-Alexis Nihon Plaza (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (6); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (6); Forest (6); Maisonneuve (3); Norgate (5); Place La Salle (5); Place Pte. Aux Trembles (10); Plaza (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plaza (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Duvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Crotnau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6.
Variety Stores-People's 7; Rossy's 18; Woolworth's 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13.
Chain Drug Stores-Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24.
Chain Supermarkets-Steinberg 93; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60.
Other Chain Stores-Woodhouse-Legare 32; Reitman's (women's wear) 51; City Shoe 13; Lefebvre Shoes 16; Lewis Shoes 18; Yellow Shoes 22; Trans Canada Shoes 36; Villager Shoe 8; Troy Cleaners 6; Town & Country Cleaners 9; MacKay Smith Cleaners 13; Bette Brite Cleaners 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dairies 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 36,514; (m-sat) 39,999; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Marcel Payette, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel. (514) 844-3361.
National Representative: None.
THE GAZETTE (m-mon to fri) 200,238; (m-sat) 272,114; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., THE GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2750.
National Representatives: Southam Newspapers (Toronto, Montreal); Vernon J. Rumford (Vancouver); Harvey Grotsky (NYC); Towmar (Mexico).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 308,443; (m-sat) 326,931; Mar. 31, 1983 ABC.
Local contact for Advertising and Merchandising Data: Pierre Plante, Adv. Dir., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal QC H3L 2B1; Tel. (514) 382-1312.
National Representatives: W. Shillington (Toronto); Pattis Group ([illegible], Southern U.S.); Merwin & Assoc. (Virginia, NJ).
LA PRESSE (French) (m-mon to fri) 188,565; (m-sat) 298,549; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Fernand Lacourse, Nat'l. Adv. Dir., LA PRESSE, 7 rue St. Jacques, Montreal QC H2Y 1K9; Tel. (514) 285-7272.
National Representatives: Probec 5 (Montreal, Toronto); Target Media (U.S.); Hal Herman (Florida); North American Travel (New England & Southern U.S.); Towmar (Mexico).

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal. Montreal, La Malbaie, Chicoutimi, Lake St. John, Edmundston, Levis-St. Lambert, Levis-Sherbrooke, Quebec-Levis-Jackman.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Northern; Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee; Autobus Dupont Ltee; Autobus Fournier, Ltee; Autobus Drolet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
Airlines-Air Canada; Quebecair; Nordair; Quebec Aviation; Air Satellite; Les Ailes Quebecoises.

3 - POPULATION:
Corp. City 81 Cen. 166,474; Loc. Est. 160,393
CZ-ABC: (81) 478,893; (83) 478,700
RTZ-ABC: (81) 235,191; (83) 249,706
Met. Area 81 Cen. 576,075; Loc. Est. 588,173
City & RTZ-ABC: (81) 714,084; (83) 728,406
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 66,321; Loc. Est. 65,623
Met. Area 81 Cen. N.A.; Loc. Est. 221,372
CZ-ABC: (81) 168,230; (83) 174,000
RTZ-ABC: (81) 68,425; (83) 78,000
City & RTZ-ABC: (81) 236,655; (83) 252,000

5 - BANKS	**NUMBER**	**DEPOSITS**
11 Banks	152 Branches	N.A.

6 - PASSENGER AUTOS: Province 3,250,000 (1981)

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (Number of Employees)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather

Prod. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prod. 124 (1,187); Printing & Publ. 96 (1,810); Iron & Steel Prod. 61 (1,029); Nonferrous Metal Prod. 23 (673); Cement, etc. 21 (466); Chemical Prod. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Avg. Max. Temp. 77; Avg. Min. Temp. 3; Average Temp. 40.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galeries Ste. Anne(26)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Simpson-Sears Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor
Carrefour Beauport(40)	NA	Ikea

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores-Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores-Woolworth 3; Metropolitan; Kresge 3; Zeller's 4.
Chain Drug Stores-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets-Steinberg's 11; Excel 64; Gem 46; IGA 7; Dallaire 5; Provigo 22.
Other National Chain Stores-Agnew Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwr.; Bata Shoes; Pennington (women's); Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 101,052; (m-sat) 97,960; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Jean-Claude L'Abbee, Gen. Mgr., LE JOURNAL DE QUEBEC, 450 Bechard St., Ville de Vanier, QC G1M 2E9; Tel. (418) 683-1573.
National Representative: Quebecor.
LE SOLEIL (French) (e-mon to fri) 126,809; (e-sat) 143,733; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
National Representative: Landon Associates; National Advertising Representatives: Hal Hermon Associates.

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4, County Seat. Industrial and agricultural center. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St-Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075; Loc. Est. 72,665
CZ-ABC: (76) 88,867; (83) 89,800
RTZ-ABC: (76) 169,892; (83) 184,800
City & RTZ-ABC: (76) 258,759; (83) 274,600

4 - HOUSEHOLDS:
City 81 Cen. N.A.; Loc. Est. 28,127
CZ-ABC: (76) 28,770; (82) 34,100
RTZ-ABC: (76) 48,800; (82) 61,600
City & RTZ-ABC: (76) 77,570; (82) 95,700

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,250,000 (1981)

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Machinery 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.(Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons: 13e Avenue Nord (30 units); Place Belvedere: Galt St. W. & Belvedere St. S. (17 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (125 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Dominion, Nutri-Plus
King Street(19)	NA	Zeller's, Dominion
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Dominion
Carrefour de l'Estrie(125)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(30)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,634; Mar. 31, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525.
National Representative: Sandy Drake & Assoc., Toronto.
LA TRIBUNE (m-mon to fri) 37,353; (m-sat) 41,262; Mar. 26, 1983 ABC.
Local Contact for Advertising & Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: **Railroads**-CN; CP.
Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres.
Airlines-C.P.; C.N.

3 - POPULATION:
Corp. City 81 Cen. 50,466; Loc. Est. 49,406
Met. Area 81 Cen. 111,453; Loc. Est. 114,254
CZ-ABC: (81) 106,446; (83) 106,900
RTZ-ABC: (81) 175,128; (83) 177,400
City & RTZ-ABC: (81) 281,574; (83) 284,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 19,275; Loc. Est. 19,270
Met. Area 81 Cen. N.A.; Loc. Est. 40,564
CZ-ABC: (81) 37,295; (83) 39,100
RTZ-ABC: (81) 56,450; (83) 60,000
City & RTZ-ABC: (81) 93,745; (83) 99,100

5 - BANKS	NUMBER	DEPOSITS
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,250,000 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 3,775 ($382); Manufacturing 400 ($228); Garment & Apparels 684 ($194); Heavy Industries 2,071 ($409); Bulbs 993 ($215); Metal Products 1,100 ($329); Textiles 1,934 ($207).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-on des Forges Blvd.; Centre Commercial Les Rivieres (159 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats(8) Normanville(8)	2	A&P, Normanville
Trois-Rivieres W. Ctr.(150)	2	Reitman's, Woolco, Steinberg's, Pascal
Les Galeries du Cap(30)	NA	Provigo, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers-Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Woolco; Pascal; Zeller's; Miracle-Mart.
Discount Stores-Bonaprix.
Variety Stores-Zeller's; Greenberg's.
Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmacie Atlas; Pharmaprix; Uniprix.
Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27.
Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Montreal Draperies; Maher; Bonita; Chez Liliane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; United Cigar Stores; Woolco; Dalmys; Miracle Mart; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 50,740; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St-Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501.
National Representatives: Probec 5; Target Media; Hal Herman Associates; North American Travel Publications.

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political circles.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1984
Under 5 Years	75	81	85
5-14 Years	173	157	166
15-24 Years	178	184	194
25-44 Years	207	246	259
45-64 Years	186	184	194
65 and Over	103	116	122
TOTAL	922	968	1,020

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1984
General Mdse.	249	861	887
Apparel	54	201	263
Furniture	25	141	138
Groceries	212	882	1,083
Lumber/Bldg. Mat	21	38	67
Restaurants	16	324	612
Autos	243	1,158	1,064
Gasoline/Fuel Oil	111	296	278
Drugs	37	152	207
TOTAL SALES	1,188	4,740	5,077

Source: Census of Canada/Retail Trade

LLOYDMINSTER, SASK.

1 - LOCATION: Division No. 17, E&P Map B-3. 170 mi. W of Saskatoon. Manufacturing and agricultural center.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 6,034; Loc. Est. 6,830

4 - HOUSEHOLDS:
City 81 Cen. 2,079; Loc. Est. 2,425

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 4,444

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing Homes; Oil Tanks; Elevators; Flour & Feed Mills; Creamery; Refinery; Gas; Asphalt; Oil Wells; Agriculture; Grain; Livestock; Poultry; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TIMES (e-mon to fri) 3,500; sworn June 30, 1982.
Local Contact for Advertising and Merchandising Data: Ken Ebert, Adv. Mgr., TIMES, 4828 44th St., Lloydminster, SK S9V 0G8; Tel. (403) 825-5522.
National Representative: None.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary; 398 mi. W of Winnipeg; 112 mi. N of U.S.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941; Loc. Est. 34,644
CZ-ABC: (81) 33,941; (83) 34,700
RTZ-ABC: (81) 66,772; (83) 66,700
City & RTZ-ABC: (81) 100,713; (83) 101,400

4 - HOUSEHOLDS:
City 81 Cen. 12,833; Loc. Est. 13,511
CZ-ABC: (81) 12,660; (83) 13,300
RTZ-ABC: (81) 23,140; (83) 23,900
City & RTZ-ABC: (81) 35,800; (83) 37,200

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 13,664

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Processing; Oil Refining; Men's Work Clothes;

Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees, Av. Wkly. Wage $213.
Principal Industrial Pay Days-5, 15, 20, & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13. Last killing frost, May 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 3 on High St.; 2 on River St.
Neighborhood Shopping Centers-4th Ave. SW between Home & Coteau Sts.; 9th Ave. NW N. of Caribou; Athabasca St. E., 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days-Mon. through Sat.
Stores Close-Sunday.

13 - RETAIL OUTLETS: Department Stores-Army and Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeod's; Woolco; Gallenkamp; Canadian Tire.
Variety Stores-Kresge; Metropolitan.
Chain Drug Stores-Moose Jaw Rexall 3; Cohen Rexall 2; White Cross; Shoppers Drug Mart.
Chain Supermarkets-Safeway 2, Co-op.
Other Chain Stores-Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,892, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub. & Gen. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11 and 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads-Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Transportation Co.
Airlines-Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380; Loc. Est. 32,630
CZ-ABC: (81) 31,380; (83) 32,600
RTZ-ABC: (81) 75,721; (83) 75,900
City & RTZ-ABC: (81) 106,901; (83) 108,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806; Loc. Est. 11,566
CZ-ABC: (81) 10,680; (83) 11,500
RTZ-ABC: (81) 25,285; (83) 25,000
City & RTZ-ABC: (81) 106,901; (83) 108,500

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: City 13,703

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Manufacturing ($599); Construction ($501); Trade ($246); Industrial Composite (Average weekly wage) $368.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zellers, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; Real Estate & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear 1; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores 1; Drug Stores 11; Farm Implements 13; Furniture Stores 12.
Department Stores-Eaton's; Simpson-Sears; The Bay' Zellers.
Chain Drug Stores-Rexall 3; White Cross; Shopper's Drugmart; Boots.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lbr.; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lbr.; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 9,980, Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub. & Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: Railroads-C.P.; C.N.; Via Rail.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier Airlines.

3 - POPULATION:
Corp. City 81 Cen. 162,613; Loc. Est. 169,332
CZ-ABC: (81) 162,613; (83) 169,400
Bal. in PMA-ABC: (81) 329,189; (83) 331,000
Met. Area 81 Cen. 164,313; Loc. Est. 171,093
Total PMA-ABC: (81) 491,802; (83) 500,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557; Loc. Est. 63,111
Met. Area 81 Cen. N.A.; Loc. Est. 61,195
CZ-ABC: (81) 58,125; (83) 62,300
Bal. in PMA-ABC: (81) 114,630; (83) 118,900
Total PMA-ABC: (81) 172,755; (83) 181,200

5 - BANKS	NUMBER	DEPOSITS
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: City 79,749

7 - ELECTRIC METERS: Residence 58,500

8 - GAS METERS: Residence 48,500

9 - PRINCIPAL INDUSTRIES: Government; Steel; Meat Processing; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Distribution Centre; Communications; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equipt.; Gases; Dry Ice; Chemicals; Steel; Total Employed 92,000, Av Wkly. Wage $374.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -26-25; Summer-3-37; Fall-3-28; Winter-37-5. First killing frost, Sept. 30. Last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.
Shopping Centers (No. of Stores)-Avon Centre 14; Broad Plaza 5; Broadway 10; Cornwall Centre 75; Eatons Mall 16; Golden Mile Plaza 40; Gordon Road 11; Glen Cairn Shopping Centre 14; Hill Ave. 11; Hillsdale Centre 7; Midtown Plaza 35; Normanview 40; Northgate 70; Park Plaza 7; Regent Park 16; Regina Inn Centre 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Village 40; Thirteenth Ave. Centre 9; Whitmore Park 7; Victoria Square 45.
Principal Shopping Days-Mon. thru Sat.; Open Thurs. eve.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton Co.; Saan Stores Ltd.; Sears Ltd.; Sherwood Co-op Assoc. Ltd.; The Bay; Woolco; Gamble's; Robinson Stores; Zeller's 3.
Variety Stores-Kresge; Woolworth; Metropolitan; Zeller's; Robinson.
Chain Drug Stores-Boots 3; Pinders-Rexall 6; Bi-Rite 5; White Cross 4; Shoppers 2; Arp Drugs 8.
Chain Supermarkets-Safeway 7; Dominion 4; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Econo Mart 2; Food Barn.
Other Chain Stores-Shoes: Agnew Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Agnew, Aggias; Jewelry: People's, Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zales, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger; Automotive: Uniroyal, Dunlop, Firestone 3, B. F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2, Triangle Auto; Other: Radio Shack, Laura Secord, Sam The Record Man, Kelly's, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n'Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & suppl.), The Drapery Shoppe, Samco Electronics, Andrea's Bath Boutique, The Key Man, Big Brothers T-Shirts, Punchy's Posys, Kids World.

14 - NEWSPAPERS: THE LEADER-POST (e) 70,172; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: George Crawford, Dir. Adv., THE LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representatives: Landon Associates, D. Antill, Buttonville Airport-Markham, Ont. (Canada).

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11 and 14.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-5.
Intercity Bus Lines-Saskatoon Transit; Saskatchewan Transportation; Greyhound; Western Trailways.
Air Service-Ray's Flying Service; Mitchison's Flying Service.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 154,210; Loc. Est. 164,759
CZ-ABC: (81) 154,210; (83) 164,200
RTZ-ABC: (81) 327,178; (83) 310,400
City & RTZ-ABC: (81) 481,388; (83) 474,600

4 - HOUSEHOLDS:
City/Met. Area 81 Cen. 58,177; Loc. Est. 64,170
CZ-ABC: (81) 57,340; (83) 63,300
RTZ-ABC: (81) 103,580; (83) 108,500
City & RTZ-ABC: (81) 160,920; (83) 171,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	37	N.A.

6 - PASSENGER AUTOS: City 71,262

7 - ELECTRIC METERS: Residence 44,148

8 - GAS METERS: Residence 35,752

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Machinery 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $198.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer -34-93; Fall -7-75; Winter -40-35. First killing frost, Sept. 4. Last killing frost, May 8.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING: Principal Shopping Centers-Midtown Plaza (1st Ave., Idylwyld) enclosed, 62 units with 12 story office bldg., theatre-underground, surface park 1,851 cars; 5 blocks on 2nd Ave.; 4 on 3rd Ave.; 3 in 21st St.; E. 4 on 20th Street West.
Neighborhood Shopping Centers (No. of stores)-Nutana 5 blocks; Mayfair 5 blocks; Pleasant Hill 1 block; Broadway 1 block; Grosvenor Park (45); Avalon (17); Cumberland (20); Haultian (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (75); Zeller's County Fair (4); Confederation Park Plaza (36); Wildwood Mall (30); Lawson Heights (63).
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson; Saan; Zeller's; Woolco; Co-op Center.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Pinders 8; Price Wathers 13; Others 20.
Chain Supermarkets-Safeway 8; OK Economy 12; Red & White 2; Loblaw's; Shop-Rite 12; Dominion 2; IGA 9; Economart 2; Independent 36; Super Valu 2.
Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Ailiards; People's Credit; Birk's; Reitmans's; United Cigar; Canadian Tire; Coles; Tip Top; Firestone.

14 - NEWSPAPERS: STAR-PHOENIX (e) 57,101; Mar. 31, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Thompson, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 652-9200.
National Representatives: Don Antill.

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SECTION IV

Population, income, retail sales tables

1984 estimates of population, income, retail sales, food sales—U.S. and Canada

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U.S. DAILY NEWSPAPER MARKETS
Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	80
Alaska	4	81
Arizona	5	82
Arkansas	6	82
California	7	84
Colorado	10	87
Connecticut	12	88
Delaware	12	89
Dist. of Columbia	13	89
Florida	13	89
Georgia	15	91
Hawaii	18	93
Idaho	18	94
Illinois	19	94
Indiana	22	97
Iowa	24	99
Kansas	26	101
Kentucky	28	103
Louisiana	30	105
Maine	31	107
Maryland	32	107
Massachusetts	33	108
Michigan	34	109
Minnesota	36	111
Mississippi	38	112
Missouri	39	114
Montana	42	116
Nebraska	43	117
Nevada	44	118
New Hampshire	45	119
New Jersey	45	119
New Mexico	46	120
New York	47	121
North Carolina	49	123
North Dakota	51	125
Ohio	52	126
Oklahoma	55	128
Oregon	57	130
Pennsylvania	58	131
Rhode Island	60	134
South Carolina	61	134
South Dakota	62	135
Tennessee	63	136
Texas	65	138
Utah	70	143
Vermont	71	143
Virginia	71	144
Washington	73	146
West Virginia	74	147
Wisconsin	76	148
Wyoming	77	149

DAILY NEWSPAPER MARKETS—CANADA

Provinces Metro Areas Cities	Pop., Income Tables	Ret. Sales Tables
All Canadian markets	78	150

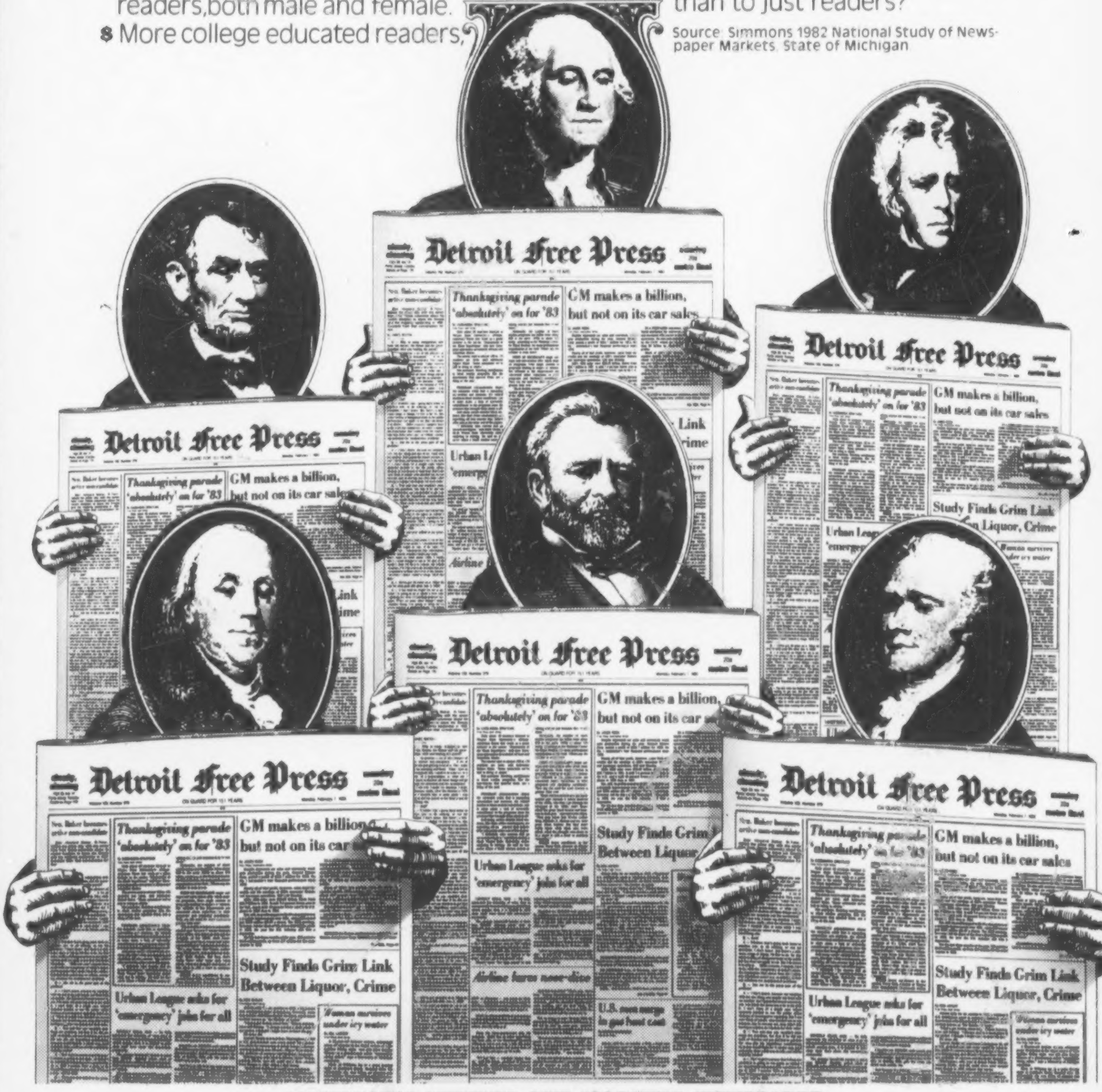
Put your money where the money is.

The latest '82 Simmons Survey puts the Detroit Free Press substantially ahead of the Detroit News as follows:

- $ More individuals in every income bracket from $10,000 or more a year, to $50,000 or more per year.
- $ More white collar and professional readers, both male and female.
- $ More college educated readers, and more college graduate readers.
- $ 318,000 more adult readers, daily and Sunday.

So, when you buy the Free Press, you're buying Michigan's buying power. And doesn't it make more sense to present your message to readers with money, than to just readers?

Source: Simmons 1982 National Study of Newspaper Markets, State of Michigan


Detroit Free Press
Thanksgiving parade 'absolutely' on for '83
GM makes a billion, but not on its car sales
Study Finds Grim Link Between Liquor, Crime
Urban League asks for 'emergency' jobs for all
Woman survives under icy water
Airline fares nose-dive

MICHIGAN'S NUMBER ONE MORNING NEWSPAPER.

Represented nationally by Knight-Ridder Newspaper Sales, MPR and Towmar.

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
U.S. TOTALS	226,505,632	236,999,466	4.6	86,070,140	1800,448,250	2,468,469,167	10,416	28,680	2,479,866	74,352,750	70,198,559
ALABAMA	3,890,061	4,027,324	3.5	1,419,599	24,712,441	32,843,844	8,155	23,136	57,540	1,054,192	1,217,415
ALASKA	400,481	437,661	9.3	146,095	4,130,421	6,459,621	14,759	44,215	383	10,081	6,408
ARIZONA	2,717,866	2,963,904	9.1	1,069,331	20,043,927	29,317,415	9,891	27,417	7,676	974,961	682,421
ARKANSAS	2,285,513	2,325,774	1.8	849,427	14,224,532	19,014,398	8,176	22,385	58,788	1,790,763	1,625,772
CALIFORNIA	23,668,562	25,558,875	8.0	9,541,141	217,032,193	301,578,720	11,799	31,608	81,863	9,940,053	4,380,722
COLORADO	2,888,834	3,129,420	8.3	1,175,307	24,064,879	34,885,978	11,148	29,682	29,687	992,655	2,010,969
CONNECTICUT	3,107,576	3,221,532	3.7	1,160,183	29,818,935	40,852,404	12,681	35,212	4,602	116,920	192,172
DELAWARE	595,225	613,525	3.1	218,672	4,792,214	6,494,384	10,585	29,699	3,615	117,371	287,204
DIST. OF COLUMBIA	638,432	638,361		258,693	6,297,014	8,166,869	12,793	31,570	N.A.	N.A.	N.A.
FLORIDA	9,739,992	10,865,742	11.6	4,276,932	73,854,063	113,055,673	10,405	26,434	44,165	3,307,911	942,336
GEORGIA	5,464,265	5,802,757	6.2	2,033,814	36,459,546	52,013,408	8,964	25,574	58,682	1,549,798	1,659,905
HAWAII	964,856	1,014,066	5.1	316,191	7,575,971	11,162,977	11,008	35,305	4,312	406,277	77,859
IDAHO	943,935	988,447	4.7	347,135	6,675,557	8,920,043	9,024	25,696	26,506	1,288,332	813,818
ILLINOIS	11,418,461	11,645,180	2.0	4,217,645	100,981,833	130,260,465	11,186	30,885	109,770	5,061,913	2,372,494
INDIANA	5,490,179	5,557,179	1.2	1,994,438	41,122,720	53,533,134	9,633	26,841	88,458	2,823,242	1,763,137
IOWA	2,913,387	2,950,919	1.3	1,091,337	22,563,979	29,313,301	9,934	26,860	126,379	4,330,277	6,013,068
KANSAS	2,363,208	2,465,972	4.3	931,776	19,942,057	26,757,339	10,851	28,716	77,087	2,485,383	3,323,940
KENTUCKY	3,661,433	3,730,275	1.9	1,317,162	24,051,119	31,724,039	8,504	24,085	110,002	1,629,930	1,273,495
LOUISIANA	4,204,417	4,492,001	6.8	1,541,750	30,387,847	43,456,272	9,674	28,186	38,973	1,337,371	506,357
MAINE	1,124,660	1,155,255	2.7	415,769	7,573,609	10,130,296	8,769	24,365	8,177	159,441	248,991
MARYLAND	4,216,446	4,356,308	3.3	1,543,635	35,119,282	49,541,903	11,372	32,094	18,985	539,989	714,602
MASSACHUSETTS	5,737,037	5,896,325	2.8	2,138,208	47,520,712	64,502,573	10,939	30,167	5,905	206,150	134,926
MICHIGAN	9,258,344	9,214,152	–.5	3,251,067	75,720,126	95,433,941	10,357	29,355	68,158	1,687,582	1,175,038
MINNESOTA	4,077,148	4,193,522	2.9	1,520,923	32,360,505	42,618,233	10,163	28,021	102,984	3,131,586	3,540,614
MISSISSIPPI	2,520,638	2,605,871	3.4	875,178	14,220,821	19,636,107	7,535	22,437	54,306	1,488,133	943,162
MISSOURI	4,917,444	5,045,525	2.6	1,882,162	37,090,171	48,483,219	9,609	25,759	121,826	1,617,982	2,055,493
MONTANA	786,415	819,405	4.2	302,320	5,555,808	7,738,188	9,444	25,596	24,501	980,328	652,614
NEBRASKA	1,570,006	1,611,432	2.6	599,804	11,718,989	16,189,825	10,047	26,992	65,991	2,855,444	4,231,406
NEVADA	799,184	904,142	13.1	352,091	6,988,787	10,089,350	11,159	28,656	2,880	70,198	166,140
NEW HAMPSHIRE	920,610	981,001	6.6	352,928	7,138,969	10,018,494	10,213	28,387	3,304	29,001	75,046
NEW JERSEY	7,364,158	7,586,523	3.0	2,685,633	67,413,242	93,082,830	12,269	34,660	9,932	389,547	126,440
NEW MEXICO	1,299,968	1,389,741	6.9	481,970	8,777,605	12,790,067	9,203	26,537	14,288	333,142	627,148
NEW YORK	17,557,288	17,973,381	2.4	6,636,480	146,080,680	203,236,310	11,308	30,624	49,323	720,457	1,867,295
NORTH CAROLINA	5,874,429	6,170,436	5.0	2,193,940	39,181,126	52,993,034	8,588	24,154	89,477	2,519,654	1,592,649
NORTH DAKOTA	652,695	688,126	5.5	245,512	4,858,010	7,284,784	10,580	29,672	41,172	2,105,867	604,524
OHIO	10,797,419	10,967,839	1.6	3,982,199	85,258,072	110,823,777	10,104	27,830	95,821	2,122,503	1,551,303
OKLAHOMA	3,025,266	3,289,079	8.7	1,244,964	23,417,809	33,357,896	10,142	26,794	79,530	1,040,012	2,091,014
OREGON	2,632,663	2,701,559	2.6	1,040,520	20,608,732	26,240,874	9,713	25,219	34,875	1,123,470	651,843
PENNSYLVANIA	11,866,728	12,064,040	1.7	4,389,271	92,658,849	124,382,828	10,310	28,338	59,973	825,390	2,165,564
RHODE ISLAND	947,154	978,880	3.3	358,161	7,379,049	9,866,841	10,080	27,549	865	18,678	14,010
SOUTH CAROLINA	3,119,208	3,287,379	5.4	1,110,104	19,595,356	26,645,822	8,105	24,003	33,450	761,005	394,939
SOUTH DAKOTA	690,178	698,410	1.2	250,982	4,550,896	6,772,991	9,698	26,986	39,667	951,667	1,635,733
TENNESSEE	4,590,750	4,752,997	3.5	1,713,924	30,451,438	40,398,634	8,500	23,571	96,792	1,227,256	885,251
TEXAS	14,228,383	15,781,907	10.9	5,596,729	116,110,200	170,154,170	10,782	30,402	194,461	4,248,953	5,430,712
UTAH	1,461,037	1,599,590	9.5	502,413	9,286,498	13,405,054	8,380	26,681	13,843	130,138	411,499
VERMONT	511,456	518,499	1.4	185,155	3,379,495	4,785,251	9,229	25,845	7,304	33,696	373,821
VIRGINIA	5,346,279	5,661,000	5.9	2,016,573	41,951,679	58,270,364	10,293	28,896	56,685	674,186	1,005,429
WASHINGTON	4,130,163	4,360,951	5.6	1,663,650	36,391,105	48,950,109	11,225	29,423	37,778	2,029,758	993,101
WEST VIRGINIA	1,949,644	1,980,824	1.6	713,247	13,048,900	17,052,968	8,609	23,909	20,619	54,952	170,457
WISCONSIN	4,705,335	4,865,964	3.4	1,748,182	36,225,119	47,756,086	9,814	27,318	90,006	1,143,411	4,103,752
WYOMING	470,816	524,081	11.3	189,098	4,085,363	6,026,064	11,498	31,867	8,500	115,744	414,551

FOR TOTAL SELLING, IT TAKES TWO . . .

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MARKET GUIDE

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NATIONWIDE SUMMARY OF RETAIL SALES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	722,880,663	1,171,620,758	1,267,561,021	90,350	59,688,199	48,892	151,168,193	251,949	287,427,011	138,995	237,130,192	176,458	113,269,290	140,119	58,147,433	138,578	54,441,021	308,031	133,776,327	49,568	42,945,023
ALABAMA	10,704,902	15,789,048	16,767,054	1,578	957,815	1,316	1,903,689	5,887	4,005,297	3,196	3,716,509	3,562	1,473,677	2,511	842,047	2,403	691,949	4,102	1,319,971	1,034	545,756
ALASKA	1,798,858	2,539,409	2,667,753	188	189,445	161	299,107	365	634,604	244	311,011	204	169,473	231	92,063	219	79,308	764	439,050	56	120,790
ARIZONA	8,169,933	15,114,423	16,722,294	900	848,347	520	1,978,745	2,257	4,012,635	1,487	3,138,051	1,656	1,530,014	1,332	547,221	1,638	799,321	4,134	1,910,654	455	593,025
ARKANSAS	6,383,258	9,554,542	10,175,139	1,126	610,978	748	1,111,670	3,595	2,426,439	2,255	2,228,176	2,407	916,834	1,731	489,485	1,571	401,948	3,088	746,980	634	329,031
CALIFORNIA	81,057,855	140,621,582	153,790,651	8,115	7,195,007	3,251	18,383,139	21,115	33,913,377	12,757	27,650,505	14,388	12,472,788	15,346	6,642,786	15,469	7,677,618	40,050	18,392,587	4,311	6,079,731
COLORADO	9,824,594	18,313,848	20,290,634	1,302	1,224,952	495	2,288,800	2,177	4,304,465	1,869	3,868,241	2,485	1,681,199	1,812	842,736	2,185	925,947	5,004	2,408,924	536	541,459
CONNECTICUT	10,428,005	16,989,825	18,372,258	1,193	736,455	571	2,048,842	3,207	4,370,299	1,538	2,828,492	2,215	1,632,083	1,940	917,512	2,056	743,876	5,169	1,893,095	755	577,422
DELAWARE	2,138,502	3,510,016	3,800,008	233	186,022	139	535,754	656	873,299	343	579,029	435	329,616	368	167,274	338	172,949	863	351,945	132	138,755
DIST. OF COLUMBIA	2,084,664	2,917,614	3,070,131	70	47,650	68	266,497	538	522,771	103	258,286	250	225,863	435	221,880	266	151,969	1,158	649,787	148	146,022
FLORIDA	31,413,088	59,584,999	66,225,357	4,595	2,873,065	1,922	7,970,560	11,379	15,327,202	6,069	12,589,334	7,287	5,775,457	6,830	2,758,483	6,669	3,058,742	13,673	7,431,188	1,964	2,488,800
GEORGIA	15,915,816	26,564,646	28,847,211	2,035	1,368,882	1,507	3,561,891	7,495	6,508,635	3,895	5,686,896	5,066	2,819,081	3,267	1,251,082	3,353	1,145,273	6,345	2,739,798	1,428	977,895
HAWAII	3,294,118	5,490,666	5,962,313	194	116,538	259	1,035,578	876	1,204,277	291	733,555	415	360,674	733	338,797	444	170,159	1,657	1,041,070	115	327,960
IDAHO	3,016,361	4,650,509	4,978,392	556	416,872	256	426,788	968	1,133,921	832	1,045,164	830	425,233	509	187,784	792	232,430	1,793	519,965	213	185,956
ILLINOIS	39,215,003	55,236,524	58,175,302	4,117	2,509,295	2,319	6,989,404	8,897	11,633,330	5,379	10,777,898	7,815	5,176,310	7,065	3,032,043	6,354	2,516,008	20,704	6,550,156	2,645	2,134,560
INDIANA	18,266,271	27,821,422	29,723,621	2,535	1,421,049	1,183	3,584,603	4,254	6,192,122	3,784	6,107,229	4,867	3,184,912	2,948	1,118,497	3,554	1,196,962	8,523	2,985,470	1,255	1,100,636
IOWA	9,832,778	13,356,395	13,978,492	2,184	1,002,693	921	1,527,580	2,529	2,915,283	2,159	2,863,677	3,424	1,564,383	2,009	541,817	2,311	600,039	6,193	1,388,228	708	414,612
KANSAS	7,696,381	12,075,376	12,967,529	1,487	770,661	623	1,547,443	2,082	2,679,170	2,027	2,807,357	2,466	1,289,876	1,681	583,769	1,929	578,862	4,268	1,221,124	592	343,398
KENTUCKY	10,491,662	15,881,157	16,946,665	1,454	930,887	1,080	1,771,549	5,603	4,173,299	2,736	3,331,146	3,452	1,894,659	2,045	659,331	2,068	688,573	4,413	1,503,582	910	603,418
LOUISIANA	12,417,144	20,316,937	21,987,462	1,508	1,036,018	1,045	2,732,035	5,801	5,682,383	2,429	4,332,510	2,989	1,754,508	2,476	1,117,882	2,169	919,579	6,382	2,139,182	1,008	761,093
MAINE	3,615,742	5,734,589	6,170,174	662	371,931	522	616,475	1,822	1,542,284	953	1,110,800	933	478,076	579	209,364	673	184,754	1,814	537,150	288	185,137
MARYLAND	14,377,108	18,637,763	23,025,706	1,128	743,077	648	2,988,308	4,055	5,291,049	1,836	4,053,079	2,465	2,217,249	2,160	1,020,118	2,094	934,977	5,726	2,417,625	771	869,132
MASSACHUSETTS	18,474,302	32,163,937	35,201,104	1,851	1,283,771	1,295	4,093,320	5,745	8,232,474	2,834	4,895,577	3,882	2,793,556	3,340	1,862,525	3,254	1,283,008	9,948	4,156,842	1,697	1,152,432
MICHIGAN	31,677,356	42,212,352	43,970,019	3,712	2,046,030	1,372	5,579,353	9,033	9,488,945	4,970	9,256,527	6,572	4,121,377	4,649	2,117,194	5,042	1,928,188	13,836	4,502,532	1,899	1,535,727
MINNESOTA	13,566,601	21,659,713	23,332,451	2,523	1,704,597	812	2,938,699	3,709	4,390,643	2,339	4,172,773	3,280	2,364,727	2,398	959,274	2,802	930,367	6,315	2,401,761	825	678,904
MISSISSIPPI	6,184,395	9,339,012	9,961,615	953	489,031	930	1,102,332	4,660	2,617,029	2,049	2,226,078	1,962	848,350	1,640	478,572	1,491	378,689	2,859	726,974	702	330,982
MISSOURI	15,920,087	23,894,920	27,567,819	2,298	1,374,408	1,543	3,553,444	4,910	5,928,225	4,130	5,530,710	5,008	2,983,059	2,990	1,116,744	3,028	1,066,117	8,046	2,764,741	1,106	816,002
MONTANA	2,847,520	4,442,759	4,767,253	617	380,941	217	376,596	890	1,037,994	655	906,886	968	522,229	552	212,561	603	190,352	2,083	553,329	215	175,421
NEBRASKA	5,145,305	7,502,759	7,951,230	1,142	483,892	447	975,108	1,422	1,558,418	1,258	1,521,301	1,732	941,066	988	339,016	1,191	377,461	3,189	884,047	421	226,556
NEVADA	3,069,165	5,156,012	6,166,479	287	350,394	131	666,823	578	1,229,869	476	1,146,322	641	677,283	515	258,725	468	236,445	1,356	699,381	128	314,849
NEW HAMPSHIRE	3,387,452	6,132,545	6,758,217	512	419,957	321	646,897	1,182	1,705,245	661	1,161,662	704	542,797	538	251,140	660	227,398	1,542	606,781	209	163,779
NEW JERSEY	24,286,554	40,238,445	43,645,420	2,235	1,438,567	1,048	4,939,838	9,026	10,807,992	3,151	6,782,271	5,350	2,898,584	5,623	2,393,825	4,031	1,869,573	12,985	4,624,768	1,351	1,149,022
NEW MEXICO	4,021,781	7,030,392	7,700,164	517	420,539	399	794,418	1,254	1,668,075	890	1,609,987	1,389	806,814	817	334,178	799	325,279	2,061	797,470	232	221,820
NEW YORK	50,697,785	80,480,259	86,625,739	5,449	2,603,001	2,975	10,344,645	22,873	22,136,871	6,808	11,435,406	9,245	5,802,047	13,361	3,267,838	9,235	3,582,977	28,997	10,111,307	4,027	2,912,648
NORTH CAROLINA	16,842,308	26,462,155	28,428,278	2,352	1,625,838	1,889	3,109,910	9,206	6,744,225	4,891	5,754,224	5,775	2,652,223	3,873	1,272,377	3,903	1,308,405	7,123	2,409,364	1,348	1,000,818
NORTH DAKOTA	2,249,761	3,766,928	4,093,760	634	394,281	178	367,131	883	705,320	482	923,925	687	425,723	484	222,441	500	166,717	1,493	420,741	169	133,952
OHIO	35,563,455	50,470,722	53,245,267	4,082	2,227,864	1,917	7,513,434	10,834	12,181,334	5,819	10,396,220	8,820	5,365,759	5,187	1,901,976	6,201	2,164,354	17,982	5,611,949	2,086	1,651,271
OKLAHOMA	9,228,116	17,419,498	19,347,429	1,369	1,007,008	782	2,127,212	3,503	4,598,960	2,843	4,345,848	3,063	1,592,520	2,195	1,082,586	2,134	835,407	5,101	1,824,071	747	472,147
OREGON	9,347,998	13,623,337	14,437,628	1,439	856,207	481	1,792,624	2,729	2,930,876	1,747	2,906,602	2,185	1,166,952	1,382	564,318	1,915	696,859	4,578	1,645,216	492	502,933
PENNSYLVANIA	37,244,196	53,734,090	56,851,511	4,615	2,303,223	2,357	7,150,742	14,515	13,135,578	7,087	10,132,930	8,994	5,006,349	7,640	2,602,905	6,810	2,302,096	21,361	5,503,666	2,705	1,758,527
RHODE ISLAND	2,802,147	4,099,798	4,348,285	323	185,677	184	476,569	1,107	1,019,161	538	652,896	697	382,462	567	206,555	513	151,665	1,829	473,699	232	155,907
SOUTH CAROLINA	8,350,289	13,495,103	14,571,117	1,180	823,741	1,020	1,590,993	5,008	3,670,526	2,545	2,778,931	3,001	1,450,966	1,999	676,035	1,929	601,199	3,796	1,238,404	740	488,017
SOUTH DAKOTA	2,184,066	3,260,560	3,470,950	598	282,142	201	281,814	776	668,443	531	682,504	861	439,178	519	156,288	525	139,384	1,580	364,001	206	138,154
TENNESSEE	13,709,641	21,307,307	22,845,617	1,793	1,201,409	1,325	2,722,732	6,849	5,232,972	3,702	5,015,310	4,090	2,218,633	2,927	954,697	2,801	939,402	5,884	2,003,757	1,125	730,091
TEXAS	45,816,345	94,956,216	107,269,439	5,176	4,747,747	2,992	12,754,944	17,011	23,800,858	11,388	23,865,155	12,747	9,325,798	8,968	5,365,934	8,850	4,499,103	22,246	10,455,566	3,102	3,262,297
UTAH	4,146,168	7,114,679	7,766,695	509	479,614	267	955,282	1,011	1,605,454	800	1,614,606	1,149	795,679	733	296,854	948	406,471	1,964	715,068	249	258,960
VERMONT	1,667,623	2,424,283	2,568,070	332	174,520	222	205,745	815	621,899	414	427,120	540	243,052	324	90,227	360	80,574	920	233,428	140	61,067
VIRGINIA	16,544,567	29,728,360	32,726,573	1,592	1,413,470	1,463	4,036,369	6,163	7,626,592	3,090	6,307,727	3,992	3,370,721	2,544	1,345,553	2,854	1,369,403	6,356	2,960,948	974	1,235,907
WASHINGTON	13,503,242	21,321,667	22,923,667	1,778	1,336,555	586	2,500,858	3,586	5,091,439	2,640	4,205,412	3,005	1,844,774	1,815	964,209	2,917	1,060,054	6,296	2,772,389	819	959,940
WEST VIRGINIA	5,676,173	8,638,836	9,223,865	710	557,469	708	1,169,072	2,662	2,335,219	1,189	1,864,010	1,818	928,753	913	363,841	1,062	398,421	2,727	695,566	397	303,409
WISCONSIN	14,930,207	20,752,729	21,811,210	2,307	1,258,924	1,125	2,583,672	4,310	4,658,347	2,549	3,973,501	4,043	2,091,874	2,396	759,707	2,846	927,383	12,889	2,676,794	938	587,029
WYOMING	1,654,015	3,023,487	3,338,004	337	299,743	151	249,160	331	652,087	357	620,826	647	494,020	334	147,337	331	127,407	866	354,236	109	101,867

EDITOR & PUBLISHER'S

POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1984

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	3,890,061	4,027,324	3.5	1,419,599	24,712,441	32,843,844	8,155	23,136	57,540	510,311	413,435
METROPOLITAN STATISTICAL AREAS											
Anniston, Al	116,936	122,555	4.8	41,499	656,134	982,730	8,019	23,681	668	3,509	2,764
Birmingham, Al	883,819	904,850	2.4	331,224	6,280,092	8,270,267	9,140	24,969	3,513	14,768	26,545
Columbus, Ga-Al...	239,196	246,447	3.0	82,825	1,586,953	1,941,154	7,877	23,437	351	5,015	120
Dothan, Al	122,453	128,365	4.8	44,306	879,159	1,095,102	8,531	24,717	1,787	33,883	15,249
Florence, Al	135,023	141,143	4.5	50,643	798,617	1,282,072	9,083	25,316	2,108	21,192	13,345
Gadsden, Al	103,057	104,919	1.8	38,409	514,601	796,376	7,590	20,734	943	3,354	5,290
Huntsville, Al.........	196,966	204,966	4.1	71,406	1,402,317	1,980,330	9,662	27,733	1,214	26,978	8,991
Mobile, Al.............	442,819	464,940	5.0	160,841	2,751,286	3,702,251	7,963	23,018	2,121	53,047	7,466
Montgomery, Al....	272,687	286,202	5.0	99,595	1,894,156	2,351,234	8,215	23,608	1,970	24,030	20,563
Tuscaloosa, Al	137,473	142,155	3.4	49,544	886,872	1,091,008	7,675	22,021	619	4,736	3,046
COUNTIES, Cities											
AUTAUGA	32,259	33,933	5.2	10,976	221,667	285,529	8,414	26,014	457	8,436	
BALDWIN...............	78,440	81,979	4.5	28,603	480,621	643,658	7,851	22,503	1,215	34,724	
BARBOUR	24,756	25,622	3.5	8,905	114,806	173,208	6,760	19,451	723	13,184	5,862
BIBB.......................	15,723	16,745	6.5	5,653	90,488	114,007	6,808	20,168	250	606	2,473
BLOUNT...................	36,459	37,489	2.8	13,398	256,742	285,452	7,614	21,306	1,285	5,801	9,584
BULLOCK................	10,596	10,868	2.6	3,579	47,878	61,721	5,679	17,245	382	7,725	
BUTLER	21,680	22,830	5.3	8,105	123,139	152,017	6,659	18,756	668	3,855	4,385
CALHOUN	116,936	122,555	4.8	41,499	656,134	982,730	8,019	23,681	668	3,509	2,764
Anniston............	29,523	30,186	2.2	11,253	181,177	306,598	10,157	27,246	*	*	*
CHAMBERS	39,191	40,462	3.2	14,328	214,799	306,710	7,580	21,406	404	494	3,563
Lanett	6,897	7,117	3.2	2,792	44,561	54,509	7,659	19,523	*	*	*
CHEROKEE	18,760	19,889	6.0	7,084	86,551	140,916	7,085	19,892	652	11,236	2,951
CHILTON	30,612	30,926	1.0	11,126	181,984	228,120	7,376	20,503	[illegible]	3,8[illegible]	3,709
CHOCTAW	16,839	16,821	–.1	5,508	77,848	110,924	6,594	20,139	[illegible]	469	1,856
CLARKE	27,702	28,564	3.1	9,414	140,738	208,074	7,284	22,103	[illegible]	769	1,873
CLAY	13,703	14,129	3.1	5,014	67,285	94,620	6,697	18,871	443	182	3,357
CLEBURNE	12,595	13,249	5.2	4,719	68,851	97,317	7,345	20,622	369	313	1,466
COFFEE...................	38,533	40,691	5.6	14,475	273,920	348,735	8,570	24,092	1,054	18,054	8,136
Enterprise	18,033	19,954	10.7	7,089	149,889	209,324	10,490	29,528	*	*	*
COLBERT	54,519	56,682	4.0	20,388	318,243	507,342	8,951	24,884	681	10,557	5,220
Muscle Shoals....	8,911	10,034	12.6	3,447	77,236	97,192	9,686	28,196	*	*	*
Sheffield............	11,903	11,932	.2	4,600	76,461	138,878	11,639	30,191	*	*	*
Tuscumbia	9,137	9,608	5.2	3,400	70,149	85,917	9,046	25,564	*	*	*
CONECUH	15,884	16,126	1.5	5,718	67,732	101,583	6,299	17,765	559	4,227	3,679
COOSA...................	11,377	11,680	2.7	4,090	57,769	80,754	6,914	19,744	282	202	1,205
COVINGTON..........	36,850	38,363	4.1	14,648	238,265	295,210	7,695	20,154	1,132	14,005	8,655
Andalusia...........	10,415	10,974	5.4	4,143	77,543	108,744	9,909	26,248	*	*	*
CRENSHAW...........	14,110	14,887	5.5	5,440	72,808	91,524	6,148	16,824	619	7,922	5,382
CULLMAN	61,642	63,650	3.3	22,928	437,192	488,703	7,678	21,315	2,422	9,632	11,639
Cullman	13,084	13,693	4.7	5,137	116,105	152,556	11,141	29,697	*	*	*
DALE......................	47,821	49,888	4.3	16,091	322,271	388,106	7,781	24,124	674	10,255	5,009
DALLAS	53,981	55,472	2.8	18,512	304,650	397,793	7,171	21,488	640	15,160	
Selma..................	26,684	27,160	1.8	9,270	170,492	241,561	8,894	26,058	*	*	*
DE KALB	53,658	55,403	3.3	20,365	355,190	397,080	7,167	19,498	2,377	12,456	10,965
Fort Payne	11,485	11,859	3.3	4,529	76,924	93,658	7,898	20,680	*	*	*
ELMORE..................	43,390	45,191	4.2	14,959	263,346	326,599	7,227	21,833	738	8,206	6,423
ESCAMBIA	38,392	38,619	.6	12,959	201,742	289,662	7,501	22,352	584	9,144	6,494
ETOWAH.................	103,057	104,919	1.8	38,409	514,601	796,376	7,590	20,734	943	3,354	5,290
Gadsden.............	47,565	46,163	–3.0	18,153	257,135	436,056	9,446	24,021	*	*	*
FAYETTE.................	18,809	19,654	4.5	7,176	115,847	146,068	7,432	20,355	453	1,506	2,771
FRANKLIN	28,350	29,390	3.7	10,852	181,925	232,318	7,905	21,408	911	2,955	5,669
GENEVA..................	24,253	24,209	–.2	8,769	146,093	177,784	7,344	20,274	1,040	17,527	17,779
GREENE	11,021	11,626	5.5	3,696	45,550	59,295	5,100	16,043	420	3,598	4,980
HALE......................	15,604	15,822	1.4	5,083	67,547	86,877	5,491	17,365	512	6,219	
HENRY....................	15,302	15,518	1.4	5,513	87,998	107,549	6,931	19,508	559	18,941	
HOUSTON	74,632	78,477	5.2	28,215	556,888	706,916	9,008	25,055	1,113	23,628	10,240
Dothan	48,750	51,262	5.2	18,556	405,259	548,672	10,703	29,568	*	*	*
JACKSON...............	51,407	52,953	3.0	18,621	368,183	413,909	7,817	22,228	1,344	12,840	7,316
Scottsboro	14,758	15,202	3.0	5,544	106,231	129,902	8,545	23,431	*	*	*
JEFFERSON.............	671,197	685,211	2.1	254,969	4,935,318	6,521,421	9,517	25,577	515	1,008	3,315
Birmingham........	284,413	284,165	–.1	110,054	1,847,817	2,533,870	8,917	23,024	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAMAR	16,453	16,852	2.4	6,030	92,486	117,142	6,951	19,427	523	1,743	2,267
LAUDERDALE	80,504	84,461	4.9	30,255	480,374	774,730	9,173	25,607	1,427	10,635	8,125
Florence	37,029	38,849	4.9	14,188	247,023	435,800	11,218	30,716	*	*	*
LAWRENCE	30,170	31,334	3.9	10,446	162,526	207,546	6,624	19,868	1,266	12,985	7,373
LEE	76,283	79,264	3.9	28,679	487,316	695,899	8,780	24,265	394	4,538	
Auburn	28,471	29,542	3.8	10,510	190,190	286,520	9,699	27,262	*	*	*
Opelika	21,896	23,838	8.9	8,405	143,908	221,076	9,274	26,303	*	*	*
LIMESTONE	46,005	47,358	2.9	16,164	244,632	340,729	7,195	21,079	1,220	21,384	
Athens	14,558	15,062	3.5	5,511	95,977	149,342	9,915	27,099	*	*	*
LOWNDES	13,253	13,841	4.4	3,996	52,005	67,439	4,872	16,877	492	5,031	15,347
MACON	26,829	27,651	3.1	8,698	137,916	169,467	6,129	19,483	420	4,193	
MADISON	196,966	204,966	4.1	71,406	1,402,317	1,980,330	9,662	27,733	1,214	26,978	8,991
Huntsville	142,513	148,301	4.1	53,493	1,125,453	1,650,187	11,127	30,849	*	*	*
MARENGO	25,047	25,942	3.6	8,603	134,282	180,181	6,946	20,944	700	5,457	7,845
MARION	30,041	31,952	6.4	11,715	186,366	236,851	7,413	20,218	806	2,255	3,431
MARSHALL	65,622	68,763	4.8	25,227	391,396	545,305	7,930	21,616	1,745	6,431	8,311
MOBILE	364,379	382,961	5.1	132,238	2,270,665	3,058,593	7,987	23,129	906	18,323	7,466
Chickasaw	7,402	7,414	.2	2,937	51,848	63,483	8,563	21,615	*	*	*
Mobile	200,452	214,641	7.1	77,112	1,362,128	1,968,170	9,170	25,524	*	*	*
Prichard	39,541	40,767	3.1	12,839	162,177	223,700	5,487	17,423	*	*	*
MONROE	22,651	23,375	3.2	7,673	128,569	156,830	6,709	20,439	584	5,680	5,009
MONTGOMERY	197,038	207,078	5.1	73,660	1,409,143	1,739,106	8,398	23,610	775	7,388	14,140
Montgomery	177,857	186,919	5.1	67,358	1,298,366	1,640,227	8,775	24,351	*	*	*
MORGAN	90,231	92,891	2.9	33,048	716,001	900,496	9,694	27,248	1,427	7,063	10,743
Decatur	42,002	43,240	2.9	15,868	361,378	501,244	11,592	31,588	*	*	*
PERRY	15,012	15,213	1.3	4,799	68,816	86,395	5,679	18,003	434	10,325	7,504
PICKENS	21,481	22,392	4.2	7,479	113,498	140,457	6,273	18,780	554	4,071	4,044
PIKE	28,050	29,321	4.5	10,146	165,820	203,033	6,924	20,011	775	11,665	6,959
Troy	12,587	13,157	4.5	4,456	82,635	111,826	8,499	25,096	*	*	*
RANDOLPH	20,075	20,856	3.9	7,476	97,388	139,105	6,670	18,607	661	261	2,914
RUSSELL	47,356	47,637	.6	16,733	306,637	371,144	7,791	22,180	295	4,960	
ST. CLAIR	41,205	42,490	3.1	14,632	255,897	345,701	8,136	23,626	612	4,267	3,514
SHELBY	66,298	70,529	6.4	23,736	445,334	604,596	8,572	25,472	505	3,016	6,494
SUMTER	16,908	17,375	2.8	5,523	81,380	104,530	6,016	18,926	563	3,904	
TALLADEGA	73,826	75,553	2.3	25,149	348,150	553,895	7,331	22,025	576	3,957	4,483
Sylacauga	12,708	13,172	3.7	4,798	72,157	126,230	9,583	26,309	*	*	*
Talladega	19,128	20,127	5.2	6,376	91,095	158,820	7,891	24,909	*	*	*
TALLAPOOSA	38,676	39,955	3.3	14,021	211,749	297,956	7,457	21,251	393	1,474	2,037
Alexander City	13,807	14,816	7.3	4,883	80,681	128,448	8,670	26,305	*	*	*
TUSCALOOSA	137,473	142,155	3.4	49,544	886,872	1,091,008	7,675	22,021	619	4,736	3,046
Northport	14,291	16,463	15.2	5,509	106,073	135,649	8,240	24,623	*	*	*
Tuscaloosa	75,143	77,718	3.4	27,756	520,900	695,973	8,955	25,075	*	*	*
WALKER	68,660	69,131	.7	24,489	386,801	513,097	7,422	20,952	596	676	3,638
Jasper	11,894	12,391	4.2	4,581	84,861	132,201	10,669	28,859	*	*	*
WASHINGTON	16,821	18,095	7.6	5,763	83,449	120,528	6,661	20,914	504	1,662	2,930
WILCOX	14,755	15,128	2.5	4,600	63,662	79,408	5,249	17,263	438	2,638	3,552
WINSTON	21,953	22,313	1.6	7,964	138,385	175,660	7,873	22,057	599	352	3,813

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1982 Cash Receipts as follows: From Crops $1,054,192,000; from Livestock & Livestock Products $1,217,415,000; Total $2,271,607,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	400,481	437,661	9.3	146,095	4,130,421	6,459,621	14,759	44,215	383	4,706	3,190
METROPOLITAN STATISTICAL AREAS											
Anchorage, Ak	173,017	188,016	8.7	66,351	2,031,761	3,106,449	16,522	46,818	184	3,138	2,633
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	8,029	3.4	1,739	34,427	60,980	7,595	35,066	24		
ANCHORAGE	173,017	188,016	8.7	66,351	2,031,761	3,106,449	16,522	46,818	184	3,138	2,633
Anchorage	173,017	188,016	8.7	66,351	2,025,760	3,130,664	16,651	47,183	*	*	*
BETHEL	10,999	13,034	18.5	3,228	57,851	94,622	7,260	29,313	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	1,116	2.0	306	11,585	14,770	13,235	48,268	N.A.	N.A.	N.A.
DILLINGHAM	4,616	5,487	18.9	1,459	36,885	50,706	9,241	34,754	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	56,411	4.5	19,477	530,808	799,455	14,172	41,046	90	1,041	
Fairbanks	22,645	23,663	4.5	8,332	405,833	478,993	20,242	57,488	*	*	*
HAINES	1,680	1,842	9.6	618	15,616	22,882	12,422	37,026	N.A.	N.A.	N.A.
JUNEAU	19,528	22,241	13.9	8,189	233,097	434,553	19,538	53,065	10		
Juneau	19,528	22,241	13.9	8,189	218,622	407,567	18,325	49,770	*	*	*
KENAI PENINSULA	25,282	28,359	12.2	9,827	186,014	415,376	14,647	42,269	75		155
Kenai	3,533	5,776	63.5	1,790	11,040	48,270	8,357	26,966	*		*

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KETCHIKAN GATEWAY	11,316	12,282	8.5	4,431	162,240	230,116	18,736	51,933	N.A.	N.A.	N.A.
Ketchikan	7,198	7,889	9.6	2,864	106,451	147,927	18,751	51,650	*	*	*
KOBUK	4,831	4,868	.8	1,123	24,087	39,215	8,056	34,920	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	10,745	8.1	3,400	107,665	147,405	13,718	43,354	N.A.	N.A.	N.A.
Kodiak	4,756	5,493	15.5	1,686	60,007	81,414	14,821	48,288	*	*	*
MATANUSKA-SUSITNA	17,766	21,222	19.5	6,982	129,057	277,571	13,079	39,755	N.A.	N.A.	N.A.
NOME	6,537	7,296	11.6	1,966	32,652	66,923	9,173	34,040	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	5,081	21.0	1,253	62,449	48,163	9,479	38,438	N.A.	N.A.	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	4,206	10.0	1,239	39,312	55,757	13,257	45,002	N.A.	N.A.	N.A.
SITKA	7,803	8,263	5.9	2,670	70,415	136,232	16,487	51,023	N.A.	N.A.	N.A.
Sitka	7,803	8,263	5.9	2,670	70,415	136,232	16,487	51,023	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,667	5.4	1,128	24,663	39,962	10,898	35,427	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	6,469	12.1	1,964	42,098	61,358	9,485	31,241	N.A.	N.A.	N.A.
VALDEZ-CORDOV.	8,348	9,122	9.3	2,992	155,484	148,616	16,292	49,671	N.A.	N.A.	N.A.
WADE HAMPTON.	4,665	5,353	14.7	1,140	14,528	23,699	4,427	20,789	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	6,758	9.6	2,371	74,192	106,050	15,693	44,728	N.A.	N.A.	N.A.
YUKON-KOYUKU.	7,873	7,794	−1.0	2,242	53,535	78,761	10,105	35,130	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1982 Cash Receipts as follows: From Crops $10,081,000; from Livestock & Livestock Products $6,408,000; Total $16,489,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,717,866	2,963,904	9.1	1,069,331	20,043,927	29,317,415	9,891	27,417	7,676	668,663	700,188
METROPOLITAN STATISTICAL AREAS											
Phoenix, Az	1,508,030	1,651,601	9.5	610,330	11,832,777	17,747,991	10,746	29,079	2,030	308,113	285,453
Tucson, Az	531,263	578,519	8.9	217,868	4,245,963	5,754,390	9,947	26,412	409	27,909	
COUNTIES, Cities											
APACHE	52,083	54,015	3.7	13,415	188,408	250,789	4,643	18,695	232	414	
COCHISE	86,717	89,929	3.7	31,233	496,738	797,831	8,872	25,544	720	22,070	23,624
Bisbee	7,154	7,021	−1.9	3,022	48,985	65,540	9,335	21,688	*	*	*
Douglas	13,058	13,763	5.4	4,181	56,792	97,921	7,115	23,420	*	*	*
Sierra Vista	25,968.	26,911	3.6	8,086	177,645	214,712	7,979	26,554	*	*	*
COCONINO	74,947	80,777	7.8	24,188	468,092	649,897	8,046	26,869	149	47	16,577
Flagstaff	34,641	40,473	16.8	9,944	214,171	329,624	8,144	33,148	*	*	*
GILA	37,080	40,209	8.4	14,214	246,030	321,496	7,996	22,618	132	182	
GRAHAM	22,862	24,869	8.8	7,315	104,463	163,991	6,594	22,418	288	14,855	17,548
GREENLEE	11,406	11,914	4.5	3,895	71,035	115,207	9,670	29,578	125	1,066	2,688
MARICOPA	1,508,030	1,651,601	9.5	610,330	11,832,777	17,747,991	10,746	29,079	2,030	308,113	285,453
Chandler	29,673	32,540	9.7	10,375	185,690	281,930	8,664	27,174	*	*	*
Mesa	152,453	167,184	9.7	65,334	1,240,601	1,998,980	11,957	30,596	*	*	*
Phoenix	764,911	838,823	9.7	299,322	5,748,123	8,913,381	10,626	29,779	*	*	*
Scottsdale	88,622	97,186	9.7	42,049	1,013,872	1,615,356	16,621	38,416	*	*	*
Sun City	40,664	52,373	28.8	21,511	405,208	565,779	10,803	26,302	*	*	*
Tempe	106,743	117,057	9.7	40,227	849,233	1,367,522	11,683	33,995	*	*	*
MOHAVE	55,693	64,823	16.4	25,042	464,759	649,339	10,018	25,932	193	2,407	8,850
Kingman	9,257	10,775	16.4	3,366	63,598	89,938	8,347	26,720	*	*	*
NAVAJO	67,709	71,245	5.2	19,699	330,521	440,173	6,178	22,345	269	1,792	14,645
PIMA	531,263	578,519	8.9	217,868	4,245,963	5,754,390	9,947	26,412	409	27,909	
Tucson	330,537	359,938	8.9	136,784	2,470,030	3,678,425	10,220	26,892	*	*	*
PINAL	90,918	98,177	8.0	31,399	470,263	759,238	7,733	24,180	526	106,287	
Casa Grande	14,971	17,870	19.4	5,424	80,698	159,235	8,911	29,357	*	*	*
SANTA CRUZ	20,459	22,435	9.7	6,703	105,061	162,224	7,231	24,202	130	256	
Nogales	15,683	17,188	9.7	4,779	67,934	116,771	6,790	24,434	*	*	*
YAVAPAI	68,145	77,048	13.1	30,856	501,668	680,350	8,830	22,048	379	1,028	
Prescott	20,055	22,675	13.1	8,285	147,097	237,707	10,483	28,691	*	*	*
YUMA	90,554	98,345	8.6	33,172	518,149	824,449	8,383	24,854	727	180,110	
Yuma	42,481	46,135	8.6	14,223	248,993	453,162	9,823	31,861	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1982 Cash Receipts as follows: From Crops $974,961,000; from Livestock & Livestock Products $682,421,000; Total $1,657,382,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,285,513	2,325,774	1.8	849,427	14,224,532	19,014,398	8,176	22,385	58,788	1,194,121	398,783
METROPOLITAN STATISTICAL AREAS											
Fayetteville-Springdale, Ar	99,735	103,934	4.2	38,122	677,300	956,697	9,205	25,096	2,657	3,810	27,122
Fort Smith, Ar-Ok	162,571	165,807	2.0	61,322	1,038,047	1,434,497	8,652	23,393	2,490	8,522	18,518
Little Rock-North Little Rock, Ar	474,204	487,942	2.9	178,312	3,735,489	4,748,328	9,731	26,629	2,993	74,461	26,695
Memphis, Tenn.-Ark.-Miss.	912,887	947,160	3.8	331,114	6,459,150	8,931,434	9,430	26,974	2,564	135,484	3,525
Pine Bluff, Ar	90,718	91,772	1.2	31,645	641,211	731,087	7,966	23,103	561	43,085	
Texarkana, Tx-Ar	113,067	115,932	2.5	42,962	522,024	1,065,247	9,189	24,795	1,576	10,709	21,628
COUNTIES, Cities											
ARKANSAS	24,175	23,889	−1.2	8,968	164,409	203,579	8,522	22,701	747	76,976	
Stuttgart	10,941	10,985	.4	4,074	84,078	115,524	10,517	28,356	*	*	*
ASHLEY	26,538	26,549		9,283	132,042	210,089	7,913	22,632	376	23,681	
BAXTER	27,409	28,259	3.1	11,769	173,010	246,868	8,736	20,976	502	237	4,675
BENTON	78,115	82,966	6.2	31,129	514,557	744,790	8,977	23,926	2,299	3,082	29,871
Bentonville	8,756	10,402	18.8	3,753	71,265	95,929	9,222	25,561	*	*	*
Rogers	17,429	20,688	18.7	7,545	130,139	227,927	11,017	30,209	*	*	*
BOONE	26,067	26,471	1.5	10,108	166,446	230,950	8,725	22,848	1,117	234	10,806
Harrison	9,567	10,562	10.4	4,303	70,802	114,999	10,888	26,725	*	*	*
BRADLEY	13,803	13,778	−.2	5,099	59,687	93,955	6,819	18,426	406	2,828	1,092
CALHOUN	6,079	6,304	3.7	2,252	25,318	39,724	6,301	17,639	171	262	675
CARROLL	16,203	16,212	.1	6,631	98,750	135,829	8,378	20,484	1,016	444	16,525
CHICOT	17,793	18,053	1.5	6,228	77,180	98,842	5,475	15,871	469	36,000	2,171
CLARK	23,326	23,749	1.8	8,480	117,325	190,041	8,002	22,410	494	4,897	3,379
Arkadelphia	10,005	10,245	2.4	3,336	64,803	79,033	7,715	23,692	*	*	*
CLAY	20,616	20,675	.3	8,060	114,567	139,002	6,723	17,246	894	38,139	
CLEBURNE	16,909	17,375	2.8	6,751	91,851	130,911	7,534	19,391	708	754	4,228
CLEVELAND	7,868	7,794	−1.0	2,853	32,701	52,303	6,711	18,333	293	420	1,227
COLUMBIA	26,644	27,330	2.6	10,023	163,868	221,299	8,097	22,079	487	1,159	2,843
Magnolia	11,909	12,437	4.4	4,517	88,009	132,242	10,633	29,277	*	*	*
CONWAY	19,505	19,895	2.0	7,051	117,549	151,417	7,611	21,475	726	3,930	6,042
CRAIGHEAD	63,218	63,881	1.0	23,070	442,233	544,255	8,520	23,591	1,189	58,835	
Jonesboro	31,530	31,861	1.0	11,666	253,620	340,776	10,696	29,211	*	*	*
CRAWFORD	36,892	36,878		12,850	206,388	274,286	7,438	21,345	843	4,767	4,813
CRITTENDEN	49,097	49,581	1.0	16,127	266,864	347,263	7,004	21,533	382	63,984	
West Memphis	28,138	28,415	1.0	9,147	178,873	247,297	8,703	27,036	*	*	*
CROSS	20,434	20,690	1.3	6,841	119,083	146,511	7,081	21,417	571	51,610	
DALLAS	10,515	10,431	−.8	3,772	48,445	75,835	7,270	20,105	166	743	768
DESHA	19,760	19,972	1.1	6,838	103,053	134,276	6,723	19,637	507	42,067	1,220
DREW	17,910	18,045	.8	6,328	82,733	134,329	7,444	21,228	484	12,776	2,082
FAULKNER	46,192	47,209	2.2	16,250	295,031	402,814	8,533	24,789	1,133	5,209	11,380
Conway	20,375	20,824	2.2	6,909	145,197	222,262	10,673	32,170	*	*	*
FRANKLIN	14,705	15,261	3.8	5,530	82,283	113,763	7,454	20,572	720	1,008	8,405
FULTON	9,975	10,142	1.7	3,880	44,019	63,385	6,250	16,336	830	130	8,600
GARLAND	69,916	67,529	−3.4	27,618	428,941	618,746	9,163	22,404	376	388	2,054
Hot Springs	35,166	33,795	−3.9	14,235	207,986	328,537	9,721	23,080	*	*	*
GRANT	13,008	13,303	2.3	4,702	64,629	108,590	8,163	23,094	255	157	1,563
GREENE	30,744	31,027	.9	11,636	190,437	233,768	7,534	20,090	990	28,326	3,600
Paragould	15,214	15,354	.9	6,089	108,839	149,280	9,723	24,516	*	*	*
HEMPSTEAD	23,635	23,390	−1.0	8,665	134,286	178,086	7,614	20,552	835	3,347	7,077
Hope	10,290	10,703	4.0	3,957	64,475	81,955	7,657	20,711	*	*	*
HOT SPRING	26,819	27,299	1.8	10,114	151,303	222,605	8,154	22,010	487	878	3,223
Malvern	10,163	10,869	6.9	4,224	71,141	90,313	8,309	21,381	*	*	*
HOWARD	13,459	13,926	3.5	5,117	80,544	107,743	7,737	21,056	619	389	4,899
INDEPENDENCE	30,147	32,054	6.3	11,818	181,228	242,359	7,561	20,508	1,042	9,744	8,140
Batesville	8,263	9,195	11.3	3,670	55,558	72,227	7,855	19,680	*	*	*
IZARD	10,768	11,071	2.8	4,499	55,521	80,900	7,307	17,982	730	197	5,723
JACKSON	21,646	21,362	−1.3	7,848	129,481	156,048	7,305	19,884	549	45,018	2,066
Newport	8,339	8,230	−1.3	3,078	53,176	62,831	7,634	20,413	*	*	*
JEFFERSON	90,718	91,772	1.2	31,645	641,211	731,087	7,966	23,103	561	43,085	
Pine Bluff	56,576	56,922	.6	20,268	428,181	517,928	9,099	25,554	*	*	*
JOHNSON	17,423	18,234	4.7	6,871	91,120	133,131	7,301	19,376	651	1,162	3,885
LAFAYETTE	10,213	10,345	1.3	3,676	52,237	68,008	6,574	18,501	300	8,082	6,982
LAWRENCE	18,447	19,131	3.7	7,171	103,936	127,931	6,687	17,840	822	28,560	
LEE	15,539	16,073	3.4	5,223	59,446	79,592	4,952	15,239	636	45,492	1,331
LINCOLN	13,369	13,155	−1.6	3,973	59,452	77,126	5,863	19,413	440	24,695	2,277
LITTLE RIVER	13,952	13,872	−.6	4,791	76,443	101,337	7,320	21,193	424	3,374	3,912
LOGAN	20,144	20,620	2.4	7,362	100,312	141,665	6,870	19,243	1,042	1,365	11,171
LONOKE	34,518	33,682	−2.4	11,404	200,348	252,889	7,508	22,175	1,015	55,652	13,422
MADISON	11,373	11,562	1.7	4,288	52,807	76,391	6,607	17,815	1,133	640	10,403
MARION	11,334	12,047	6.3	4,728	59,280	85,440	7,092	18,071	549	115	
MILLER	37,766	37,683	−.2	13,767	218,588	282,521	7,497	20,522	535	7,452	6,278
Texarkana, Ark.-Texarkana, Tex.	52,730	54,130	2.7	21,129	272,866	549,102	10,144	25,988	*	*	*
MISSISSIPPI	59,517	59,036	−.8	19,980	302,226	396,712	6,720	19,855	856	101,293	
Blytheville	24,314	23,954	−1.5	7,887	137,351	201,654	8,418	25,568	*	*	*
MONROE	14,052	13,865	−1.3	4,992	69,948	85,435	6,162	17,114	435	30,162	
MONTGOMERY	7,771	8,145	4.8	3,075	38,199	55,111	6,766	17,922	444	193	4,554
NEVADA	11,097	10,822	−2.5	3,971	55,400	74,839	6,915	18,846	507	927	3,519
NEWTON	7,756	8,145	5.0	2,870	20,847	43,309	5,317	15,090	555	142	3,953

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OUACHITA	30,541	31,052	1.7	11,645	152,499	243,724	7,849	20,929	257	747	1,160
Camden	15,356	15,684	2.1	6,069	82,807	144,238	9,197	23,766	*	*	*
PERRY	7,266	7,522	3.5	2,763	31,708	48,855	6,495	17,682	373	1,864	1,772
PHILLIPS	34,772	34,312	−1.3	11,515	153,140	204,462	5,959	17,756	640	48,207	
Helena	9,598	9,189	−4.3	3,274	46,219	63,165	6,874	19,293	*	*	*
West Helena	11,367	11,345	−.2	3,839	59,304	86,927	7,662	22,643	*	*	*
PIKE	10,373	10,438	.6	3,979	54,343	76,329	7,313	19,183	446	788	3,242
POINSETT	27,032	27,057	.1	9,691	156,153	192,932	7,131	19,908	71[illegible]	75,554	
POLK	17,007	18,063	6.2	6,883	86,488	124,527	6,894	18,092	858	370	5,517
Mena	5,154	5,718	10.9	2,375	30,663	39,385	6,888	16,583	*	*	*
POPE	39,003	40,963	5.0	14,669	239,459	345,974	8,446	23,585	848	2,245	9,803
Russellville	14,000	15,562	11.2	5,595	101,070	164,789	10,589	29,453	*	*	*
PRAIRIE	10,140	10,026	−1.1	3,670	54,550	65,747	6,558	17,915	572	47,052	
PULASKI	340,613	356,124	4.6	133,376	2,869,279	3,601,978	10,114	27,006	498	13,194	
Jacksonville	27,589	31,765	15.1	10,146	198,222	267,572	8,423	26,372	*	*	*
Little Rock	158,461	165,451	4.4	64,884	1,440,126	1,896,907	11,465	29,235	*	*	*
North Little Roc.	64,419	68,974	7.1	26,711	573,919	754,416	10,938	28,244	*	*	*
RANDOLPH	16,834	16,603	−1.4	6,115	96,334	120,439	7,254	19,696	831	12,148	
ST. FRANCIS	30,858	30,466	−1.3	9,986	142,527	189,354	6,215	18,962	567	46,601	
Forrest City	13,803	14,093	2.1	4,678	76,506	111,943	7,943	23,930	*	*	*
SALINE	52,881	50,927	−3.7	17,282	370,831	490,647	9,634	28,391	347	406	1,893
Benton	17,437	17,131	−1.8	6,221	137,707	206,390	12,048	33,176	*	*	*
SCOTT	9,685	9,956	2.8	3,681	42,926	61,689	6,196	16,759	659	162	4,627
SEARCY	8,847	8,817	−.3	3,367	38,584	54,009	6,126	16,041	670	185	
SEBASTIAN	94,930	96,032	1.2	36,953	694,528	933,519	9,721	25,262	726	1,281	7,026
Fort Smith	71,384	72,213	1.2	28,574	568,028	790,999	10,954	27,682	*	*	*
SEVIER	14,060	14,191	.9	5,204	78,287	110,515	7,788	21,237	569	369	5,606
De Queen	4,594	4,911	6.9	1,877	31,529	40,387	8,224	21,517	*	*	*
SHARP	14,607	15,160	3.8	5,941	80,645	107,078	7,063	18,024	585	323	5,281
STONE	9,022	9,480	5.1	3,489	37,968	56,446	5,954	16,178	609	140	3,281
UNION	49,988	49,435	−1.1	18,866	275,889	435,371	8,807	23,077	351	209	1,138
El Dorado	25,270	24,988	−1.1	10,685	167,589	290,380	11,621	27,176	*	*	*
VAN BUREN	13,357	13,481	.9	5,204	65,602	96,549	7,162	18,553	558	265	6,075
WASHINGTON	99,735	103,934	4.2	38,122	677,300	956,697	9,205	25,096	2,657	3,810	27,122
Fayetteville	36,604	40,016	9.3	14,787	272,801	405,226	10,127	27,404	*	*	*
Springdale	23,458	26,688	13.8	9,766	182,052	281,439	10,546	28,818	*	*	*
WHITE	50,835	52,814	3.9	18,541	304,869	408,912	7,742	22,054	1,719	21,612	10,356
Searcy	13,612	14,141	3.9	4,721	103,285	163,834	11,586	34,703	*	*	*
WOODRUFF	11,222	11,250	.2	4,081	57,336	69,205	6,152	16,958	388	35,402	
YELL	17,026	17,132	.6	6,429	95,725	131,555	7,679	20,463	978	3,176	7,621

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1982 Cash Receipts as follows. From Crops $1,790,763,000; from Livestock & Livestock Products $1,625,772,000; Total $3,416,535,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,668,562	25,558,875	8.0	9,541,141	217,032,193	301,578,720	11,799	31,608	81,863	5,917,177	2,753,860
METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana, Ca	1,931,570	2,115,841	9.5	768,946	22,981,077	34,196,559	16,162	44,472	587	101,705	6,448
Bakersfield, Ca	403,089	442,393	9.8	157,219	3,919,517	5,231,315	11,825	33,274	1,849	603,229	122,573
Chico, Ca	143,851	161,670	12.4	65,599	1,129,297	1,768,171	10,937	26,954	1,608	110,346	8,241
Fresno, Ca	515,013	557,412	8.2	198,130	4,851,655	6,305,005	11,311	31,823	6,936	718,248	235,912
Los Angeles-Long Beach, Ca	7,477,657	7,963,441	6.5	2,977,578	47,492,956	59,324,465	7,450	19,924	1,968	116,110	61,919
Modesto, Ca	265,902	293,972	10.6	107,177	2,287,368	3,329,605	11,326	31,066	4,269	180,224	171,398
Oakland, Ca	1,762,631	1,871,088	6.2	725,530	18,100,945	29,061,020	15,532	40,055	1,487	67,147	27,719
Oxnard-Ventura,	529,899	569,825	7.5	190,358	5,972,235	8,203,697	14,397	43,096	1,795	279,190	18,156
Redding, Ca	115,715	127,203	9.9	48,392	940,199	1,409,849	11,083	29,134	809	8,021	12,281
Riverside-San Bernardino, Ca	1,557,080	1,724,634	10.8	625,351	13,016,870	20,414,236	11,837	32,644	4,781	238,999	410,219
Sacramento, Ca	1,099,814	1,206,733	9.7	467,827	13,787,976	15,863,490	13,146	33,909	3,836	264,299	70,440
Salinas-Seaside-Monterey, Ca	290,444	315,416	8.6	106,224	2,954,539	3,599,870	11,413	33,889	1,264	466,959	114,354
San Diego, Ca	1,861,846	2,028,506	9.0	748,801	17,902,595	25,379,894	12,512	33,894	5,097	183,253	39,613
San Francisco, Ca	1,490,090	1,570,892	5.4	662,380	16,868,134	26,454,866	16,841	39,939	568	51,533	29,079
San Jose, Ca	1,295,071	1,383,225	6.8	501,583	15,772,758	23,271,018	16,824	46,395	1,442	86,076	18,170
Santa Barbara-Santa Maria-Lompoc, Ca	298,660	326,534	9.3	121,878	3,171,566	4,377,447	13,406	35,917	1,414	117,026	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Santa Cruz, Ca	188,141	206,030	9.5	80,545	1,741,446	2,672,040	12,969	33,174	805	78,283	1,872
Santa Rosa-Petaluma, Ca	299,827	326,594	8.9	127,794	3,193,044	4,276,797	13,095	33,466	2,585	49,619	56,822
Stockton, Ca	347,342	389,672	12.2	143,483	3,602,292	4,167,677	10,695	29,046	4,290	294,651	104,639
Vallejo-Fairfield-Napa, Ca	334,402	359,691	7.6	129,139	4,469,270	5,149,009	14,315	39,872	1,738	106,426	15,448
Visalia-Tulare-Porterville, Ca	245,751	270,652	10.1	91,024	2,435,115	2,979,053	11,007	32,728	5,251	399,014	228,164
Yuba City, Ca	101,979	109,922	7.8	40,044	765,654	1,174,276	10,683	29,325	1,809	183,480	19,762
COUNTIES, Cities											
ALAMEDA	1,105,379	1,169,705	5.8	461,657	10,723,599	17,332,276	14,818	37,544	632	34,926	7,818
Alameda	63,852	64,980	1.8	27,917	670,818	1,076,274	16,563	38,553	*	*	*
Berkeley	103,328	104,562	1.2	46,264	956,691	1,505,257	14,396	32,536	*	*	*
Dublin	13,496	14,214	5.3	4,262	220,541	233,407	16,421	54,765	*	*	*
Fremont	131,945	151,846	15.1	51,650	1,391,053	2,407,385	15,854	46,610	*	*	*
Hayward	94,342	100,270	6.3	37,617	882,230	1,468,381	14,644	39,035	*	*	*
Livermore	48,349	55,347	14.5	18,791	493,682	847,801	15,318	45,117	*	*	*
Newark	32,126	33,971	5.7	9,870	277,793	481,863	14,185	48,821	*	*	*
Oakland	339,288	350,485	3.3	153,151	3,004,820	4,830,800	13,783	31,542	*	*	*
Pleasanton	35,160	42,375	20.5	13,871	403,400	738,094	17,418	53,211	*	*	*
ALPINE	1,097	1,233	12.4	414	8,907	13,418	10,882	32,411	N.A.	N.A.	N.A.
AMADOR	19,314	21,334	10.5	8,467	169,286	246,132	11,537	29,070	258	1,183	
BUTTE	143,851	161,670	12.4	65,599	1,129,297	1,768,171	10,937	26,954	1,608	110,346	8,241
Chico	26,601	32,810	23.3	13,008	205,017	381,951	11,641	29,363	*	*	*
Oroville	8,683	10,228	17.8	4,594	73,887	135,393	13,237	29,472	*	*	*
CALAVERAS	20,710	23,928	15.5	9,448	175,423	275,548	11,516	29,165	330	360	
COLUSA	12,791	14,273	11.6	5,375	107,147	165,985	11,629	30,881	645	94,290	
Colusa	4,075	4,645	14.0	1,697	44,353	54,612	11,757	32,181	*	*	*
CONTRA COSTA	657,252	701,383	6.7	263,873	7,377,346	11,728,744	16,722	44,448	855	32,221	9,901
Antioch	43,559	51,814	19.0	18,574	421,613	741,762	14,316	39,936	*	*	*
Martinez	22,582	26,471	17.2	10,157	246,445	431,669	16,307	42,500	*	*	*
Pinole	14,253	15,576	9.3	5,426	147,472	289,893	18,612	53,427	*	*	*
Pittsburg	33,034	39,421	19.3	13,946	276,474	488,312	12,387	35,015	*	*	*
Richmond	74,676	77,896	4.3	29,723	630,202	1,046,762	13,438	35,217	*	*	*
San Ramon Walnut Creek	53,643	62,653	16.8	27,927	811,287	1,284,699	20,505	46,002	*	*	*
DEL NORTE	18,217	19,515	7.1	7,406	127,499	195,294	10,007	26,370	102	5,362	3,881
EL DORADO	85,812	98,518	14.8	38,281	805,071	1,226,559	12,450	32,041	483	3,243	
South Lake Tah.	20,681	26,588	28.6	12,794	249,093	269,260	10,127	21,046	*	*	*
FRESNO	515,013	557,412	8.2	198,130	4,851,655	6,305,005	11,311	31,823	6,736	718,248	[illegible]
Fresno	217,289	235,773	8.5	90,889	2,171,071	3,122,952	13,246	34,360	*	*	*
GLENN	21,350	23,463	9.9	8,666	169,357	253,664	10,811	29,271	1,113	73,308	
HUMBOLDT	108,024	115,990	7.4	45,471	777,740	1,256,712	10,835	27,638	769	3,413	27,575
Eureka	24,153	25,859	7.1	10,717	184,642	345,705	13,369	32,258	*	*	*
IMPERIAL	92,110	102,445	11.2	32,137	943,133	890,145	8,689	27,698	835	282,783	387,844
Brawley	14,946	16,988	13.7	5,122	149,060	151,564	8,922	29,591	*	*	*
El Centro	23,996	28,433	18.5	9,102	292,320	307,123	10,802	33,742	*	*	*
INYO	17,895	19,562	9.3	8,042	150,253	228,617	11,687	28,428	80	541	4,500
KERN	403,089	442,393	9.8	157,219	3,919,517	5,231,315	11,825	33,274	1,849	603,229	122,573
Bakersfield	105,735	116,041	9.7	43,183	1,205,022	1,887,747	16,268	43,715	*	*	*
Ridgecrest	15,929	17,482	9.7	6,743	178,032	224,504	12,842	33,294	*	*	*
Taft	5,316	6,259	17.7	2,586	58,965	77,876	12,442	30,114	*	*	*
KINGS	73,738	80,263	8.8	26,177	617,845	757,224	9,434	28,927	1,151	188,787	91,127
Hanford	20,958	25,068	19.6	8,920	215,039	308,550	12,309	34,591	*	*	*
LAKE	36,366	43,254	18.9	18,543	250,801	408,224	9,438	22,015	747	16,868	
LASSEN	21,661	24,356	12.4	8,586	165,848	253,724	10,417	29,551	340	3,459	9,004
LOS ANGELES	7,477,657	7,963,441	6.5	2,977,578	47,492,956	59,324,465	7,450	19,924	1,968	116,110	61,919
Arcadia	45,994	49,923	8.5	19,779	604,930	950,560	19,041	48,059	*	*	*
Baldwin Park	50,554	54,968	8.7	15,269	219,529	468,211	8,518	30,664	*	*	*
Bell	25,450	28,455	11.8	10,128	164,254	263,193	9,249	25,987	*	*	*
Burbank	84,625	88,225	4.3	37,870	869,296	1,410,679	15,990	37,251	*	*	*
Covina	33,751	37,171	10.1	13,592	321,350	526,390	14,161	38,728	*	*	*
Downey	82,602	85,515	3.5	34,123	867,044	1,363,505	15,945	39,959	*	*	*
Glendale	139,060	150,132	8.0	65,125	1,446,256	2,294,030	15,280	35,225	*	*	*
Glendora	38,654	40,870	5.7	13,729	299,884	623,701	15,261	45,429	*	*	*
Hermosa Beach	18,070	19,445	7.6	10,142	220,324	355,914	18,304	35,093	*	*	*
Huntington Park	46,223	54,006	16.8	17,839	378,659	620,005	11,480	34,756	*	*	*
Lancaster	48,027	56,933	18.5	21,024	364,543	435,848	7,655	20,731	*	*	*
Long Beach	361,334	384,654	6.5	166,351	3,303,432	5,214,737	13,557	31,348	*	*	*
Los Angeles	2,966,763	3,211,969	8.3	1,259,927	26,522,949	42,169,862	13,129	33,470	*	*	*
Manhattan Beac	31,542	32,130	1.9	13,658	428,140	681,262	21,203	49,880	*	*	*
Maywood	21,810	25,069	14.9	7,688	124,436	198,716	7,927	25,848	*	*	*
Palmdale	12,277	13,033	6.2	5,175	81,037	97,537	7,484	18,848	*	*	*
Pasadena	118,072	127,367	7.9	52,911	1,174,139	1,830,945	14,375	34,604	*	*	*
Pomona	92,742	100,584	8.5	34,118	649,909	1,034,274	10,283	30,315	*	*	*
Quartz Hill Redondo Beach	57,102	60,490	5.9	26,810	644,979	1,039,749	17,189	38,782	*	*	*
San Fernando	17,731	19,284	8.8	5,876	108,912	174,298	9,038	29,663	*	*	*
San Fernando Valley	1,281,595	1,380,849	7.7	490,751	10,740,600	11,727,449	8,493	23,897	*	*	*
San Gabriel Valley	263,315	288,381	9.5	92,944	2,087,623	2,390,896	8,291	25,724	*	*	*
San Pedro	62,108	70,161	13.0	25,785	218,721	497,320	7,088	19,287	*	*	*
Santa Monica	88,314	93,760	6.2	48,216	1,026,478	1,621,736	17,297	33,635	*	*	*
South Bay	567,177	607,091	7.0	234,003	5,418,874	7,677,504	12,646	32,809	*	*	*
South Gate	66,784	74,826	12.0	25,860	463,343	742,111	9,918	28,697	*	*	*
Torrance	131,497	138,392	5.2	53,350	1,483,493	2,396,465	17,316	44,920	*	*	*
West Covina	80,094	89,826	12.2	29,973	811,170	1,332,061	14,829	44,442	*	*	*
Whittier	68,872	71,610	4.0	28,012	727,374	1,128,782	15,763	40,296	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1985 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MADERA	63,116	70,568	11.8	23,990	571,837	716,720	10,156	29,876	1,507	129,618	62,717
Madera	21,732	26,572	22.3	8,797	205,598	298,816	11,246	33,968	*	*	*
MARIN	222,952	234,152	5.0	95,595	2,984,275	4,643,080	19,829	48,570	237	1,142	27,027
San Rafael	44,700	49,174	10.0	20,742	591,196	1,012,526	20,591	48,815	*	*	*
MARIPOSA	11,108	12,666	14.0	4,872	84,192	124,675	9,843	25,590	214	300	4,233
MENDOCINO	66,738	73,867	10.7	28,400	477,370	767,985	10,397	27,042	900	20,249	7,905
Ukiah	12,035	14,118	17.3	5,065	88,576	174,021	12,326	34,358	*	*	*
MERCED	134,560	150,243	11.7	51,068	1,337,665	1,532,490	10,200	30,009	2,914	182,211	145,916
Merced	36,499	40,748	11.6	14,975	405,776	520,457	12,773	34,755	*	*	*
MODOC	8,610	10,248	19.0	3,856	69,376	104,448	10,192	27,087	582	17,473	15,417
MONO	8,577	8,957	4.4	3,688	78,389	121,001	13,509	32,809	49	1,302	3,379
MONTEREY	290,444	315,416	8.6	106,224	2,954,539	3,599,870	11,413	33,889	1,264	466,959	114,354
Monterey	27,558	30,267	9.8	12,513	341,259	449,538	14,852	35,926	*	*	*
Salinas	80,479	95,620	18.8	31,763	823,797	1,111,123	11,620	34,982	*	*	*
NAPA	99,199	106,009	6.9	40,098	1,444,392	1,663,997	15,697	41,498	937	32,355	
Napa	50,879	59,437	16.8	22,170	733,796	943,002	15,866	42,535	*	*	*
NEVADA	51,645	61,134	18.4	24,263	458,422	710,378	11,620	29,278	257	275	1,673
Grass Valley	6,697	8,609	28.6	3,603	70,810	68,451	7,951	18,998	*	*	*
Nevada City	2,431	2,927	20.4	1,146	23,562	34,012	11,620	29,679	*	*	*
ORANGE	1,931,570	2,115,841	9.5	768,946	22,981,077	34,196,559	16,162	44,472	587	101,705	6,448
Anaheim	219,494	236,280	7.6	87,618	2,504,906	3,901,239	16,511	44,526	*	*	*
Brea	27,913	33,461	19.9	13,070	406,207	643,654	19,236	49,247	*	*	*
Costa Mesa	82,291	92,473	12.4	37,035	963,847	1,474,751	15,948	39,820	*	*	*
Fullerton	102,034	116,316	14.0	43,827	1,310,907	2,005,933	17,246	45,769	*	*	*
Huntington Beac	170,505	203,732	19.5	74,054	1,672,059	2,599,649	12,760	35,105	*	*	*
La Habra	45,232	50,259	11.1	18,592	527,873	804,765	16,012	43,286	*	*	*
Newport Beach	63,475	74,003	16.6	35,941	1,255,559	1,905,278	25,746	53,011	*	*	*
San Clemente	27,325	32,957	20.6	15,533	376,994	606,207	18,394	39,027	*	*	*
Santa Ana	204,023	238,660	17.0	76,475	1,761,172	2,724,420	11,415	35,625	*	*	*
PLACER	117,247	130,953	11.7	48,803	1,417,229	1,649,970	12,600	33,809	946	10,037	8,537
Auburn	7,540	8,812	16.9	3,325	91,687	127,416	14,459	38,321	*	*	*
Roseville	24,347	29,703	22.0	9,710	258,703	359,410	12,100	37,014	*	*	*
PLUMAS	17,340	18,837	8.6	7,317	149,450	215,036	11,416	29,389	91	432	3,990
RIVERSIDE	663,923	738,585	11.2	277,043	5,605,520	8,820,633	11,943	31,838	2,928	207,876	166,553
Banning	14,020	16,361	16.7	6,128	100,491	172,394	10,537	28,132	*	*	*
Beaumont	6,818	8,109	18.9	2,877	66,138	90,471	11,157	31,446	*	*	*
Corona	37,791	46,104	22.0	12,967	283,296	505,902	10,973	39,015	*	*	*
Hemet	23,211	29,263	26.2	13,647	184,103	330,989	11,203	24,254	*	*	*
Indio	21,611	23,947	10.8	7,505	168,829	301,998	12,611	40,240	*	*	*
Palm Springs	32,366	35,864	10.8	22,993	560,999	991,104	27,635	43,105	*	*	*
Palm Desert	11,801	13,076	10.8	9,533	140,339	165,656	12,669	17,377	*	*	*
Riverside	170,591	201,701	18.2	64,492	1,401,141	2,449,255	12,143	37,978	*	*	*
SACRAMENTO	783,381	854,974	9.1	335,044	10,292,287	11,531,717	13,488	34,419	1,483	82,410	47,560
Sacramento	275,741	308,474	11.9	130,652	3,437,529	4,417,554	14,321	33,812	*	*	*
SAN BENITO	25,005	27,115	8.4	8,756	224,466	265,963	9,809	30,375	594	41,549	16,289
Hollister	11,488	13,762	19.8	4,491	100,744	134,353	9,763	29,916	*	*	*
SAN BERNARDIN	893,157	986,049	10.4	348,308	7,411,350	11,593,603	11,758	33,285	1,853	31,123	243,666
Barstow	17,690	19,532	10.4	6,356	151,575	262,208	13,425	41,254	*	*	*
Fontana	37,107	40,969	10.4	13,209	285,652	509,145	12,428	38,545	*	*	*
Ontario	88,820	98,066	10.4	29,653	652,336	1,146,219	11,688	38,654	*	*	*
Redlands	43,619	51,168	17.3	17,235	407,689	708,204	13,841	41,091	*	*	*
San Bernardino	118,794	131,159	10.4	44,044	839,845	1,425,717	10,870	32,370	*	*	*
Upland	47,647	58,363	22.5	19,519	485,880	862,968	14,786	44,212	*	*	*
Victorville	14,220	15,700	10.4	5,779	195,061	228,024	14,524	39,457	*	*	*
SAN DIEGO	1,861,846	2,028,506	9.0	748,801	17,902,595	25,379,894	12,512	33,894	5,097	183,253	39,613
El Cajon	73,892	88,886	20.3	34,512	707,662	1,067,523	12,010	30,932	*	*	*
Escondido	62,480	68,027	8.9	27,599	588,497	912,247	13,410	33,054	*	*	*
Oceanside	76,698	83,507	8.9	33,973	721,217	1,139,671	13,648	33,546	*	*	*
San Diego	875,504	953,223	8.9	334,859	8,446,007	12,721,717	13,346	35,850	*	*	*
Vista	35,834	43,241	20.7	17,211	342,189	517,371	11,965	30,060	*	*	*
SAN FRANCISCO	678,974	719,638	6.0	324,540	6,922,443	10,724,744	14,903	33,046	N.A.	N.A.	N.A.
San Francisco	678,974	719,638	6.0	324,540	6,922,107	10,724,744	14,903	33,046	*	*	*
SAN JOAQUIN	347,342	389,672	12.2	143,483	3,602,292	4,167,677	10,695	29,046	4,290	294,651	104,639
Lodi	35,221	42,222	19.9	16,678	410,670	507,425	12,018	30,425	*	*	*
Manteca	24,925	27,938	12.1	9,649	286,468	368,004	13,172	38,139	*	*	*
Stockton	149,779	167,886	12.1	64,558	1,566,448	1,945,911	11,591	30,142	*	*	*
SAN LUIS OBISPO	155,345	172,881	11.3	66,451	1,575,584	1,937,409	11,207	29,155	1,439	63,761	45,420
Paso Robles	9,163	11,014	20.2	4,290	89,640	123,430	11,207	28,772	*	*	*
San Luis Obispo	34,252	40,654	18.7	15,397	361,981	530,671	13,053	34,466	*	*	*
SAN MATEO	588,164	617,102	4.9	242,245	6,961,416	11,087,042	17,966	45,768	331	50,391	2,052
Redwood City	54,965	57,362	4.4	24,304	605,857	1,017,897	17,745	41,882	*	*	*
San Mateo	77,640	80,899	4.2	35,390	990,336	1,646,163	20,348	46,515	*	*	*
SANTA BARBARA	298,660	326,534	9.3	121,878	3,171,566	4,377,447	13,406	35,917	1,414	117,026	
Lompoc	26,267	29,091	10.8	10,591	248,352	382,850	13,160	36,149	*	*	*
Santa Barbara	74,542	83,185	11.6	36,730	857,151	1,315,311	15,812	35,810	*	*	*
Santa Maria	39,685	46,183	16.4	16,921	386,637	602,736	13,051	35,621	*	*	*
SANTA CLARA	1,295,071	1,383,225	6.8	501,583	15,772,758	23,271,018	16,824	46,395	1,442	86,076	18,170
Gilroy	21,641	23,059	6.6	7,620	213,491	333,497	14,463	43,766	*	*	*
Palo Alto	55,225	58,468	5.9	24,910	854,998	1,253,196	21,434	50,309	*	*	*
San Jose	629,546	670,787	6.6	231,223	7,008,297	10,719,066	15,980	46,358	*	*	*
Saratoga	29,261	32,038	9.5	10,353	535,386	608,394	18,990	58,765	*	*	*
SANTA CRUZ	188,141	206,030	9.5	80,545	1,741,446	2,672,040	12,969	33,174	805	78,283	1,872
Santa Cruz	41,483	49,187	18.6	19,329	357,341	637,368	12,958	32,975	*	*	*
Watsonville	23,663	29,014	22.6	9,813	202,125	369,155	12,723	37,619	*	*	*
SHASTA	115,715	127,203	9.9	48,392	940,199	1,409,849	11,083	29,134	809	8,021	12,281
Redding	41,995	46,164	9.9	18,290	368,708	653,898	14,165	35,752	*	*	*
SIERRA	3,073	3,378	9.9	1,443	25,060	39,888	11,808	27,642	35	130	
SISKIYOU	39,732	44,958	13.2	17,502	298,769	475,858	10,585	27,189	684	17,612	20,747
Yreka City	5,916	6,913	16.9	2,620	58,869	76,046	11,000	29,025	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SOLANO	235,203	253,682	7.9	89,041	3,024,878	3,485,012	13,738	39,139	801	74,071	15,448
Fairfield	58,099	62,793	8.1	20,092	695,739	822,713	13,102	40,947	*	*	*
Sui Sun	11,087	14,237	28.4	4,603	130,483	170,197	11,955	36,975	*	*	*
Vallejo	80,188	86,666	8.1	32,100	1,059,317	1,271,457	14,671	39,609	*	*	*
SONOMA	299,827	326,594	8.9	127,794	3,193,044	4,276,797	13,095	33,466	2,585	49,619	56,822
Petaluma	33,834	40,494	19.7	14,197	369,758	564,798	13,948	39,783	*	*	*
Santa Rosa	83,205	90,586	8.9	36,212	971,275	1,502,116	16,582	41,481	*	*	*
STANISLAUS	265,902	293,972	10.6	107,177	2,287,368	3,329,605	11,326	31,066	4,269	180,224	171,398
Modesto	106,105	117,572	10.8	44,212	1,054,320	1,703,645	14,490	38,534	*	*	*
Turlock	26,291	33,145	26.1	13,083	247,149	407,050	12,281	31,113	*	*	*
SUTTER	52,246	58,341	11.7	21,507	438,359	684,077	11,725	31,807	1,279	138,664	9,078
Yuba City	18,736	22,808	21.7	9,656	176,141	321,426	14,093	33,288	*	*	*
TEHAMA	38,888	43,559	12.0	16,650	297,484	468,531	10,756	28,140	1,282	29,679	28,694
Corning	4,745	5,790	22.0	2,164	45,887	61,517	10,625	28,427	*	*	*
Red Bluff	9,490	11,357	19.7	4,292	79,754	152,416	13,420	35,512	*	*	*
TRINITY	11,858	13,125	10.7	5,058	93,795	137,387	10,468	27,162	104	22	879
TULARE	245,751	270,652	10.1	91,024	2,435,115	2,979,053	11,007	32,728	5,251	399,014	228,164
Porterville	19,707	24,280	23.2	8,238	207,136	298,793	12,306	36,270	*	*	*
Tulare	22,475	24,775	10.2	8,391	233,263	333,027	13,442	39,689	*	*	*
Visalia	49,729	54,819	10.2	19,999	571,208	769,828	14,043	38,493	*	*	*
TUOLUMNE	33,920	36,377	7.2	14,093	270,537	406,905	11,186	28,873	207	84	
Sonora	3,239	3,529	9.0	1,091	28,490	39,021	11,057	35,766	*	*	*
VENTURA	529,899	569,825	7.5	190,358	5,972,235	8,203,697	14,397	43,096	1,795	279,190	18,156
Camarillo	37,732	45,590	20.8	16,527	512,900	551,126	12,089	33,347	*	*	*
Oxnard	108,195	127,531	17.9	39,809	999,112	1,443,053	11,315	36,249	*	*	*
Port Hueneme	17,803	20,228	13.6	7,425	180,575	258,189	12,764	34,773	*	*	*
San Buenaventura	74,474	85,345	14.6	33,816	957,631	1,399,966	16,404	41,400	*	*	*
Santa Paula	20,552	22,757	10.7	7,611	185,521	258,549	11,361	33,970	*	*	*
Simi Valley	77,500	81,997	5.8	23,060	842,901	1,207,337	14,724	52,356	*	*	*
Thousand Oaks	77,797	82,311	5.8	28,479	1,145,485	1,672,693	20,322	58,734	*	*	*
Ventura	74,474	76,188	2.3	30,957	989,580	1,277,299	16,765	41,260	*	*	*
YOLO	113,374	122,288	7.9	45,699	1,273,389	1,455,244	11,900	31,844	924	168,609	14,343
Davis	36,640	43,438	18.6	16,758	464,996	577,683	13,299	34,472	*	*	*
Woodland	30,235	35,587	17.7	12,860	357,590	446,116	12,536	34,690	*	*	*
YUBA	49,733	51,581	3.7	18,537	327,295	490,199	9,503	26,444	530	44,816	10,684
Marysville	9,898	10,474	5.8	4,527	90,005	158,796	15,161	35,078	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1982 Cash Receipts as follows: From Crops $9,940,053,000; from Livestock & Livestock Products $4,380,722,000; Total $14,320,775,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,888,834	3,129,420	8.3	1,175,307	24,064,879	34,885,978	11,148	29,682	29,687	574,778	1,971,748
METROPOLITAN STATISTICAL AREAS											
Boulder-Longmont, Co	189,625	207,199	9.3	77,222	1,568,715	2,494,910	12,041	32,308	674	6,301	21,014
Colorado Springs, Co	309,424	331,755	7.2	118,284	2,617,014	3,126,752	9,425	26,434	623	5,231	16,810
Denver, Co	1,427,855	1,545,034	8.2	595,881	12,431,965	19,592,[illegible]	12,681	32,880	1,830	55,995	48,738
Fort Collins-Loveland, Co	149,184	163,526	9.6	60,750	1,367,228	1,648,155	10,079	27,130	1,025	12,964	67,688
Greeley, Co	123,438	134,191	8.7	47,604	1,007,945	1,149,736	8,568	24,152	3,178	92,687	689,255
Pueblo, Co	125,972	131,665	4.5	48,179	758,045	1,112,260	8,448	23,086	608	7,979	
COUNTIES, Cities											
ADAMS	245,944	267,233	8.7	93,653	1,838,154	2,957,667	11,068	31,581	803	26,942	43,542
ALAMOSA	11,799	12,554	6.4	4,315	75,991	103,153	8,217	23,906	321	8,562	
Alamosa	6,830	7,2[illegible]6	5.5	2,434	45,470	57,848	8,028	23,767	*	*	*
ARAPAHOE	293,621	329,693	12.3	121,873	2,889,250	4,567,591	13,854	37,478	301	12,652	5,196
ARCHULETA	3,664	4,105	12.0	1,446	23,294	33,524	8,167	23,184	130	89	5,363
BACA	5,419	5,711	5.4	2,156	34,842	45,310	7,934	21,016	720	18,117	36,096
BENT	5,945	5,984	.7	2,042	33,820	41,867	6,996	20,503	336	4,948	18,691
BOULDER	189,625	207,199	9.3	77,222	1,568,715	2,494,910	12,041	32,308	674	6,301	21,014
Boulder	76,685	83,760	9.2	31,372	612,453	1,047,731	12,509	33,397	*	*	*
Longmont	42,942	53,288	24.1	19,235	331,302	590,655	11,084	30,707	*	*	*
CHAFFEE	13,227	13,974	5.6	5,134	103,231	130,715	9,354	25,461	145	510	
Salida	4,670	5,341	9.7	1,981	35,670	48,362	9,055	24,413	*	*	*
CHEYENNE	2,15[illegible]	2,123	−1.4	814	16,612	17,679	8,327	21,719	336	10,368	9,997

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COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLEAR CREEK	7,308	7,638	4.5	2,973	79,362	[illegible]	12,817	32,927	N.A.	N.A.	N.A.
CONEJOS	7,794	8,263	6.0	2,567	30,652	41,722	5,049	16,253	458	5,571	12,579
COSTILLA	3,071	3,378	10.0	1,134	13,074	18,870	5,586	16,640	204	6,235	1,852
CROWLEY	2,988	3,277	9.7	1,237	16,854	20,918	6,383	16,910	249	2,506	
CUSTER	1,528	1,639	7.3	619	10,042	11,315	6,904	18,279	111	344	
DELTA	21,225	23,731	11.8	9,101	133,252	188,871	7,959	20,753	867	8,817	11,654
DENVER	491,396	516,814	5.2	227,260	4,047,226	6,199,671	11,996	27,280	43	3,977	
Denver	491,396	516,814	5.2	227,260	4,047,226	6,199,671	11,996	27,280	*	*	*
DOLORES	1,658	1,724	4.0	613	11,622	15,348	8,903	25,038	162	2,437	1,130
DOUGLAS	25,153	28,961	15.1	9,234	288,281	376,707	13,007	40,796	311	1,614	
EAGLE	13,171	15,265	15.9	6,126	148,809	202,217	13,247	33,010	122	206	4,471
ELBERT	6,850	7,584	10.7	2,579	50,530	66,318	8,744	25,715	520	2,691	
EL PASO	309,424	331,755	7.2	118,284	2,617,014	3,126,752	9,425	26,434	623	5,231	16,810
Colorado Spring	214,821	230,324	7.2	88,818	1,947,943	2,486,195	10,794	27,992	*	*	*
FREMONT	28,676	31,338	9.3	11,237	177,374	232,787	7,428	20,716	336	1,354	
Canon City	13,037	15,630	19.9	5,531	80,720	109,834	7,027	19,858	*	*	*
GARFIELD	22,514	25,989	15.4	9,655	213,803	285,783	10,996	29,599	408	1,459	10,296
GILPIN	2,441	[illegible]	19.0	1,148	18,435	30,062	10,352	26,186	N.A.	N.A.	N.A.
GRAND	7,475	8,311	11.2	3,202	75,432	96,718	11,637	30,205	135	982	4,567
GUNNISON	10,689	11,556	8.1	4,221	84,558	112,489	9,734	26,650	163	853	
Gunnison	5,785	6,678	15.4	1,657	43,872	60,377	9,041	36,438	*	*	*
HINSDALE	408	523	28.2	211	5,703	7,310	13,977	34,645	14		604
HUERFANO	6,440	6,725	4.4	2,564	35,846	45,402	6,751	17,707	242	323	6,209
JACKSON	1,863	1,927	3.4	715	20,394	22,330	11,588	31,231	103	1,235	
JEFFERSON	371,741	402,333	8.2	143,861	3,369,054	5,490,752	13,647	38,167	372	10,810	
Golden	12,237	14,173	15.8	5,894	123,674	178,046	12,562	30,208	*	*	*
KIOWA	1,936	1,927	-.5	715	13,604	16,699	8,666	23,355	366	8,608	9,457
KIT CARSON	7,599	8,060	6.1	2,978	56,138	72,675	9,017	24,404	801	27,665	81,489
LAKE	8,830	9,863	11.7	3,413	78,001	104,474	10,593	30,611	12	13	
Leadville	3,879	4,156	7.1	1,407	34,398	43,666	10,507	31,035	*	*	*
LA PLATA	27,424	29,433	7.3	10,699	201,948	283,186	9,621	26,468	569	1,745	10,759
Durango	11,649	13,011	11.7	4,017	80,626	130,026	9,994	32,369	*	*	*
LARIMER	149,184	163,526	9.6	60,750	1,367,228	1,648,155	10,079	27,130	1,025	12,964	67,688
Fort Collins	64,632	70,845	9.6	24,588	550,732	727,780	10,273	29,599	*	*	*
Loveland	30,244	33,158	9.6	11,930	265,457	360,364	10,870	30,207	*	*	*
LAS ANIMAS	14,897	15,934	7.0	5,861	84,820	106,511	6,685	18,173	472	703	15,748
Trinidad	9,663	10,242	6.0	3,473	55,978	67,689	6,609	19,490	*	*	*
LINCOLN	4,663	5,119	9.8	2,061	33,757	45,594	8,907	22,122	475	6,757	40,005
LOGAN	19,800	20,903	5.6	7,699	149,769	196,453	9,398	25,517	1,014	23,541	114,073
Sterling	11,385	12,302	8.1	4,697	92,818	131,604	10,698	28,019	*	*	*
MESA	81,530	93,688	14.9	34,965	660,377	922,875	9,851	26,394	1,257	9,779	28,356
Grand Junction	27,956	35,272	26.2	14,871	243,504	396,256	11,234	26,646	*	*	*
MINERAL	804	929	15.5	312	5,825	9,696	10,437	31,077	12	8	401
MOFFAT	13,133	14,694	11.9	5,275	122,848	157,732	10,734	29,902	263	2,240	12,480
Craig	8,133	10,130	24.6	3,659	76,091	109,371	10,797	29,891	*	*	*
MONTEZUMA	16,510	18,143	9.9	6,397	113,237	152,584	8,410	23,852	585	3,677	5,117
Cortez	7,095	8,213	15.8	2,963	52,708	70,978	8,642	23,955	*	*	*
MONTROSE	24,352	26,859	10.3	9,495	173,714	240,650	8,960	25,345	787	8,815	19,943
Montrose	8,722	10,502	20.4	3,886	68,360	94,763	9,023	24,386	*	*	*
MORGAN	22,513	23,994	6.6	8,737	161,188	214,921	8,957	24,599	940	29,492	
Fort Morgan	8,768	9,797	11.7	3,644	67,742	88,632	9,047	24,323	*	*	*
OTERO	22,567	23,391	3.7	8,395	126,244	163,702	6,999	19,500	576	11,429	59,296
La Junta	8,338	8,800	5.5	3,161	51,254	62,856	7,143	19,885	*	*	*
Rocky Ford	4,804	4,960	3.2	1,791	27,468	33,453	6,745	18,678	*	*	*
OURAY	1,925	2,045	6.2	823	15,540	19,645	9,606	23,870	78	581	3,365
PARK	5,333	5,845	9.6	2,565	45,059	58,167	9,952	28,168	87	123	
PHILLIPS	4,542	4,916	8.2	1,959	33,868	43,727	8,895	22,321	446	26,821	23,236
PITKIN	10,338	11,268	9.0	5,052	139,439	190,853	16,938	37,770	64	131	
PROWERS	13,070	13,638	4.3	5,020	82,539	102,739	7,533	20,466	578	17,219	58,032
Lamar	7,713	8,023	4.0	2,951	48,969	60,029	7,482	20,342	*	*	*
PUEBLO	125,972	131,665	4.5	48,179	758,045	1,112,260	8,448	23,086	608	7,979	
Pueblo	101,686	106,281	4.5	39,266	621,303	941,986	8,863	23,990	*	*	*
RIO BLANCO	6,255	6,976	11.5	2,375	55,818	71,124	10,196	29,947	181	1,039	9,876
RIO GRANDE	10,511	11,471	9.1	3,918	67,336	93,084	8,115	23,758	356	24,908	4,972
ROUTT	13,404	14,177	5.8	5,339	126,653	166,135	11,719	31,117	325	2,058	12,126
SAGUACHE	3,935	4,073	3.5	1,435	19,636	26,842	6,590	18,705	266	10,781	10,439
SAN JUAN	833	1,046	25.6	421	6,426	10,952	10,470	26,014	N.A.	N.A.	N.A.
SAN MIGUEL	3,192	3,246	1.7	1,327	24,796	30,925	9,527	23,304	69	268	2,786
SEDGWICK	3,266	3,238	-.9	1,324	23,365	32,303	9,976	24,398	316	13,547	16,117
SUMMIT	8,848	10,099	14.1	4,149	103,931	142,706	14,131	34,395	24	32	883
TELLER	8,034	9,287	15.6	3,428	69,229	83,534	8,995	24,368	55	33	1,121
WASHINGTON	5,304	5,493	3.6	2,151	36,952	49,456	9,003	22,992	893	21,970	28,189
WELD	123,438	134,191	8.7	47,604	1,007,945	1,149,736	8,568	24,152	3,178	92,687	689,255
Greeley	53,006	57,623	8.7	21,234	471,748	608,222	10,555	28,644	*	*	*
YUMA	9,682	10,072	4.0	3,789	68,378	83,232	8,264	21,967	1,060	59,693	89,824

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1982 Cash Receipts as follows: From Crops $992,655,000; from Livestock & Livestock Products $2,010,969,000; Total $3,003,624,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	3,107,576	3,221,532	3.7	1,160,183	29,818,935	40,852,404	12,681	35,212	4,602	84,567	78,867
METROPOLITAN STATISTICAL AREAS											
Bridgeport-Milford, Ct....................	438,557	529,849	20.8	195,341	5,896,219	7,123,603	13,445	36,468	N.A.	N.A.	N.A.
Bristol, Ct..............	73,762	77,708	5.3	27,770	690,785	919,561	11,834	33,113	N.A.	N.A.	N.A.
Danbury, Ct..........	170,369	215,231	26.3	73,456	2,472,759	3,123,[illegible]	14,514	42,527	N.A.	N.A.	N.A.
Hartford, Ct..........	743,143	778,198	4.7	287,406	8,573,437	8,977,857	11,537	31,238	N.A.	N.A.	N.A.
Middletown, Ct.....	81,582	85,609	4.9	31,433	1,085,517	1,139,100	13,306	36,239	N.A.	N.A.	N.A.
New Britain, Ct.....	142,241	145,958	2.6	54,846	1,396,162	1,740,341	11,924	31,731	N.A.	N.A.	N.A.
New Haven-Meriden, Ct.......	390,172	402,719	3.2	150,547	4,646,393	4,795,810	11,909	31,856	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I...	160,401	166,138	3.6	59,866	1,973,325	2,043,904	12,302	34,141	N.A.	N.A.	N.A.
Norwalk, Ct..........	126,692	119,631	-5.6	43,164	1,472,483	1,791,898	14,979	41,514	N.A.	N.A.	N.A.
Stamford, Ct..........	198,854	212,194	6.7	79,087	2,741,400	3,296,785	15,537	41,686	N.A.	N.A.	N.A.
Waterbury, Ct.......	204,968	211,631	3.3	77,235	2,416,113	2,494,655	11,788	32,300	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD..............	807,143	826,679	2.4	294,123	9,949,732	11,859,012	14,345	40,320	283	4,077	2,142
Bridgeport..........	142,546	140,996	-1.1	53,279	1,221,141	1,451,904	10,297	27,251	*	*	*
Danbury.............	60,470	65,605	8.5	23,867	658,983	823,308	12,549	34,496	*	*	*
Greenwich..........	59,578	60,907	2.2	22,212	924,676	1,124,249	18,458	50,614	*	*	*
Norwalk..............	77,767	79,082	1.7	29,173	930,796	1,130,698	14,298	38,758	*	*	*
Stamford............	102,453	102,560	.1	39,067	1,345,918	1,620,684	15,802	41,485	*	*	*
Trumbull............	32,989	34,374	4.2	10,337	409,892	503,745	14,655	48,732	*	*	*
HARTFORD............	807,766	841,237	4.1	308,602	7,780,003	10,199,133	12,124	33,049	714	42,399	7,806
Bristol...............	57,370	60,315	5.1	21,810	519,470	706,932	11,721	32,413	*	*	*
Enfield...............	42,695	43,083	.9	13,441	351,782	470,832	10,928	35,030	*	*	*
Hartford............	136,392	134,380	-1.5	53,767	965,562	1,249,093	9,295	23,232	*	*	*
Manchester........	49,761	52,368	5.2	19,545	493,916	669,084	12,777	34,233	*	*	*
New Britain........	73,840	73,378	-.6	29,211	634,791	836,253	11,397	28,628	*	*	*
LITCHFIELD............	156,769	165,250	5.4	60,135	1,362,289	2,041,856	12,356	33,955	577	3,379	17,136
Torrington..........	30,987	32,273	4.2	12,313	245,436	410,456	12,718	33,335	*	*	*
Winsted............	8,847	9,278	4.9	3,559	85,072	110,662	11,927	31,094	*	*	*
MIDDLESEX...........	129,017	134,708	4.4	49,097	1,219,567	1,768,104	13,125	36,012	239	7,034	2,475
Middletown........	39,040	41,575	6.5	14,449	339,153	557,165	13,401	38,561	*	*	*
NEW HAVEN.........	761,337	788,441	3.6	287,702	5,903,364	9,488,706	12,035	32,981	423	12,502	6,238
Ansonia.............	19,039	18,962	-.4	7,007	136,908	228,626	12,057	32,628	*	*	*
Meriden.............	57,118	59,560	4.3	22,410	434,999	743,477	12,483	33,176	*	*	*
Milford..............	50,898	52,688	3.5	17,539	409,622	690,347	13,103	39,361	*	*	*
Naugatuck..........	26,456	28,706	8.5	10,219	198,277	343,184	11,955	33,583	*	*	*
New Haven........	126,109	126,384	.2	49,129	798,342	1,302,284	10,304	26,507	*	*	*
Wallingford.......	37,274	39,179	5.1	13,449	293,355	504,598	12,879	37,519	*	*	*
Waterbury..........	103,266	105,098	1.8	40,256	714,934	1,197,675	11,396	29,751	*	*	*
NEW LONDON......	238,409	250,006	4.9	87,689	2,030,122	3,049,370	12,197	34,775	530	8,301	12,959
New London......	28,842	28,286	-1.9	10,416	226,378	377,210	13,336	36,214	*	*	*
Norwich.............	38,074	37,344	-1.9	13,919	305,228	518,215	13,877	37,231	*	*	*
TOLLAND...............	114,823	118,077	2.8	38,156	990,038	1,466,634	12,421	38,438	285	2,820	12,287
Vernon...............	27,974	29,046	3.8	10,753	264,056	444,179	15,292	41,307	*	*	*
WINDHAM.............	92,312	97,134	5.2	34,679	583,820	979,589	10,085	28,247	484	2,265	16,944
Willimantic.........	14,652	15,506	5.8	5,789	89,874	96,428	6,219	16,657	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A.. Economic Research Service Bulletin indicates State of Connecticut 1982 Cash Receipts as follows: From Crops $116,920,000; from Livestock & Livestock Products $192,172,000; Total $309,092,000 *—Included in county totals.

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DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	595,225	613,525	3.1	218,672	4,792,214	6,494,384	10,585	29,699	3,615	102,539	28,245
METROPOLITAN STATISTICAL AREAS											
Wilmington, De-N.J.-Md......................	524,108	540,475	3.1	190,844	4,345,418	6,008,005	11,116	31,481	1,515	52,637	27,201
COUNTIES, Cities											
KENT......................	98,219	101,827	3.7	34,716	600,467	859,464	8,440	24,757	994	36,833	9,313
Dover..................	23,507	24,371	3.7	8,006	175,436	297,995	12,227	37,221	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NEW CASTLE..........	399,002	409,370	2.6	146,134	3,573,257	4,764,641	11,639	32,605	440	18,198	4,824
Newark	25,247	27,473	8.8	7,904	207,175	326,541	11,886	41,313	*	*	*
Wilmington	70,195	68,512	−2.4	28,612	531,256	811,755	11,848	28,371	*	*	*
SUSSEX..................	98,004	102,328	4.4	37,822	618,490	870,279	8,505	23,010	1,942	47,031	12,582
Milford	5,366	5,624	4.8	1,588	30,645	49,692	8,836	31,292	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1982 Cash Receipts as follows: From Crops $117,371,000; from Livestock & Livestock Products $287,204,000; Total $404,575,000.*—Included in county totals.
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DIST. OF COLUMBIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	638,432	638,361		258,693	6,297,014	8,166,869	12,793	31,570	N.A.	N.A.	N.A.
METROPOLITAN STATISTICAL AREAS											
Washington, D.C-Md-Va................	3,250,392	3,402,865	4.7	1,254,199	39,599,992	51,793,243	15,220	41,296	5,723	59,245	89,111
COUNTIES, Cities											
DISTRICT OF COLUMBIA.........	638,432	638,361		258,693	6,297,014	8,166,869	12,793	31,570	N.A.	N.A.	N.A.
Washington	638,432	638,361		258,693	6,297,014	8,166,869	12,793	31,570	*	*	*

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	9,739,992	10,865,742	11.6	4,276,932	73,854,063	113,055,673	10,405	26,434	44,165	2,187,336	666,984
METROPOLITAN STATISTICAL AREAS											
Bradenton, Fl..........	148,442	168,816	13.7	72,224	1,235,668	1,700,797	10,075	23,549	675	55,039	15,883
Daytona Beach, Fl	258,762	290,056	12.1	121,333	1,820,424	2,727,315	9,403	22,478	1,044	37,251	4,288
Fort Lauderdale-Hollywood-Pompano Beach, Fl......................	1,014,043	1,124,407	10.9	471,644	9,497,393	14,404,955	12,811	30,542	470	25,741	
Fort Myers, Fl........	205,266	235,325	14.6	96,879	1,732,168	2,589,521	11,004	26,729	369	37,147	2,064
Fort Pierce, Fl	151,196	175,410	16.0	69,383	1,179,839	1,717,024	9,789	24,747	664	127,217	10,088
Fort Walton Beach, Fl......................	109,920	119,911	9.1	41,747	646,898	1,154,171	9,625	27,647	387	4,275	1,932
Gainesville, Fl........	171,371	189,344	10.5	69,075	1,492,937	1,685,781	8,903	24,405	1,416	16,911	12,922
Jacksonville, Fl......	722,230	781,389	8.2	287,272	4,459,049	7,331,704	9,383	25,522	1,041	22,517	54,036
Lakeland-Winter Haven, Fl...........	321,652	358,661	11.5	130,862	2,121,719	3,158,110	8,805	24,133	2,382	223,382	35,697
Melbourne-Titusville-Palm Bay, Fl................	272,959	307,040	12.5	117,240	1,425,074	3,395,784	11,060	28,964	545	14,945	
Miami-Hialeah, Fl .	1,625,979	1,802,022	10.8	692,109	12,169,850	19,472,050	10,806	28,134	1,362	114,610	
Ocala, Fl	122,488	142,195	16.1	54,016	813,103	1,147,262	8,068	21,239	1,315	20,792	37,827
Orlando, Fl.............	700,699	780,350	11.4	288,459	5,431,536	8,141,495	10,433	28,224	2,303	211,321	22,650
Panama City, Fl	97,740	106,717	9.2	38,869	541,414	934,107	8,753	24,032	93	825	
Pensacola, Fl	289,782	314,809	8.6	110,859	1,859,491	2,662,056	8,456	24,013	1,016	18,681	3,244
Sarasota, Fl	202,251	232,517	15.0	104,377	1,805,213	2,741,070	11,789	26,261	255	4,675	
Tallahassee, Fl	190,220	206,619	8.6	73,777	1,918,834	1,946,874	9,423	26,389	734	14,010	2,346
Tampa-St. Petersburg-Clearwater, Fl....	1,613,961	1,798,416	11.4	749,244	12,045,530	18,110,944	10,070	24,172	4,302	131,857	92,013
West Palm Beach-Boca Raton-Delray, Fl...........	573,125	668,198	16.6	278,034	4,987,176	8,673,800	12,981	31,197	725	468,373	
COUNTIES, Cities											
ALACHUA	151,348	167,416	10.6	61,958	1,398,657	1,525,153	9,110	24,616	1,068	15,544	10,300
Gainesville.........	81,371	90,010	10.6	31,334	750,598	914,306	10,158	29,179	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BAKER	15,289	16,574	8.4	4,737	71,526	117,749	7,104	24,857	220	4,140	2,864
BAY	97,740	106,717	9.2	38,869	541,414	934,107	8,753	24,032	93	825	
Panama City	33,346	35,912	10.7	12,999	174,092	343,819	9,315	24,450	*	*	*
BRADFORD	20,023	21,928	9.5	7,117	94,280	160,628	7,325	22,570	348	1,367	2,622
BREVARD	272,959	307,040	12.5	117,240	1,425,074	2,395,784	11,060	28,964	545	14,945	
Cocoa	10,926	10,782	-1.3	5,655	53,245	156,948	14,556	27,754	*	*	*
BROWARD	1,014,043	1,124,407	10.9	471,644	9,497,393	14,404,955	12,811	30,542	470	25,741	
Fort Lauderdale	153,256	175,122	14.3	79,606	1,580,342	2,481,675	14,171	31,174	*	*	*
Hollywood	117,188	133,852	14.2	54,455	1,056,800	1,664,379	12,434	30,564	*	*	*
Pompano Beach	52,618	58,181	10.6	31,748	676,535	1,104,975	18,992	34,805	*	*	*
CALHOUN	9,294	10,136	9.1	3,667	41,184	69,110	6,818	19,160	211	6,087	
CHARLOTTE	59,115	68,624	16.1	31,166	528,024	727,941	10,608	23,357	184	9,452	
Punta Gorda	6,797	8,942	31.6	4,290	63,715	98,450	11,011	22,951	*	*	*
CITRUS	54,703	65,217	19.2	28,033	375,795	541,006	8,295	19,299	260	2,309	1,475
CLAY	67,052	76,972	14.8	25,415	421,411	715,178	9,291	28,140	224	473	17,422
Orange Park	8,766	10,558	20.4	3,432	64,626	100,698	9,538	29,341	*	*	*
COLLIER	85,791	98,519	14.8	39,838	898,099	1,287,713	13,071	32,324	221	40,470	
Naples	17,581	22,393	27.4	10,576	312,228	527,860	23,573	49,911	*	*	*
COLUMBIA	35,399	37,899	7.1	13,369	262,200	307,298	8,108	22,986	509	5,816	5,531
Lake City	9,257	9,431	1.9	3,521	75,666	100,294	10,635	28,485	*	*	*
DADE	1,625,979	1,802,022	10.8	692,109	12,169,850	19,472,050	10,806	28,134	1,362	114,610	
Florida City	6,174	7,262	17.6	2,409	56,046	78,471	10,806	32,574	*	*	*
Homestead	20,668	25,460	23.2	10,171	128,363	235,916	9,266	23,195	*	*	*
Miami	346,931	388,832	12.1	153,099	2,086,521	3,663,607	9,422	23,930	*	*	*
DE SOTO	19,039	20,913	9.8	7,018	113,058	147,862	7,070	21,069	495	27,464	3,854
DIXIE	7,751	8,497	9.6	2,989	30,610	56,166	6,610	18,791	111	521	
DUVAL	570,981	609,867	6.8	227,712	3,522,088	5,766,437	9,455	25,323	368	2,530	22,501
Jacksonville	540,898	581,246	7.5	215,616	3,412,569	5,602,974	9,639	25,985	*	*	*
ESCAMBIA	233,794	252,967	8.2	89,797	1,513,546	2,154,030	8,515	23,988	525	7,242	3,244
Pensacola	57,619	61,597	6.9	23,333	414,137	684,465	11,112	29,335	*	*	*
FLAGLER	10,913	13,284	21.7	5,433	80,764	123,690	9,311	22,766	85	3,980	
FRANKLIN	7,661	8,162	6.5	2,978	31,424	49,485	6,053	16,590	N.A.	N.A.	N.A.
GADSDEN	41,565	43,835	5.5	13,033	227,281	258,523	5,898	19,836	452	11,965	
GILCHRIST	5,767	6,704	16.2	2,388	41,951	47,474	7,081	19,880	369	3,905	
GLADES	5,992	6,320	5.5	2,360	34,188	47,410	7,502	20,089	160	9,323	
GULF	10,658	10,970	2.9	3,886	51,756	83,656	7,626	21,528	42	1,757	
HAMILTON	8,761	9,395	7.2	3,187	52,096	58,715	6,250	18,423	355	7,924	3,125
HARDEE	19,379	21,201	9.4	7,012	106,418	147,321	6,949	21,010	993	49,924	
HENDRY	18,599	21,798	17.2	7,176	128,623	177,009	8,120	24,667	290	62,744	
HERNANDO	44,469	55,693	25.2	22,741	311,053	446,534	8,018	19,636	387	5,770	10,671
Brooksville	5,582	7,698	37.9	2,693	38,145	60,943	7,917	22,630	*	*	*
HIGHLANDS	47,526	53,456	12.5	21,836	315,233	436,404	8,164	19,986	590	54,005	
HILLSBOROUGH	646,960	715,225	10.6	269,389	4,698,281	6,982,166	9,762	25,919	2,635	78,657	63,210
Tampa	271,523	297,625	9.6	115,723	1,858,211	3,088,516	10,377	26,689	*	*	*
HOLMES	14,723	15,495	5.2	5,644	84,418	97,114	6,267	17,207	646	5,459	5,285
INDIAN RIVER	59,896	70,257	17.3	28,083	489,715	768,246	10,935	27,356	453	37,753	
Vero Beach	16,176	20,803	28.6	9,359	[illegible]	334,040	16,057	35,692	*	*	*
JACKSON	39,154	41,401	5.7	14,371	237,750	274,589	6,632	19,107	1,133	29,930	
Marianna	7,074	7,615	7.6	2,762	41,156	54,703	7,184	19,806	*	*	*
JEFFERSON	10,703	11,087	3.6	3,686	61,637	70,159	6,328	19,034	309	7,130	
LAFAYETTE	4,035	4,175	3.5	1,537	26,536	29,613	7,093	19,267	353	4,583	9,717
LAKE	104,870	118,126	12.6	48,023	772,987	1,059,465	8,969	22,062	1,681	183,883	7,001
Leesburg	13,191	15,418	16.9	5,982	107,683	177,544	11,515	29,680	*	*	*
LEE	205,266	235,325	14.6	96,879	1,732,168	2,589,521	11,004	26,729	369	37,147	2,064
Cape Coral	32,103	43,425	35.3	16,554	569,346	624,666	14,385	37,735	*	*	*
Fort Myers	36,638	46,071	[illegible]	15,769	241,197	418,991	9,094	26,571	*	*	*
LEON	148,655	162,784	9.5	60,744	1,691,553	1,688,351	10,372	27,795	282	2,045	2,346
Tallahassee	81,548	92,740	13.7	35,663	917,581	1,007,339	10,862	28,246	*	*	*
LEVY	19,870	22,647	14.0	8,498	91,021	156,976	6,931	18,472	485	5,592	
LIBERTY	4,260	4,715	10.6	1,650	18,463	31,666	6,719	19,192	86	385	
MADISON	14,894	15,934	7.0	5,450	86,990	99,488	6,244	18,255	688	10,411	6,655
MANATEE	148,442	168,816	13.7	72,224	1,235,668	1,700,797	10,075	23,549	675	55,039	15,883
Bradenton	30,170	37,959	25.8	14,520	221,044	373,364	9,836	25,714	*	*	*
MARION	122,488	142,195	16.1	54,016	813,103	1,147,262	8,068	21,239	1,315	20,792	37,827
Ocala	37,170	43,150	16.1	14,322	267,381	448,040	10,383	31,283	*	*	*
MARTIN	64,014	74,180	15.9	30,741	565,888	805,009	10,852	26,187	222	55,612	10,088
Stuart	9,467	12,579	32.9	5,505	163,814	182,356	14,497	33,126	*	*	*
MONROE	63,098	67,753	7.4	28,908	557,349	755,899	11,157	26,148	13	117	
Key West	24,292	24,285		8,077	155,764	239,887	9,878	29,700	*	*	*
NASSAU	32,894	35,832	8.9	12,264	192,548	320,737	8,951	26,153	239	[illegible]	11,799
OKALOOSA	109,920	119,911	9.1	41,747	646,898	1,154,171	9,625	27,647	387	4,275	1,932
Fort Walton Beach	20,829	23,062	10.7	7,451	135,780	300,042	13,010	40,269	*	*	*
OKEECHOBEE	20,264	24,344	20.1	8,551	140,152	188,949	7,762	22,097	293	3,462	64,313
ORANGE	471,660	517,131	9.6	192,068	3,642,858	5,405,327	10,453	28,143	1,398	174,828	5,860
Orlando	128,394	140,772	9.6	53,605	966,245	1,676,465	11,909	31,274	*	*	*
OSCEOLA	49,287	59,623	21.0	23,070	326,563	498,849	8,367	21,623	415	18,560	14,716
PALM BEACH	573,125	668,198	16.6	278,034	4,987,176	8,673,800	12,981	31,197	725	468,373	
Boca Raton	49,505	57,727	16.6	24,282	609,072	1,200,090	20,789	49,423	*	*	*
Palm Beach	9,729	11,626	19.5	8,345	264,694	461,405	39,687	55,291	*	*	*
West Palm Beac	62,530	75,167	20.2	28,558	417,745	792,565	10,544	27,753	*	*	*
PASCO	194,123	225,608	16.2	97,040	1,240,934	1,900,128	8,422	19,581	1,044	39,990	18,132
PINELLAS	728,409	801,890	10.1	360,074	5,795,262	8,782,116	10,952	24,390	236	7,440	
Clearwater	85,450	93,872	9.9	42,127	752,335	1,276,113	13,594	30,292	*	*	*
St. Petersburg	236,893	268,752	13.4	117,081	1,697,431	2,748,949	10,229	23,479	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	321,652	358,661	11.5	130,862	2,121,719	3,158,110	8,805	24,133	2,382	223,382	35,697
Lake Wales	8,466	9,532	12.6	3,660	59,038	82,933	8,700	22,659	*	*	*
Lakeland	47,406	55,275	16.6	22,141	366,139	634,456	11,474	28,655	*	*	*
Winter Haven	21,119	23,542	11.5	9,934	183,532	326,121	13,853	32,829	*	*	*
PUTNAM	50,549	56,030	10.8	20,868	252,943	443,050	7,907	21,231	534	12,157	3,988
Palatka	10,175	11,577	13.8	3,564	42,542	88,804	7,671	24,917	*	*	*
ST. JOHNS	51,303	58,718	14.5	21,881	323,002	529,352	9,015	24,192	210	19,094	2,314
St. Augustine	11,985	13,563	13.2	4,795	73,819	142,685	10,520	29,757	*	*	*
ST. LUCIE	87,182	101,230	16.1	38,642	613,951	912,015	9,009	23,602	442	71,605	
Fort Pierce	33,802	40,959	21.2	14,977	203,834	349,886	8,542	23,362	*	*	*
Port St Lucie	14,690	17,029	15.9	6,056	132,696	153,420	9,009	25,334	*	*	*
SANTA ROSA	55,988	61,842	10.5	21,062	345,945	508,026	8,215	24,121	491	11,439	
SARASOTA	202,251	232,517	15.0	104,377	1,805,213	2,741,070	11,789	26,261	255	4,675	
Sarasota	48,868	59,856	22.5	24,908	406,248	734,437	12,270	29,486	*	*	*
SEMINOLE	179,752	203,596	13.3	73,321	1,462,115	2,237,319	10,989	30,514	490	17,933	2,074
Sanford	23,176	28,854	24.5	10,642	151,134	268,924	9,320	25,270	*	*	*
SUMTER	24,272	27,461	13.1	9,940	141,349	190,792	6,948	19,194	645	9,322	8,953
SUWANNEE	22,287	25,081	12.5	8,899	150,700	175,375	6,992	19,707	1,140	14,781	8,331
TAYLOR	16,532	17,908	8.3	6,490	81,881	147,920	8,260	22,792	205	662	886
UNION	10,166	11,167	9.8	2,475	52,180	63,001	5,642	25,455	252	3,055	2,094
VOLUSIA	258,762	290,056	12.1	121,333	1,820,424	2,727,315	9,403	22,478	1,044	37,251	4,288
Daytona Beach	54,176	64,251	18.6	26,753	353,204	597,844	9,305	22,347	*	*	*
De Land	15,354	18,714	21.9	7,091	99,727	169,205	9,042	23,862	*	*	*
WAKULLA	10,887	11,993	10.2	4,231	94,036	88,610	7,388	20,943	96	431	788
WALTON	21,300	23,715	11.3	9,094	105,569	186,385	7,859	20,495	488	6,128	5,441
WASHINGTON	14,509	16,584	14.3	6,118	62,142	107,627	6,490	17,592	428	2,956	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1982 Cash Receipts as follows: From Crops $3,307,911,000; from Livestock & Livestock Products $942,336,000; Total $4,250,247,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,464,265	5,802,757	6.2	2,033,814	36,459,546	52,013,408	8,964	25,574	58,682	925,269	616,907
METROPOLITAN STATISTICAL AREAS											
Albany, Ga	112,662	117,472	4.3	39,248	763,718	946,760	8,059	24,123	383	28,248	4,784
Athens, Ga	130,015	138,553	6.6	49,749	857,604	1,222,199	8,821	24,567	1,621	6,068	12,123
Atlanta, Ga	2,138,078	2,288,436	7.0	827,674	16,141,593	25,043,412	10,943	30,258	5,072	16,857	27,090
Augusta, Ga-S.C	345,918	370,315	7.1	125,972	2,443,189	3,106,065	8,388	24,657	1,278	11,586	4,387
Chattanooga, Tenn.-Ga	426,540	439,607	3.1	158,798	2,488,112	3,769,103	8,574	23,735	2,000	6,009	14,613
Columbus, Ga-Al	239,196	246,447	3.0	82,825	1,586,953	1,941,154	7,877	23,437	351	5,015	120
Macon-Warner Robins, Ga	264,420	276,595	4.6	96,159	2,161,813	2,279,565	8,242	23,706	812	21,058	6,671
Savannah, Ga	220,553	229,622	4.1	82,072	1,408,892	1,868,646	8,138	22,768	395	6,179	
COUNTIES, Cities											
APPLING	15,565	16,174	3.9	5,428	75,200	100,697	6,226	18,551	739	9,281	10,559
ATKINSON	6,141	6,656	8.4	2,268	27,776	36,513	5,486	16,099	334	5,470	3,248
BACON	9,379	9,651	2.9	3,273	45,830	61,356	6,357	18,746	505	7,756	2,711
BAKER	3,808	3,746	-1.6	1,223	16,257	20,027	5,346	16,375	229	13,685	3,731
BALDWIN	34,686	37,541	8.2	11,328	221,676	324,662	8,648	28,660	188	447	1,817
Milledgeville	12,176	13,178	8.2	4,089	77,177	126,218	9,578	30,868	*	*	*
BANKS	8,702	9,410	8.1	3,295	43,701	72,413	7,695	21,977	370	657	2,044
BARROW	21,293	23,363	9.7	8,149	121,807	184,064	7,878	22,587	377	385	2,793
BARTOW	40,760	43,962	7.9	15,232	224,254	338,811	7,707	22,243	422	3,495	5,580
Cartersville	9,247	9,716	5.1	3,720	62,396	107,805	11,096	28,980	*	*	*
BEN HILL	16,000	16,580	3.6	6,041	90,768	114,614	6,913	18,973	263	7,264	1,520
BERRIEN	13,525	13,810	2.1	4,907	74,365	100,019	7,243	20,383	653	14,790	5,473
BIBB	151,085	156,419	3.5	56,005	1,205,972	1,242,648	7,944	22,188	166	815	1,664
Macon	116,860	118,854	1.7	44,020	920,273	995,143	8,373	22,607	*	*	*
BLECKLEY	10,767	11,071	2.8	3,681	75,226	92,206	8,329	25,049	289	4,345	
BRANTLEY	8,701	9,293	6.8	3,084	44,163	66,238	7,128	21,478	369	2,244	1,025
BROOKS	15,255	16,222	6.3	5,443	70,711	94,265	5,811	17,319	597	18,861	14,497
BRYAN	10,175	10,815	6.3	3,492	54,028	75,202	6,953	21,536	109	1,342	
BULLOCH	35,785	38,773	8.3	12,565	210,019	290,126	7,483	23,090	813	26,674	12,051
Statesboro	14,866	16,211	9.0	5,077	105,683	159,312	9,827	31,379	*	*	*
BURKE	19,349	20,279	4.8	6,668	111,562	133,932	6,604	20,036	402	18,931	5,549
BUTTS	13,665	14,716	7.7	4,424	71,633	109,388	7,433	24,726	169	513	
CALHOUN	5,717	5,899	3.2	1,945	25,883	31,844	5,398	16,372	140	22,419	
CAMDEN	13,371	15,468	15.7	5,190	85,058	130,508	8,437	25,146	61	71	206
CANDLER	7,518	7,841	4.3	2,665	41,282	52,180	6,655	19,580	328	7,327	4,782
CARROLL	56,346	60,622	7.6	20,993	303,208	480,751	7,930	22,901	817	470	5,452
Carrollton	14,078	15,366	9.1	5,581	88,897	157,729	10,265	28,262	*	*	*
CATOOSA	36,991	40,225	8.7	14,013	204,784	313,424	7,792	22,367	291	471	3,132
CHARLTON	7,343	7,638	4.0	2,358	35,375	51,974	6,805	22,042	126	616	782

* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHATHAM	202,226	210,475	4.1	75,921	1,299,266	1,719,450	8,169	22,648	87	2,148	
Savannah	141,634	147,411	4.1	53,258	851,408	1,213,789	8,234	22,791	*	*	*
CHATTAHOOCHEE	21,732	21,245	–2.3	2,953	87,998	111,193	5,234	37,654	21	21	
CHATTAOGA	21,856	22,564	3.2	8,185	115,554	165,625	7,340	20,235	315	911	2,282
CHEROKEE	51,699	59,006	14.1	19,696	328,546	535,087	9,068	27,167	514	499	4,186
CLARKE	74,498	79,197	6.3	28,974	542,377	736,793	9,303	25,429	95	943	1,623
Athens	42,549	44,531	4.7	16,039	286,827	423,854	9,518	26,426	*	*	*
CLAY	3,553	3,326	–6.4	1,116	14,756	17,840	5,364	15,986	98	6,533	
CLAYTON	150,357	159,461	6.1	54,741	1,066,094	1,721,066	10,793	31,440	79	166	
Jonesboro	4,132	4,392	6.3	1,486	32,512	45,672	10,399	30,735	*	*	*
CLINCH	6,660	6,795	2.0	2,246	31,860	46,841	6,893	20,855	127	699	950
COBB	297,694	327,867	10.1	120,127	2,446,580	3,953,957	12,060	32,915	208	457	665
Marietta	30,805	35,406	14.9	15,193	261,651	500,192	14,127	32,923	*	*	*
COFFEE	26,894	28,456	5.8	9,651	145,078	195,023	6,853	20,208	1,023	18,576	13,601
COLQUITT	35,376	37,663	6.5	13,255	198,442	270,264	7,176	20,390	967	28,938	
Moultrie	15,708	17,235	9.7	6,266	100,182	150,072	8,707	23,950	*	*	*
COLUMBIA	40,118	44,895	11.9	14,685	315,638	370,810	8,259	25,251	202	635	
1COLUMBUS CONSOL. GOVT.											
1Columbus											
COOK	13,490	13,926	3.2	4,707	71,236	95,400	6,850	20,268	428	11,492	3,278
COWETA	39,268	43,028	9.6	14,954	250,372	371,700	8,639	24,856	320	2,094	
CRAWFORD	7,684	7,810	1.6	2,450	41,811	52,338	6,701	21,362	176	2,635	
CRISP	19,489	20,481	5.1	7,078	113,579	144,684	7,064	20,441	280	17,403	
Cordele	11,184	11,928	6.7	3,722	56,814	80,645	6,761	21,667	*	*	*
DADE	12,318	12,475	1.3	4,084	51,202	75,843	6,080	18,571	171	208	616
DAWSON	4,774	5,220	9.3	1,855	22,262	36,818	7,053	19,848	188	240	941
DECATUR	25,495	27,858	9.3	9,279	136,345	179,527	6,444	19,348	548	22,597	
DE KALB	483,024	502,427	4.0	183,893	4,020,491	6,250,123	12,440	33,988	84	242	
DODGE	16,955	17,594	3.8	6,245	106,090	130,244	7,403	20,856	557	6,952	5,955
DOOLY	10,826	11,188	3.3	3,686	50,350	65,741	5,876	17,835	376	28,272	
DOUGHERTY	100,978	105,136	4.1	35,348	688,295	846,911	8,055	23,959	194	11,674	4,784
Albany	74,550	77,620	4.1	26,591	486,710	635,798	8,191	23,910	*	*	*
DOUGLAS	54,573	57,254	4.9	18,153	360,687	559,289	9,769	30,810	124	352	379
EARLY	13,158	13,974	6.2	4,621	67,058	87,842	6,286	19,009	472	24,112	
ECHOLS	2,297	2,224	–3.2	712	9,822	14,474	6,508	20,329	100	987	
EFFINGHAM	18,327	19,147	4.5	6,151	109,626	149,196	7,792	24,256	308	4,031	
ELBERT	18,758	19,771	5.4	7,079	103,675	146,078	7,388	20,635	412	1,913	2,806
EMANUEL	20,795	22,034	6.0	7,599	113,638	155,308	7,049	20,438	634	9,567	5,633
EVANS	8,428	9,106	8.0	3,193	41,898	57,844	6,352	18,116	249	5,476	2,493
FANNIN	14,748	15,261	3.5	5,838	66,381	101,895	6,677	17,454	201	535	
FAYETTE	29,043	34,341	18.2	11,141	244,644	393,789	11,467	35,346	244	470	
FLOYD	79,800	83,634	4.8	30,560	486,998	709,609	8,485	23,220	478	2,145	3,156
Rome	29,654	30,655	3.4	11,930	187,170	306,511	9,999	25,692	*	*	*
FORSYTH	27,958	30,745	10.0	10,524	181,740	286,534	9,320	27,227	549	430	2,494
FRANKLIN	15,185	16,003	5.4	5,746	72,682	112,938	7,057	19,655	638	692	2,815
FULTON	589,904	617,655	4.7	241,479	4,484,566	6,578,359	10,651	27,242	322	2,942	1,321
2Atlanta	425,022	417,584	–1.8	164,809	2,705,912	4,183,679	10,019	25,385	*	*	*
Roswell	23,337	24,252	3.9	8,618	205,703	267,105	11,014	30,994	*	*	*
GILMER	11,110	11,962	7.7	4,323	51,876	80,601	6,738	18,645	244	668	3,065
GLASCOCK	2,382	2,668	12.0	930	14,894	18,395	6,895	19,780	123	1,108	738
GLYNN	54,981	60,359	9.8	22,233	388,956	583,945	9,675	26,206	62	99	
Brunswick	17,605	18,572	5.5	6,622	99,683	172,015	9,262	25,976	*	*	*
GORDON	30,070	31,819	5.8	11,087	171,525	247,777	7,767	22,348	564	3,040	5,563
GRADY	19,845	20,903	5.3	7,186	104,461	132,933	6,360	18,499	756	18,914	14,561
GREENE	11,391	12,148	6.6	4,111	53,025	76,507	6,298	18,610	209	214	5,429
GWINNETT	166,903	188,870	13.2	64,000	1,234,879	2,031,896	10,758	31,748	414	634	1,607
Lawrenceville	8,928	11,433	28.1	4,074	80,806	121,535	10,630	29,832	*	*	*
HABERSHAM	25,020	26,764	7.0	9,152	125,641	200,949	7,508	21,957	386	487	1,685
HALL	75,649	80,079	5.9	28,240	471,119	734,414	9,171	26,006	761	319	6,287
Gainesville	15,280	16,101	5.4	6,018	129,471	228,174	14,171	37,915	*	*	*
HANCOCK	9,466	10,339	9.2	3,091	35,509	52,911	5,118	17,118	172	384	
HARALSON	18,422	20,187	9.6	7,324	98,113	157,534	7,804	21,509	268	354	1,816
HARRIS	15,464	16,190	4.7	5,638	94,350	137,280	8,479	24,349	252	701	1,696
HART	18,585	19,803	6.6	6,884	99,081	145,136	7,329	21,083	518	1,982	4,642
HEARD	6,520	7,062	8.3	2,473	28,866	48,758	6,904	19,716	194	138	1,470
HENRY	36,309	39,750	9.5	12,995	246,875	388,250	9,767	29,877	339	1,972	4,430
HOUSTON	77,605	82,341	6.1	27,732	692,014	731,704	8,886	26,385	294	10,453	
Warner Robins	39,893	44,674	12.0	15,728	392,885	453,489	10,151	28,833	*	*	*
IRWIN	8,988	9,598	6.8	3,289	49,439	63,957	6,664	19,446	489	21,929	
JACKSON	25,343	26,833	5.9	9,347	138,186	215,411	8,028	23,046	713	744	5,127
JASPER	7,553	9,585	26.9	3,356	47,938	69,275	7,227	20,642	223	423	3,338
JEFF DAVIS	11,473	12,133	5.8	4,106	60,579	82,409	6,792	20,070	438	8,051	2,993
JEFFERSON	18,403	18,896	2.7	6,239	105,079	126,846	6,713	20,331	401	8,316	
JENKINS	8,841	9,395	6.3	3,187	47,528	59,943	6,380	18,809	308	5,133	9,018
JOHNSON	8,660	8,941	3.2	3,069	55,873	67,243	7,521	21,910	338	2,779	
JONES	16,579	17,658	6.5	5,754	143,014	145,564	8,244	25,298	162	141	5,007
LAMAR	12,215	12,726	4.2	4,304	67,216	99,928	7,852	23,217	243	457	2,450
LANIER	5,654	5,673	.3	1,836	27,191	35,404	6,241	19,283	201	5,114	1,205
LAURENS	36,990	39,522	6.8	13,570	263,146	328,951	8,323	24,241	982	11,241	9,841
Dublin	16,003	17,555	9.2	6,026	129,062	176,737	10,068	29,329	*	*	*
LEE	11,684	12,336	5.6	3,900	75,423	99,849	8,094	25,602	189	16,574	
LIBERTY	37,583	42,946	14.3	11,300	173,177	265,721	6,187	23,515	62	129	
LINCOLN	6,949	6,900	–.7	2,349	37,597	50,843	7,369	21,645	190	132	1,884
LONG	4,524	5,034	11.3	1,758	22,426	36,261	7,203	20,626	123	808	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LOWNDES	67,972	70,727	4.1	24,075	405,815	542,754	7,674	22,544	582	11,091	
Valdosta	37,596	41,012	9.1	14,161	235,856	344,249	8,394	24,310	*	*	*
LUMPKIN	10,762	11,540	7.2	3,701	51,201	80,620	6,986	21,783	270	154	1,685
McDUFFIE	18,546	19,701	6.2	6,782	107,574	150,376	7,633	22,173	185	1,317	
McINTOSH	8,046	8,466	5.2	2,875	34,302	60,660	7,165	21,099	34	32	
MACON	14,003	14,785	5.6	4,722	72,341	84,023	5,683	17,794	319	14,392	5,421
MADISON	17,747	19,008	7.1	6,687	92,454	143,467	7,548	21,455	555	1,996	2,787
MARION	5,297	5,610	5.9	1,848	25,167	34,883	6,218	18,876	185	2,960	1,310
MERIWETHER	21,229	21,971	3.5	7,270	115,964	161,971	7,372	22,279	372	1,213	4,136
MILLER	7,038	7,217	2.5	2,558	36,384	47,218	6,543	18,459	385	18,990	
MITCHELL	21,114	22,808	8.0	7,207	107,702	142,501	6,248	19,773	601	33,114	
MONROE	14,610	15,512	6.2	5,034	91,329	129,441	8,345	25,713	172	170	6,470
MONTGOMERY	7,011	6,882	−1.8	2,241	33,520	43,568	6,331	19,441	321	3,928	3,483
MORGAN	11,572	12,703	9.8	4,125	59,298	86,212	6,787	20,900	340	3,184	13,784
MURRAY	19,685	20,802	5.7	7,083	106,903	159,127	7,650	22,466	283	1,303	1,373
MUSCOGEE	170,108	177,565	4.4	63,139	1,192,318	1,458,817	8,216	23,105	35	34	120
Columbus	169,441	176,869	4.4	62,889	1,186,765	1,454,390	8,223	23,126	*	*	*
NEWTON	34,489	37,220	7.9	12,147	200,646	317,801	8,538	26,163	249	704	4,606
OCONEE	12,427	13,515	8.8	4,741	84,587	126,528	9,362	26,688	258	2,385	2,586
OGLETHORPE	8,929	9,379	5.0	3,181	45,529	65,101	6,941	20,466	347	2,256	2,082
PAULDING	26,042	28,599	9.8	9,803	148,403	242,108	8,466	24,697	267	135	1,056
PEACH	19,151	20,177	5.4	6,668	120,813	159,649	7,912	23,943	190	9,649	
PICKENS	11,652	12,453	6.9	4,521	62,557	96,663	7,762	21,381	214	101	480
PIERCE	11,897	12,539	5.4	4,207	61,565	93,107	7,425	22,131	559	12,353	6,127
PIKE	8,937	9,731	8.9	3,196	48,897	74,385	7,644	23,274	286	1,577	2,375
POLK	32,386	34,269	5.8	12,321	166,791	248,194	7,243	20,144	288	1,743	2,399
PULASKI	8,950	9,598	7.2	3,392	52,969	68,574	7,145	20,216	201	10,268	
PUTNAM	10,295	11,268	9.5	3,815	64,175	94,405	8,378	24,746	160	164	
QUITMAN	2,357	2,217	−5.9	710	8,297	10,261	4,628	14,452	35	1,446	
RABUN	10,466	11,471	9.6	4,330	49,992	85,768	7,477	19,808	163	691	686
RANDOLPH	9,599	10,440	8.8	3,503	42,587	55,967	5,361	15,977	207	13,937	
RICHMOND	181,629	194,392	7.0	65,197	1,316,172	1,483,851	7,633	22,759	146	1,296	
Augusta	47,532	46,694	−1.8	19,346	318,648	403,344	8,638	20,849	*	*	*
ROCKDALE	36,747	40,507	10.2	13,111	252,169	411,740	10,165	31,404	114	396	
Conyers	6,567	7,922	20.6	2,887	55,276	82,602	10,427	28,612	*	*	*
SCHLEY	3,433	3,566	3.9	1,231	18,132	22,673	6,358	18,418	120	3,206	1,598
SCREVEN	14,043	14,669	4.5	5,127	85,293	101,779	6,938	19,852	487	16,111	
SEMINOLE	9,057	9,347	3.2	3,170	52,858	66,355	7,099	20,932	279	14,454	
SPALDING	47,899	51,045	6.6	17,677	307,167	441,701	8,653	24,987	226	927	
Griffin	20,728	21,329	2.9	7,941	145,231	231,800	10,868	29,190	*	*	*
STEPHENS	21,763	22,696	4.3	8,299	115,489	176,658	7,784	21,287	200	112	2,651
STEWART	5,896	6,102	3.5	2,048	25,418	31,269	5,124	15,268	133	5,610	1,820
SUMTER	29,360	31,461	7.2	10,385	174,775	227,310	7,225	21,888	365	19,830	
Americus	16,120	17,294	7.3	5,700	99,802	141,116	8,160	24,757	*	*	*
TALBOT	6,536	6,827	4.5	2,257	33,080	46,383	6,794	20,551	171	730	
TALIAFERRO	2,032	2,028	−.2	817	9,708	11,463	5,652	14,031	89	28	2,110
TATTNALL	18,134	18,592	2.5	5,830	85,692	111,403	5,992	19,109	716	12,513	9,127
TAYLOR	7,902	8,951	13.3	3,107	59,151	74,145	8,283	23,864	264	5,201	1,701
TELFAIR	11,445	11,680	2.1	4,090	68,620	83,283	7,130	20,363	495	4,923	3,686
TERRELL	12,017	12,757	6.2	4,109	59,175	77,546	6,079	18,872	236	17,888	4,858
THOMAS	38,098	39,346	3.3	13,510	218,260	298,511	7,587	22,096	616	17,510	
Thomasville	18,463	19,187	3.9	6,794	116,279	173,877	9,062	25,593	*	*	*
TIFT	32,862	34,306	4.4	11,478	200,964	260,415	7,591	22,688	468	29,505	
Tifton	13,749	14,953	8.8	5,085	106,070	149,953	10,028	29,489	*	*	*
TOOMBS	22,592	23,508	4.1	8,196	120,161	160,145	6,812	19,539	456	7,452	5,967
TOWNS	5,638	6,266	11.1	2,275	26,920	41,077	6,556	18,056	148	144	781
TREUTLEN	6,087	6,304	3.6	2,150	46,762	56,914	9,028	26,472	231	1,902	1,816
TROUP	50,003	52,472	4.9	18,769	300,247	432,323	8,239	23,034	250	217	3,798
La Grange	24,204	25,746	6.4	9,339	154,900	246,457	9,573	26,390	*	*	*
West Point	4,294	4,529	5.5	1,732	30,964	39,342	8,687	22,715	*	*	*
TURNER	9,510	9,753	2.6	3,273	51,001	63,590	6,520	19,429	350	14,868	
TWIGGS	9,354	9,886	5.7	3,078	54,944	58,850	5,953	19,120	149	1,901	
UNION	9,390	10,472	11.5	3,824	39,479	61,999	5,920	16,213	292	610	1,420
UPSON	25,998	26,956	3.7	9,728	154,805	223,640	8,296	22,989	231	611	2,062
WALKER	56,470	58,477	3.6	20,782	292,427	432,517	7,396	20,812	504	1,376	3,887
WALTON	31,211	32,582	4.4	10,660	174,294	266,560	8,181	25,006	473	3,539	3,553
WARE	37,180	38,081	2.4	13,392	209,700	310,522	8,154	23,187	428	5,441	1,597
Waycross	19,371	19,987	3.2	7,477	117,934	189,951	9,504	25,405	*	*	*
WARREN	6,583	6,812	3.5	2,252	30,576	42,766	6,278	18,990	185	634	
WASHINGTON	18,842	19,889	5.6	6,571	106,474	129,180	6,495	19,659	445	5,837	
WAYNE	20,750	21,566	3.9	7,373	121,728	181,487	8,415	24,615	470	5,823	
WEBSTER	2,341	2,333	−.4	817	11,945	14,960	6,412	18,311	124	6,738	
WHEELER	5,155	5,165	.2	1,733	28,961	32,375	6,268	18,681	294	3,182	3,875
WHITE	10,120	11,065	9.3	3,919	50,350	82,073	7,417	20,942	269	204	1,733
WHITFIELD	65,780	68,614	4.3	23,980	416,328	605,430	8,824	25,247	340	1,096	1,232
Dalton	20,743	22,362	7.8	8,437	154,693	257,028	11,494	30,464	*	*	*
WILCOX	7,682	8,162	6.2	2,773	39,039	51,181	6,271	18,457	313	11,062	
WILKES	10,951	11,978	9.4	4,329	59,057	86,978	7,261	20,092	360	554	6,757
WILKINSON	10,368	11,252	8.5	3,707	62,954	78,259	6,955	21,111	172	594	804
WORTH	18,064	19,883	10.1	6,500	96,020	129,058	6,491	19,855	603	28,916	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1982 Cash Receipts as follows: From Crops $1,549,798,000; from Livestock & Livestock Products $1,659,905,000. Total $3,209,703,000. * —Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	# % Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	964,856	1,014,066	5.1	316,191	7,575,971	11,162,977	11,008	35,305	4,312	331,450	70,979
METROPOLITAN STATISTICAL AREAS											
Honolulu, HI	762,874	795,228	4.2	245,538	6,280,962	9,110,750	11,457	37,105	1,057	65,748	38,389
COUNTIES, Cities											
HAWAII	92,053	100,568	9.3	32,680	575,449	918,179	9,130	28,096	2,261	126,657	20,392
Hilo	35,269	41,501	17.7	11,979	228,419	415,872	10,021	34,717	*	*	*
North Kona	13,748	17,312	25.9	7,577	115,512	158,057	9,130	20,860	*	*	*
South Kona	5,914	7,059	19.4	2,156	46,071	64,448	9,130	29,892	*	*	*
HONOLULU	762,874	795,228	4.2	245,538	6,280,962	9,110,750	11,457	37,105	1,057	65,748	38,389
Honolulu	365,048	394,546	8.1	143,045	3,555,091	5,433,683	13,772	37,986	*	*	*
KAUAI	39,082	41,534	6.3	13,047	242,604	377,808	9,096	28,957	369	44,356	
Lihue	4,000	4,600	15.0	1,521	32,209	[illegible]	9,740	29,458	*	*	*
MAUI	70,847	76,736	8.3	24,926	476,956	756,240	9,855	30,339	625	94,690	
Wailuku	10,674	12,201	14.3	3,002	73,944	122,166	10,013	40,695	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1982 Cash Receipts as follows: From Crops $406,277,000; from Livestock & Livestock Products $77,859,000; Total $484,136,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possibie disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	943,935	988,447	4.7	347,135	6,675,557	8,920,043	9,024	25,696	26,506	799,625	832,440
METROPOLITAN STATISTICAL AREAS											
Boise City, Id	173,036	184,261	6.5	68,749	1,536,674	2,025,222	10,991	29,458	1,245	12,551	
COUNTIES, Cities											
ADA	173,036	184,261	6.5	68,749	1,536,674	2,025,222	10,991	29,458	1,245	12,551	
Boise City	102,160	108,787	6.5	43,913	993,733	1,423,218	13,083	32,410	*	*	*
ADAMS	3,347	3,347		1,225	22,170	28,233	8,435	23,047	197	344	6,829
BANNOCK	65,421	67,035	2.5	23,516	465,917	644,046	9,608	27,388	540	9,781	
Pocatello	46,340	47,484	2.5	17,493	345,322	506,263	10,662	28,941	*	*	*
BEAR LAKE	6,931	7,350	6.0	2,364	42,893	55,664	7,573	23,547	453	2,157	9,914
BENEWAH	8,292	8,770	5.8	3,183	60,412	80,482	9,177	25,285	199	8,274	1,388
BINGHAM	36,489	37,489	2.7	11,352	213,946	293,951	7,841	25,894	1,430	71,883	60,837
Blackfoot	10,065	10,854	7.8	3,648	70,773	113,563	10,463	31,130	*	*	*
BLAINE	9,841	10,643	8.1	4,430	87,724	116,853	10,979	26,378	222	5,336	10,045
BOISE	2,999	3,043	1.5	1,123	21,685	25,755	8,464	22,934	62	104	853
BONNER	24,163	26,304	8.9	9,788	147,596	206,558	7,853	21,103	485	736	4,364
Sandpoint	4,460	4,987	11.8	1,586	27,053	36,502	7,319	23,015	*	*	*
BONNEVILLE	65,980	67,291	2.0	22,171	493,968	669,429	9,948	30,194	996	38,926	18,843
Idaho Falls	39,590	41,724	5.4	14,631	324,588	473,620	11,351	32,371	*	*	*
BOUNDARY	7,289	7,522	3.2	2,558	41,405	55,429	7,369	21,669	276	4,818	2,837
BUTTE	3,342	3,347	.1	1,123	20,652	26,603	7,948	23,689	245	7,887	5,529
CAMAS	818	929	13.6	312	6,444	8,048	8,663	25,795	112	4,061	3,394
CANYON	83,756	86,752	3.6	30,101	542,346	713,473	8,224	23,703	2,043	73,766	
Caldwell	17,699	19,576	10.6	7,145	125,543	183,184	9,358	25,638	*	*	*
Nampa	25,112	27,547	9.7	10,145	165,047	239,683	8,701	23,626	*	*	*
CARIBOU	8,695	9,176	5.5	2,874	57,139	78,997	8,609	27,487	461	15,664	10,445
CASSIA	19,427	19,910	2.5	6,443	119,567	155,028	7,786	24,061	957	62,042	41,911
Burley	8,761	9,156	4.5	3,122	57,578	83,412	9,110	26,717	*	*	*
CLARK	798	811	1.6	306	5,083	6,560	8,089	21,438	79	5,248	4,803
CLEARWATER	10,390	10,548	1.5	3,778	77,710	106,764	10,122	28,259	199	2,443	
CUSTER	3,385	4,270	26.1	1,573	21,482	32,185	7,537	20,461	241	1,836	
ELMORE	21,565	22,025	2.1	7,152	124,481	164,073	7,449	22,941	305	26,693	56,229
FRANKLIN	8,895	9,261	4.1	2,869	45,309	60,985	6,585	21,257	667	6,445	
FREMONT	10,813	11,071	2.4	3,374	61,673	82,576	7,459	24,474	532	27,596	14,913
GEM	11,972	12,288	2.6	4,396	77,558	101,861	8,289	23,171	520	6,435	10,372
GOODING	11,874	12,773	7.6	4,526	78,471	102,529	8,027	22,653	761	19,274	43,912
IDAHO	14,769	15,597	5.6	5,542	96,627	132,021	8,465	23,822	706	12,464	
JEFFERSON	15,304	15,870	3.7	4,711	81,733	109,711	6,913	23,288	848	27,144	28,568
JEROME	14,840	15,597	5.1	5,439	92,429	121,513	7,791	22,341	872	32,297	37,725
KOOTENAI	59,770	64,523	8.0	23,676	436,905	580,752	9,001	24,529	508	12,490	
Coeur d'Alene	20,054	23,153	15.5	8,235	140,432	218,139	9,422	26,489	*	*	*
LATAH	28,749	30,164	4.9	10,977	207,173	274,627	9,104	25,018	653	23,668	3,121
Moscow	16,513	18,156	10.0	6,249	121,891	174,514	9,611	27,927	*	*	*
LEMHI	7,460	7,841	5.1	2,870	46,608	62,512	7,972	21,781	326	539	10,225
LEWIS	4,118	4,050	-1.7	1,529	29,588	38,856	9,594	25,413	230	12,461	1,495

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs. 80	1985 number of households	E&P 1985 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	3,436	3,566	3.8	1,231	20,281	26,144	7,331	21,238	341	9,339	
MADISON	19,480	20,364	4.5	5,330	98,845	132,323	6,498	24,826	571	28,715	
MINIDOKA	19,718	20,450	3.7	6,555	117,514	159,871	7,818	24,389	1,003	43,644	44,731
NEZ PERCE	33,220	34,142	2.8	13,094	258,587	334,208	9,789	25,524	442	23,152	5,062
Lewiston	27,986	29,328	4.8	11,333	218,618	293,787	10,017	25,923	*	*	*
ONEIDA	3,258	3,465	6.4	1,128	16,837	23,149	6,681	20,522	380	7,093	5,566
OWYHEE	8,272	8,652	4.6	2,869	41,347	54,174	6,261	18,883	591	20,395	
PAYETTE	15,722	16,393	4.3	5,945	94,287	126,913	7,742	21,348	646	14,612	
POWER	6,844	7,014	2.5	2,354	43,080	59,821	8,529	25,412	340	37,926	
SHOSHONE	19,226	19,824	3.1	7,266	138,209	184,235	9,294	25,356	33	17	96
Kellogg	3,417	3,376	−1.2	1,301	26,472	31,035	9,193	23,855	*	*	*
Wallace	1,736	1,602	−7.7	673	12,861	14,887	9,293	22,120	*	*	*
TETON	2,897	3,176	9.6	1,031	14,930	20,108	6,331	19,503	301	9,608	6,166
TWIN FALLS	52,927	55,882	5.6	20,428	376,845	508,547	9,100	24,895	1,630	56,499	59,172
Twin Falls	26,209	29,246	11.6	11,094	205,154	305,109	10,433	27,502	*	*	*
VALLEY	5,604	6,501	16.0	2,493	41,260	61,920	9,525	24,838	117	359	5,410
WASHINGTON	8,803	9,160	4.1	3,381	50,167	67,334	7,351	19,915	496	9,250	21,866

FARM PRODUCTS. From 1978 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Idaho 1982 Cash Receipts as follows, From Crops $1.288.332.000. from Livestock & Livestock Products $813.818.000. Total $2.102.150.000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs. 80	1985 number of households	E&P 1985 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,645,180	2.0	4,217,645	100,981,833	130,260,465	11,186	30,885	109,770	3,915,290	1,951,822
METROPOLITAN STATISTICAL AREAS											
Alton-Granite City, Il.	268,209	272,837	1.7	99,688	2,481,985	3,226,762	11,827	32,369	2,517	57,428	18,546
Aurora-Elgin, Il	315,607	323,728	2.6	110,842	3,122,083	4,363,045	13,478	39,363	1,653	76,122	53,765
Bloomington-Normal, Il	119,149	120,466	1.1	43,077	1,240,538	1,602,130	13,299	37,192	2,217	145,197	25,751
Champaign-Urbana-Rantoul, Il	168,392	172,791	2.6	61,256	1,725,253	2,055,875	11,898	33,562	1,999	128,427	8,656
Chicago, Il	6,059,091	6,174,715	1.9	2,240,867	50,299,626	63,873,906	10,344	28,504	1,959	79,660	39,972
Davenport-Rock Island-Moline, Ia-Il	383,958	390,820	1.8	143,949	3,521,449	4,974,268	12,728	34,556	3,939	103,580	155,129
Decatur, Il	131,375	132,176	.6	49,693	1,191,358	1,629,599	12,329	32,793	1,013	68,310	
East St. Louis-Belleville, Il	298,086	305,863	2.6	106,248	2,423,526	3,193,067	10,440	30,053	2,578	64,540	45,411
Joliet, Il	355,042	361,678	1.9	118,705	3,412,675	4,754,833	13,147	40,056	2,058	96,556	13,372
Kankakee, Il	102,926	103,709	.8	36,027	809,231	1,036,596	9,995	28,773	1,252	76,802	9,629
Lake County, Il	440,372	453,470	3.0	147,216	4,830,925	6,781,189	14,954	46,063	505	20,821	
Peoria, Il	365,864	368,508	.7	134,709	4,078,114	4,944,169	13,417	36,703	3,616	145,662	35,184
Rockford, Il	279,514	286,060	2.3	103,754	2,419,691	3,508,839	12,266	33,819	1,592	47,330	42,365
St. Louis, Mo-Il	1,809,519	1,842,394	1.8	673,514	14,525,396	21,174,014	11,493	31,438	4,828	70,949	56,730
Springfield, Il	187,789	191,436	1.9	75,413	1,773,265	2,441,025	12,751	32,369	1,977	113,788	32,027
COUNTIES, Cities											
ADAMS	71,622	72,971	1.9	27,586	737,596	779,872	10,687	28,271	1,831	35,624	
Quincy	42,352	42,054	−.7	16,870	451,684	515,800	12,265	30,575	*	*	*
ALEXANDER	12,264	12,593	2.7	5,009	76,014	101,680	8,074	20,299	260	10,637	
Cairo	5,931	5,967	.6	2,445	41,301	48,666	8,156	19,904	*	*	*
BOND	16,224	16,548	2.0	6,132	140,386	174,511	10,546	28,459	817	18,549	
BOONE	28,630	29,829	4.2	10,351	245,870	353,538	11,852	34,155	640	23,879	15,397
Belvidere	15,176	16,224	6.9	5,994	139,640	219,573	13,534	36,632	*	*	*
BROWN	5,411	5,711	5.5	2,259	47,454	50,545	8,850	22,375	531	10,648	
BUREAU	39,114	39,891	2.0	14,816	311,011	475,094	11,910	32,066	1,781	89,785	43,244
Spring Valley	5,822	6,019	3.4	2,245	57,568	69,499	11,547	30,957	*	*	*
CALHOUN	5,867	5,875	.1	2,142	48,004	52,497	8,936	24,508	591	6,610	10,543
CARROLL	18,779	19,068	1.5	7,249	187,028	197,683	10,367	27,270	902	20,598	63,393
CASS	15,084	15,549	3.1	5,934	131,486	161,088	10,360	27,147	567	27,437	18,449
Beardstown	6,338	6,581	3.8	2,489	55,579	67,968	10,328	27,307	*	*	*
CHAMPAIGN	168,392	172,791	2.6	61,256	1,725,253	2,055,875	11,898	33,562	1,999	128,427	8,656
Champaign	58,133	60,116	3.4	22,231	613,885	784,613	13,052	35,294	*	*	*
Urbana	35,978	38,045	5.7	12,865	358,338	463,671	12,187	36,041	*	*	*
CHRISTIAN	36,446	37,152	1.9	14,305	328,356	396,818	10,681	27,740	1,203	73,046	8,965
Taylorville	11,386	11,775	3.4	4,735	122,218	167,635	14,237	35,403	*	*	*
CLARK	16,913	16,922	.1	6,631	151,991	199,530	11,791	30,090	1,046	37,471	14,063
Casey	3,026	3,039	.4	1,281	28,644	34,909	11,487	27,251	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLAY	15,283	15,870	3.8	6,144	121,221	160,334	10,103	26,096	964	21,482	9,130
Flora	5,379	5,625	4.6	2,225	46,982	57,079	10,147	25,653	*	*	*
CLINTON	32,617	33,182	1.7	11,237	254,617	335,731	10,118	29,877	1,207	24,031	29,974
COLES	52,992	52,880	-.2	19,274	478,351	564,837	10,681	29,306	927	46,004	8,961
Charleston	19,355	20,364	5.2	6,528	162,027	204,722	10,053	31,361	*	*	*
Mattoon	19,055	18,744	-1.6	8,168	203,513	253,976	13,550	31,094	*	*	*
COOK	5,253,190	5,327,191	1.4	1,949,397	40,594,672	49,903,806	9,368	25,600	454	23,731	2,039
Chicago	3,005,072	2,919,716	-2.9	1,102,993	25,321,393	35,321,797	12,166	32,205	*	*	*
CRAWFORD	20,818	21,448	3.0	8,493	208,145	276,474	12,890	32,553	773	26,453	
Robinson	7,285	7,544	3.6	3,220	82,580	101,057	13,396	31,384	*	*	*
CUMBERLAND	11,062	11,258	1.8	4,186	94,065	123,928	11,008	29,605	908	25,504	11,096
DE KALB	74,624	76,600	2.6	25,568	796,701	842,013	10,992	32,932	1,215	68,524	59,800
De Kalb	33,099	34,029	2.8	10,022	324,578	388,975	11,431	38,812	*	*	*
DE WITT	18,108	18,475	2.0	7,153	1[illegible]2,863	219,081	11,858	30,628	696	43,590	4,401
Clinton	8,014	8,342	4.1	3,375	79,948	97,655	11,706	28,935	*	*	*
DOUGLAS	19,774	19,972	1.0	7,450	192,372	233,840	11,708	31,388	851	53,117	7,209
DU PAGE	658,177	696,314	5.8	240,148	8,220,248	11,865,349	17,040	49,408	234	18,248	1,178
Wheaton	43,043	50,107	16.4	17,149	573,542	935,917	18,678	54,576	*	*	*
EDGAR	21,725	21,572	-.7	8,462	188,930	224,888	10,425	26,576	1,134	63,162	
Paris	9,885	9,779	-1.1	3,991	85,328	101,834	10,414	25,516	*	*	*
EDWARDS	7,961	7,896	-.8	3,159	68,133	89,160	11,292	28,224	495	11,660	10,119
EFFINGHAM	30,944	31,926	3.2	11,259	282,088	351,420	11,007	31,212	1,304	26,520	21,823
Effingham	11,270	12,301	9.1	4,744	124,702	176,825	14,375	37,273	*	*	*
FAYETTE	22,167	23,220	4.8	8,612	186,499	230,681	9,935	26,786	1,548	30,234	12,042
FORD	15,265	15,408	.9	5,919	147,187	178,698	11,598	30,191	897	55,835	8,573
Paxton	4,258	4,259		1,632	42,551	49,617	11,650	30,403	*	*	*
FRANKLIN	43,201	44,284	2.5	17,790	313,018	493,401	11,142	27,735	733	12,208	
Benton	7,778	8,330	7.1	3,416	75,751	95,112	11,418	27,843	*	*	*
West Frankfort	9,437	9,897	4.9	4,062	88,258	110,182	11,133	27,125	*	*	*
FULTON	43,687	43,339	-.8	16,514	325,860	489,923	11,304	29,667	1,502	37,868	25,918
Canton	14,626	14,662	.2	5,814	122,017	208,950	14,251	35,939	*	*	*
GALLATIN	7,590	7,942	4.6	3,075	59,447	79,727	10,039	25,927	372	18,269	
GREENE	16,661	16,828	1.0	6,429	142,920	154,999	9,211	24,109	998	31,597	33,169
GRUNDY	30,582	31,035	1.5	11,231	312,894	400,395	12,901	35,651	675	38,204	
Morris	8,833	9,207	4.2	3,713	93,172	117,251	12,735	31,579	*	*	*
HAMILTON	9,172	9,565	4.3	3,893	67,075	93,190	9,743	23,938	763	15,551	
HANCOCK	23,877	24,474	2.5	9,303	175,026	264,456	10,806	28,427	1,647	44,085	40,717
HARDIN	5,383	5,711	6.1	2,259	34,271	47,284	8,279	20,931	218	913	
HENDERSON	9,114	9,121	.1	3,469	69,000	100,923	11,065	29,093	594	24,043	21,026
HENRY	57,968	59,177	2.1	21,458	531,387	737,211	12,458	34,356	1,910	54,767	86,776
Kewanee	14,508	14,362	-1.0	5,731	134,703	211,599	14,733	36,922	*	*	*
IROQUOIS	32,976	33,822	2.6	12,678	302,828	367,207	10,857	28,964	2,065	121,244	25,336
Watseka	5,543	5,782	4.3	2,225	52,852	62,945	10,886	28,290	*	*	*
JACKSON	61,522	63,783	3.7	24,066	489,400	653,581	10,247	27,158	846	18,938	6,842
Carbondale	26,414	28,707	8.7	10,151	199,947	291,895	10,168	28,755	*	*	*
Murphysboro	9,866	10,146	2.8	4,015	80,335	116,044	11,437	28,903	*	*	*
JASPER	11,318	11,695	3.3	4,197	105,102	131,547	11,248	31,343	1,067	31,605	14,816
JEFFERSON	36,354	35,003	-3.7	13,708	284,229	445,394	12,724	32,492	1,225	18,812	9,012
Mount Vernon	16,995	16,589	-2.4	6,941	156,677	268,188	16,167	38,638	*	*	*
JERSEY	20,538	21,026	2.4	7,158	201,244	211,462	10,057	29,542	761	18,629	
JO DAVIESS	23,520	23,834	1.3	8,679	230,597	241,218	10,121	27,793	1,167	10,787	48,397
East Dubuque	2,194	2,148	-2.1	700	17,896	21,739	10,121	31,056	*	*	*
JOHNSON	9,624	9,737	1.2	3,369	67,095	85,803	8,812	25,468	543	3,654	
KANE	278,405	285,764	2.6	98,274	2,738,246	3,857,208	13,498	39,250	995	47,120	38,786
Aurora	81,293	83,422	2.6	29,304	766,326	1,141,723	13,686	38,961	*	*	*
Elgin	63,981	65,656	2.6	24,805	654,159	994,285	15,144	40,084	*	*	*
KANKAKEE	102,926	103,709	.8	36,027	809,231	1,036,596	9,995	28,773	1,252	76,802	9,629
Kankakee	30,141	30,070	-.2	11,168	245,660	356,778	11,865	31,946	*	*	*
KENDALL	37,202	37,964	2.0	12,568	383,837	505,837	13,324	40,248	658	29,002	14,979
KNOX	61,607	61,821	.3	23,464	512,874	769,993	12,455	32,816	1,346	48,155	41,710
Galesburg	35,305	35,060	-.7	13,679	301,548	497,633	14,194	36,379	*	*	*
LAKE	440,372	453,470	3.0	147,216	4,830,925	6,781,189	14,954	46,063	505	20,821	
North Chicago	38,774	37,187	-4.1	6,780	224,986	319,913	8,603	47,185	*	*	*
Waukegan	67,653	69,576	2.8	25,016	649,508	1,023,289	14,707	40,905	*	*	*
LA SALLE	109,139	114,645	5.0	42,947	1,013,284	1,322,750	11,538	30,800	2,303	112,785	30,941
La Salle	10,347	10,757	4.0	4,296	98,177	135,425	12,589	31,524	*	*	*
Ogelsby	3,979	4,104	3.1	1,505	38,590	45,561	11,102	30,273	*	*	*
Ottawa	18,166	18,861	3.8	7,184	189,360	266,502	14,130	37,097	*	*	*
Peru	10,886	11,106	2.0	4,108	107,137	151,474	13,639	36,873	*	*	*
Streator	14,795	15,231	2.9	5,813	137,357	191,026	12,542	32,862	*	*	*
LAWRENCE	17,807	18,053	1.4	7,045	151,876	199,499	11,051	28,318	583	21,306	
Lawrenceville	5,652	5,651		2,385	52,211	62,847	11,121	26,351	*	*	*
LEE	36,328	37,168	2.3	13,188	385,046	406,292	10,931	30,808	1,330	64,786	32,439
Dixon	15,659	15,140	-3.3	5,527	179,463	207,971	13,737	37,628	*	*	*
LIVINGSTON	41,381	42,693	3.2	14,837	407,578	495,520	11,607	33,398	1,980	116,353	21,146
Pontiac	11,227	11,828	5.4	3,880	108,187	152,159	12,864	39,216	*	*	*
LOGAN	31,802	32,370	1.8	11,747	301,900	363,720	11,236	30,963	1,118	69,990	12,879
Lincoln	16,327	16,157	-1.1	6,109	161,367	213,536	13,216	34,954	*	*	*
MCDONOUGH	37,236	39,020	4.8	13,333	272,237	410,194	10,512	30,765	1,238	44,226	25,479
Macomb	19,632	20,561	4.7	6,208	147,772	241,353	11,738	38,878	*	*	*
MCHENRY	147,724	151,210	2.4	51,322	1,484,706	2,104,751	13,919	41,011	1,271	37,681	36,755
Crystal Lake	18,590	20,571	10.7	6,866	215,121	359,718	17,487	52,391	*	*	*
Woodstock	11,725	12,570	7.2	4,675	125,731	205,722	16,366	44,005	*	*	*
MCLEAN	119,149	120,466	1.1	43,077	1,240,538	1,602,130	13,299	37,192	2,217	145,197	25,751
Bloomington	44,189	45,769	3.6	19,569	508,229	695,744	15,201	35,553	*	*	*
Normal	35,672	39,156	9.8	10,725	345,819	482,530	12,323	44,991	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MACON	131,375	132,176	.6	49,693	1,191,358	1,629,599	12,329	32,793	1,013	68,310	
Decatur	94,081	94,655	.6	37,029	876,318	1,264,925	13,364	34,160	*	*	*
MACOUPIN	49,384	50,455	2.2	19,008	491,278	517,592	10,258	27,230	1,840	50,123	42,264
MADISON	247,671	251,811	1.7	92,530	2,280,741	3,015,300	11,974	32,587	1,756	38,799	18,546
Alton	34,171	32,872	–3.8	12,965	295,199	420,070	12,779	32,400	*	*	*
East Alton	7,123	7,161	.5	3,020	70,041	101,743	14,208	33,690	*	*	*
Edwardsville	12,460	13,176	5.7	5,133	135,195	201,657	15,305	39,286	*	*	*
Wood River	12,446	12,367	–.6	4,884	125,037	181,770	14,698	37,217	*	*	*
MARION	43,523	44,941	3.3	17,400	386,049	510,918	11,369	29,363	1,268	23,324	
Central City	1,377	1,544	12.1	551	4,485	9,117	5,905	16,546	*	*	*
Centralia	15,126	15,580	3.0	6,224	157,328	234,323	15,040	37,648	*	*	*
MARSHALL	14,479	14,488	.1	5,304	116,821	175,570	12,118	33,101	667	30,792	9,719
MASON	19,492	19,232	–1.3	7,235	176,064	212,624	11,056	29,388	707	40,149	
MASSAC	14,990	15,565	3.8	6,145	119,940	156,512	10,055	25,470	552	6,983	7,705
MENARD	11,700	11,539	–1.4	4,280	93,463	132,089	11,447	30,862	527	28,947	12,376
MERCER	19,286	19,692	2.1	7,051	141,104	222,536	11,301	31,561	1,124	36,219	34,260
MONROE	20,117	20,972	4.3	7,482	183,438	249,297	11,887	33,320	804	24,798	15,125
MONTGOMERY	31,686	32,855	3.7	12,697	296,764	336,751	10,250	26,522	1,502	47,083	21,563
Litchfield	7,204	7,476	3.8	2,931	63,019	76,381	10,217	26,060	*	*	*
MORGAN	37,502	38,386	2.4	14,311	405,382	432,511	11,267	30,222	1,129	45,308	23,526
Jacksonville	20,284	20,659	1.8	7,667	225,024	262,613	12,712	34,252	*	*	*
MOULTRIE	14,546	14,941	2.7	5,423	135,126	160,611	10,750	29,617	642	36,372	7,683
OGLE	46,338	47,076	1.6	16,954	503,542	525,717	11,167	31,008	1,536	56,810	62,330
PEORIA	200,466	200,730	.1	75,078	2,218,517	2,686,500	13,384	35,783	1,191	39,216	
Peoria	124,160	123,288	–.7	47,750	1,416,311	1,843,622	14,954	38,610	*	*	*
PERRY	21,714	21,899	.9	8,369	174,740	275,141	12,564	32,876	765	13,923	9,174
Du Quoin	6,594	6,612	.3	2,672	66,363	82,334	12,452	30,814	*	*	*
Pickneyville	3,319	3,325	.2	1,372	33,709	41,805	12,573	30,470	*	*	*
PIATT	16,581	16,400	–1.1	6,012	166,735	200,638	12,234	33,373	713	60,988	
PIKE	18,896	19,639	3.9	7,785	167,771	185,543	9,448	23,933	1,399	35,907	
POPE	4,404	4,580	4.0	1,639	25,870	35,563	7,765	21,698	339	2,579	3,658
PULASKI	8,840	8,707	–1.5	3,364	50,364	65,790	7,556	19,557	316	7,347	3,737
PUTNAM	6,085	6,304	3.6	2,252	51,243	78,019	12,376	34,644	282	11,786	5,709
RANDOLPH	35,566	35,889	.9	12,145	334,636	406,748	11,334	33,491	1,204	21,404	17,272
RICHLAND	17,587	18,202	3.5	7,156	144,394	198,941	10,930	27,762	766	20,626	7,109
Olney	9,026	9,364	3.7	3,920	83,289	125,297	13,381	31,964	*	*	*
ROCK ISLAND	165,968	170,240	2.6	64,113	1,673,080	2,381,981	13,992	37,153	858	18,268	19,674
East Moline	20,907	21,465	2.7	8,111	220,414	333,556	15,540	41,124	*	*	*
Moline	46,278	47,466	2.6	18,809	509,228	770,457	16,232	40,962	*	*	*
Rock Island	46,928	46,952	.1	18,081	466,598	694,797	14,798	38,427	*	*	*
ST. CLAIR	265,469	272,681	2.7	95,011	2,168,909	2,857,336	10,479	30,074	1,371	40,509	15,437
Belleville	42,150	43,256	2.6	16,846	429,445	634,471	14,668	37,663	*	*	*
SALINE	27,360	29,785	8.9	12,056	209,710	333,789	11,207	27,687	648	11,986	3,576
Eldorado	5,198	6,193	19.1	2,551	52,747	65,912	10,643	25,838	*	*	*
Harrisburg	9,322	10,055	7.9	4,019	78,272	134,076	13,334	33,361	*	*	*
SANGAMON	176,089	179,897	2.2	71,133	1,679,802	2,308,936	12,835	32,459	1,450	84,841	19,651
Springfield	100,054	102,218	2.2	42,972	1,001,912	1,500,307	14,678	34,914	*	*	*
SCHUYLER	8,365	8,193	–2.1	3,157	73,625	82,815	10,108	26,232	691	17,179	15,257
SCOTT	6,142	6,539	6.5	2,468	55,581	63,766	9,752	25,837	444	14,963	
SHELBY	23,923	24,022	.4	8,979	207,453	242,666	10,102	27,026	1,641	59,917	14,483
Shelbyville	5,259	5,526	5.1	2,101	44,734	54,952	9,944	26,155	*	*	*
STARK	7,389	7,623	3.2	2,762	56,113	86,694	11,373	31,388	489	30,328	8,301
STEPHENSON	49,536	50,791	2.5	19,328	526,286	556,001	10,947	28,767	1,485	23,557	75,455
Freeport	26,266	26,373	.4	10,927	299,453	343,129	13,011	31,402	*	*	*
TAZEWELL	132,078	133,652	1.2	48,078	1,507,685	1,829,105	13,686	38,045	1,228	55,341	17,053
Pekin	33,967	35,210	3.7	13,858	391,857	518,233	14,718	37,396	*	*	*
UNION	16,851	18,403	9.2	6,999	135,081	187,348	10,180	26,768	732	10,280	5,792
VERMILION	95,222	95,462	.3	36,320	904,750	1,075,110	11,262	29,601	1,523	91,449	12,474
Danville	38,985	37,801	–3.0	15,182	398,108	523,803	13,857	34,502	*	*	*
WABASH	1[illegible],713	14,013	2.2	5,418	133,962	170,494	12,167	31,468	363	15,108	
Mount Carmel	8,908	9,382	5.3	3,663	94,474	116,569	12,425	31,823	*	*	*
WARREN	21,943	21,994	.2	8,060	164,488	242,894	11,044	30,136	1,050	43,322	
Monmouth	10,706	10,606	–.9	3,945	83,184	134,443	12,676	34,079	*	*	*
WASHINGTON	15,472	15,955	3.1	5,934	138,350	174,807	10,956	29,459	1,180	32,647	21,417
Wamac	1,665	1,841	10.6	731	16,009	20,170	10,956	27,592	*	*	*
WAYNE	18,059	18,358	1.7	7,249	145,998	195,725	10,662	27,000	1,401	31,632	15,571
WHITE	17,864	18,624	4.3	7,479	161,362	221,480	11,892	29,614	740	26,014	
Carmi	6,264	6,625	5.8	2,740	64,956	79,621	12,018	29,059	*	*	*
WHITESIDE	65,970	66,502	.8	23,982	724,204	761,983	11,458	31,773	1,500	49,110	59,747
Rock Falls	10,624	10,838	2.0	3,894	116,931	137,701	12,705	35,362	*	*	*
Sterling	16,273	16,467	1.2	6,348	201,312	237,468	14,421	37,408	*	*	*
WILL	324,460	330,643	1.9	107,474	3,099,781	4,354,438	13,170	40,516	1,383	58,352	13,372
Joliet	77,956	79,689	2.2	29,304	760,584	1,191,111	14,947	40,647	*	*	*
WILLIAMSON	56,538	58,126	2.8	22,914	444,328	686,351	11,808	29,953	699	4,541	3,489
Herrin	10,708	11,400	6.5	4,340	108,149	137,007	12,018	31,568	*	*	*
Marion	14,031	15,278	8.9	6,293	124,152	226,248	14,809	35,952	*	*	*
WINNEBAGO	250,884	256,231	2.1	93,403	2,173,821	3,155,301	12,314	33,782	952	23,451	26,968
Rockford	139,712	139,829	.1	53,777	1,239,728	1,921,000	13,738	35,722	*	*	*
Rockton	2,313	2,443	5.6	938	24,793	30,084	12,314	32,072	*	*	*
South Beloit	4,088	4,282	4.7	1,711	40,474	48,991	11,441	28,633	*	*	*
WOODFORD	33,320	34,126	2.4	11,553	351,912	428,564	12,558	37,095	1,197	51,105	18,131

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1982 Cash Receipts as follows: From Crops $5,061,913,000; from Livestock & Livestock Products $2,372,494,000; Total $7,434,407,000. * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,557,179	1.2	1,994,438	41,122,720	53,533,134	9,633	26,841	83,458	1,937,957	1,208,865
METROPOLITAN STATISTICAL AREAS											
Anderson, In	139,336	138,006	-1.0	50,556	863,237	1,284,391	9,307	25,405	1,207	39,351	
Bloomington, In	98,387	100,856	2.5	35,478	908,232	973,761	9,655	27,447	574	3,313	
Cincinnati, O.-Ky.-Ind.	1,401,403	1,433,733	2.3	521,483	12,961,181	15,755,603	10,989	30,213	5,469	51,212	16,232
Elkhart-Goshen, In	137,330	139,488	1.6	50,039	1,043,733	1,335,578	9,575	26,691	1,611	19,655	34,852
Evansville, In-Ky	276,252	292,594	2.3	106,204	2,212,437	2,888,534	10,221	27,198	2,520	82,215	14,354
Fort Wayne, In	354,156	356,516	.7	128,681	2,677,861	3,511,009	9,848	27,285	4,046	69,468	38,478
Gary-Hammond, In	642,781	646,770	.6	220,558	4,952,762	6,347,646	9,814	28,780	1,403	48,838	14,043
Indianapolis, In	1,166,929	1,186,466	1.7	435,043	9,500,182	12,763,123	10,757	29,338	6,957	201,854	48,561
Kokomo, In	103,715	102,555	-1.1	37,504	774,496	1,020,136	9,947	27,201	1,479	58,590	23,973
Lafayette, In	121,702	124,957	2.7	42,750	1,210,754	1,276,484	10,215	29,859	1,018	35,734	15,709
Louisville, Ky-In	956,844	969,095	1.3	353,013	6,491,621	9,846,685	10,161	27,893	6,214	54,037	50,772
Muncie, In	128,587	128,136	-.4	45,477	844,589	1,132,327	8,837	24,899	992	28,769	12,745
South Bend-Mishawaka, In	241,617	246,211	1.9	89,698	1,766,310	2,272,708	9,231	25,337	1,094	25,176	10,936
Terre Haute, In	137,247	138,715	1.1	51,141	1,091,303	1,298,362	9,360	25,388	1,523	39,520	7,042
COUNTIES, Cities											
ADAMS	29,619	30,022	1.4	10,006	200,954	258,876	8,623	25,872	1,321	23,554	22,088
Decatur	8,649	8,841	2.2	3,330	59,619	74,476	8,424	22,365	*	*	*
ALLEN	294,335	297,284	1.0	107,887	2,268,091	2,976,227	10,011	27,587	1,860	36,493	22,180
Fort Wayne	172,028	171,506	-.3	67,994	1,310,445	1,865,309	10,876	27,433	*	*	*
BARTHOLOMEW	65,088	64,825	-.4	23,249	510,868	683,719	10,547	29,409	851	22,410	10,731
Columbus	30,292	30,169	-.4	11,718	263,934	392,752	13,018	33,517	*	*	*
BENTON	10,218	10,236	.2	3,775	79,001	100,599	9,828	26,649	711	49,539	
BLACKFORD	15,570	15,604	.2	5,712	105,212	131,013	8,396	22,936	486	9,525	6,496
Hartford City	7,622	7,432	-2.5	2,875	52,431	62,069	8,352	21,589	*	*	*
BOONE	36,446	38,913	6.8	13,777	290,055	398,350	10,237	28,914	998	37,189	13,665
Lebanon	11,456	12,889	12.5	5,104	97,934	155,755	12,084	30,516	*	*	*
BROWN	12,377	12,358	-.2	4,487	84,967	105,706	8,554	23,558	229	1,067	
CARROLL	19,722	19,762	.2	7,141	143,079	183,622	9,292	25,714	935	30,798	36,772
CASS	40,936	41,264	.8	15,207	311,143	386,964	9,378	25,446	1,005	29,772	18,257
Logansport	17,731	17,318	-2.3	7,031	137,182	189,579	10,947	26,963	*	*	*
CLARK	88,838	88,862		31,721	465,391	885,683	9,967	27,921	886	9,488	5,663
Jeffersonville	21,220	21,667	2.1	8,189	115,062	245,417	11,327	29,[illegible]	*	*	*
CLAY	24,862	25,372	2.1	9,603	187,921	226,498	8,927	23,586	771	20,423	7,042
Brazil	7,852	7,902	.6	3,135	56,188	68,814	8,708	21,950	*	*	*
CLINTON	31,545	31,185	-1.2	11,416	223,848	279,819	8,973	24,511	902	38,435	24,281
Frankfort	15,168	15,065	-.7	5,729	110,062	151,473	10,055	26,440	*	*	*
CRAWFORD	9,820	9,939	1.2	3,574	52,661	65,873	6,628	18,431	484	1,771	2,758
DAVIESS	27,836	28,665	3.0	10,437	197,847	235,260	8,207	22,541	1,277	26,320	25,591
Washington	11,325	11,644	2.8	4,824	93,727	123,393	10,597	25,579	*	*	*
DEARBORN	34,291	36,313	5.9	12,425	210,173	301,496	8,303	24,265	936	3,935	5,247
DECATUR	23,841	23,921	.3	8,265	192,438	230,934	9,654	27,941	923	24,696	26,353
Greensburg	9,254	9,514	2.8	3,454	82,988	111,826	11,754	32,376	*	*	*
DE KALB	33,606	32,987	-1.9	11,511	224,598	294,953	8,941	25,624	1,076	17,042	
Auburn	8,122	8,258	1.7	3,108	60,059	75,138	9,099	24,176	*	*	*
DELAWARE	128,587	128,136	-.4	45,477	844,589	1,132,327	8,837	24,899	992	28,768	12,745
Muncie	77,216	76,945	-.4	28,152	488,451	711,448	9,246	25,272	*	*	*
DUBOIS	34,238	35,391	3.4	11,876	229,469	296,690	8,383	24,982	1,080	10,837	28,370
Jasper	9,097	9,575	5.3	3,489	74,673	112,103	11,708	32,130	*	*	*
ELKHART	137,330	139,488	1.6	50,039	1,043,733	1,335,578	9,575	26,691	1,611	19,655	34,852
Elkhart	41,305	41,268	-.1	16,788	341,945	483,201	11,709	28,783	*	*	*
Goshen	19,665	20,601	4.8	7,711	150,935	218,961	10,629	28,396	*	*	*
FAYETTE	28,272	28,375	.4	10,202	169,725	233,434	8,227	22,881	505	9,770	11,251
Connersville	17,023	16,876	-.9	6,393	101,860	153,199	9,078	23,964	*	*	*
FLOYD	61,169	63,127	3.2	22,616	331,621	622,983	9,869	27,546	474	2,959	1,583
New Albany	37,103	37,801	1.9	14,563	201,030	407,715	10,786	27,997	*	*	*
FOUNTAIN	19,033	19,622	3.1	7,369	128,485	168,784	8,602	22,905	748	27,673	7,551
FRANKLIN	19,612	20,348	3.8	6,555	134,571	158,347	7,782	24,157	1,032	9,004	14,860
FULTON	19,335	20,044	3.7	7,682	157,563	191,845	9,571	24,977	939	18,398	15,924
Rochester	5,050	5,393	6.8	2,057	40,148	50,931	9,444	24,760	*	*	*
GIBSON	33,156	34,728	4.7	13,020	240,388	325,907	9,385	25,031	1,010	34,241	12,967
Princeton	8,976	10,002	11.4	4,123	76,262	97,187	9,717	23,572	*	*	*
GRANT	80,934	80,523	-.5	28,449	517,812	712,077	8,843	25,030	967	31,368	16,650
Marion	35,874	34,369	-4.2	12,974	234,802	357,484	10,401	27,554	*	*	*
GREENE	30,416	30,949	1.8	11,952	226,632	272,946	8,819	22,837	1,115	17,663	10,699
Bloomfield	2,705	2,804	3.7	1,198	20,015	25,398	9,058	21,200	*	*	*
Linton	6,315	6,750	6.9	2,831	45,372	57,986	8,591	20,483	*	*	*
HAMILTON	82,381	83,503	1.4	28,395	738,685	991,806	11,877	34,929	941	29,711	11,056
Noblesville	12,056	13,712	13.7	5,006	96,201	160,896	11,734	32,141	*	*	*
HANCOCK	43,939	44,197	.6	14,899	342,156	461,822	10,449	30,997	839	26,821	
Greenfield	11,299	11,852	4.9	4,252	91,690	145,428	12,270	34,202	*	*	*
HARRISON	27,276	29,214	7.1	9,974	170,247	226,033	7,737	22,662	1,500	9,209	11,828
HENDRICKS	69,804	73,140	4.8	24,304	556,928	789,122	10,789	32,469	1,063	26,156	
HENRY	53,336	52,421	-1.7	18,847	328,470	456,039	8,700	24,197	1,147	27,902	15,975
New Castle	20,056	19,295	-3.8	7,455	127,735	199,047	10,316	26,700	*	*	*
HOWARD	86,896	85,844	-1.2	31,387	625,739	847,350	9,871	26,997	815	27,793	13,930
Kokomo	47,808	48,555	1.6	19,089	344,599	512,475	10,555	26,847	*	*	*
HUNTINGTON	35,596	35,561	-.1	12,646	249,492	319,333	8,980	25,252	991	24,825	14,837
Huntington	16,202	16,181	-.1	6,031	120,888	170,773	10,554	28,316	*	*	*
JACKSON	36,523	36,692	.5	13,255	279,773	328,649	8,957	24,776	1,099	19,9[illegible]9	16,521
Seymour	15,050	15,736	4.6	5,936	125,683	167,660	10,655	28,245	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JASPER	26,138	26,706	2.2	8,689	204,686	252,506	9,455	29,060	734	44,752	25,491
Rensselaer	4,944	5,147	4.1	2,015	38,633	50,904	9,890	25,263	*	*	*
JAY	23,239	22,984	−1.1	8,460	145,107	187,183	8,144	22,126	1,160	18,562	10,566
Portland	7,074	6,977	−1.4	2,749	46,794	55,776	7,994	20,290	*	*	*
JEFFERSON	30,419	30,723	1.0	10,615	228,736	269,134	8,760	25,354	1,046	10,462	5,975
Madison	12,472	12,369	−.6	4,667	110,737	144,292	11,066	30,918	*	*	*
JENNINGS	22,854	23,116	1.1	7,552	158,393	187,403	8,107	24,815	733	9,534	
JOHNSON	77,240	78,885	2.1	26,470	596,613	819,917	10,394	30,975	814	20,894	
Edinburg	4,856	4,942	1.8	1,711	38,022	49,723	10,061	29,061	*	*	*
Franklin	11,563	11,846	2.4	3,890	80,915	118,923	10,039	30,571	*	*	*
KNOX	41,838	42,285	1.1	16,026	311,771	369,624	8,741	23,064	930	40,354	
Bicknell	4,713	5,130	8.8	2,168	35,257	43,717	8,522	20,165	*	*	*
Vincennes	20,857	21,407	2.6	8,038	160,021	209,992	9,810	26,125	*	*	*
KOSCIUSKO	59,555	60,800	2.1	21,765	494,517	606,955	9,983	27,887	1,527	26,186	28,876
Warsaw	10,647	12,014	12.8	3,486	99,011	122,723	10,215	35,205	*	*	*
LAGRANGE	25,550	26,668	4.4	8,300	152,433	198,869	7,457	23,960	1,379	15,989	31,219
LAKE	522,965	522,684	−.1	179,091	3,959,901	5,042,871	9,648	28,158	655	23,401	6,647
East Chicago	39,786	37,332	−6.2	13,508	272,335	355,043	9,510	26,284	*	*	*
Gary	151,953	143,682	−5.5	49,626	994,772	1,305,516	9,086	26,307	*	*	*
Hammond	93,714	88,724	−5.3	32,948	729,819	961,614	10,838	29,186	*	*	*
LA PORTE	108,632	109,489	.8	38,476	795,765	1,038,038	9,481	26,979	1,064	37,837	15,470
La Porte	21,796	21,825	.1	8,524	171,541	248,283	11,376	29,128	*	*	*
Michigan City	36,850	36,225	−1.7	12,652	256,741	364,079	10,050	28,776	*	*	*
LAWRENCE	42,472	42,558	.2	15,913	277,159	352,309	8,278	22,140	930	5,471	8,934
Bedford	14,410	14,439	.2	6,034	113,387	164,832	11,416	27,317	*	*	*
MADISON	139,336	138,006	−1.0	50,556	863,237	1,284,391	9,307	25,405	1,207	39,351	
Anderson	64,695	61,915	−4.3	24,407	403,337	654,164	10,566	26,802	*	*	*
Elwood	10,867	10,628	−2.2	4,011	61,703	102,832	9,676	25,637	*	*	*
MARION	765,233	774,337	1.2	295,010	6,309,505	8,409,124	10,860	28,505	431	11,305	3,878
Indianapolis	700,807	692,052	−1.3	263,627	5,735,415	7,664,840	11,076	29,075	*	*	*
MARSHALL	39,155	39,992	2.1	14,203	266,044	341,794	8,547	24,065	1,320	19,984	19,840
Plymouth	7,693	7,873	2.3	2,905	52,648	66,015	8,385	22,725	*	*	*
MARTIN	11,001	11,047	.4	3,877	64,191	79,883	7,231	20,604	423	2,879	6,715
MIAMI	39,820	38,948	−2.2	13,647	260,029	323,597	8,308	23,712	989	24,928	24,237
Peru	13,764	13,325	−3.2	5,232	96,283	135,277	10,152	25,856	*	*	*
MONROE	98,387	100,856	2.5	35,478	908,232	973,761	9,655	27,447	574	3,313	
Bloomington	51,646	56,015	8.5	18,315	424,191	509,387	9,094	27,813	*	*	*
MONTGOMERY	35,501	36,475	2.7	13,603	264,979	346,510	9,500	25,473	1,112	39,275	
Crawfordsville	13,325	13,496	1.3	5,350	107,180	157,046	11,636	29,354	*	*	*
MORGAN	51,999	53,678	3.2	18,115	377,219	515,969	9,612	28,483	824	15,669	7,921
Martinsville	11,311	12,286	8.6	4,497	87,353	113,715	9,256	25,287	*	*	*
NEWTON	14,844	15,128	1.9	5,315	118,009	145,178	9,597	27,315	571	37,883	
NOBLE	35,443	35,467	.1	12,343	234,239	303,540	8,558	24,592	1,189	15,363	19,224
Kendallville	7,299	7,473	2.4	2,514	50,503	63,842	8,543	25,395	*	*	*
OHIO	5,114	5,290	3.4	1,946	38,528	45,511	8,603	23,387	318	1,625	1,963
ORANGE	18,677	18,966	1.5	6,943	105,318	132,406	6,981	19,070	726	6,028	11,883
OWEN	15,840	16,494	4.1	6,047	111,444	138,125	8,374	22,842	786	7,070	5,370
Spencer	2,732	2,962	8.4	1,086	18,705	24,805	8,374	22,841	*	*	*
PARKE	16,372	17,689	8.0	6,588	108,723	139,264	7,873	21,139	701	18,858	
PERRY	19,346	19,575	1.2	6,943	117,851	147,273	7,524	21,212	583	2,549	5,340
PIKE	13,465	13,926	3.4	5,321	102,956	124,150	8,915	23,332	500	10,071	4,886
PORTER	119,816	124,086	3.6	41,467	992,861	1,304,775	10,515	31,465	748	25,437	7,[illegible]96
Chesterton	8,531	9,682	13.5	3,428	74,805	101,807	10,515	29,699	*	*	*
Valparaiso	22,247	23,778	6.9	8,079	187,618	275,342	11,580	34,081	*	*	*
POSEY	26,414	26,776	1.4	9,393	191,146	252,931	9,446	26,928	705	30,130	
Mount Vernon	7,656	8,091	5.7	3,057	59,173	76,941	9,509	25,169	*	*	*
PULASKI	13,258	13,380	.9	4,796	102,989	125,588	9,386	26,186	847	32,309	14,340
PUTNAM	29,163	29,397	.8	9,695	220,856	266,620	9,070	27,501	1,082	19,315	17,976
Greencastle	8,403	8,311	−1.1	2,619	56,425	69,935	8,415	26,703	*	*	*
RANDOLPH	29,997	29,554	−1.5	10,800	178,539	247,134	8,362	22,883	1,322	30,793	15,218
Union City	3,908	3,819	−2.3	1,496	26,046	31,673	8,294	21,172	*	*	*
Winchester	5,659	5,637	−.4	2,242	38,516	47,062	8,349	20,991	*	*	*
RIPLEY	24,398	25,099	2.9	8,593	166,819	200,531	7,990	23,337	1,267	13,675	9,813
RUSH	19,604	19,769	.8	6,838	143,642	171,020	8,651	25,010	949	29,657	27,397
Rushville	6,113	5,961	−2.5	2,208	42,553	50,521	8,475	22,881	*	*	*
ST. JOSEPH	241,617	246,211	1.9	89,698	1,766,310	2,272,708	9,231	25,337	1,094	25,176	10,936
Mishawaka	40,224	42,654	6.0	17,775	301,939	430,849	10,101	24,239	*	*	*
South Bend	109,727	106,188	−3.2	42,007	816,182	1,106,960	10,425	26,352	*	*	*
SCOTT	20,422	20,036	−1.9	6,723	133,465	159,502	7,961	23,725	478	6,017	
SHELBY	39,887	39,813	−.2	14,073	289,021	377,013	9,470	26,790	1,047	34,109	12,041
Shelbyville	14,989	14,924	−.4	5,617	111,087	164,186	11,001	29,230	*	*	*
SPENCER	19,361	19,458	.5	6,631	143,301	168,332	8,651	25,386	930	14,381	13,555
STARKE	21,997	22,204	.9	7,654	150,984	184,657	8,316	24,126	565	16,671	4,018
STEUBEN	24,694	25,403	2.9	9,206	171,489	222,641	8,764	24,184	765	9,220	11,420
SULLIVAN	21,107	21,291	.9	8,165	159,415	188,301	8,844	23,062	729	24,411	
Sullivan	4,774	4,849	1.6	2,076	34,694	42,855	8,838	20,643	*	*	*
SWITZERLAND	7,153	7,302	2.1	2,655	46,927	54,722	7,494	20,611	764	5,183	
TIPPECANOE	121,702	124,957	2.7	42,750	1,210,754	1,276,484	10,215	29,859	1,018	35,734	15,709
Lafayette	43,011	43,434	1.0	17,883	457,514	511,248	11,771	28,588	*	*	*
West Lafayette	21,247	22,614	6.4	7,740	246,896	292,461	12,933	37,786	*	*	*
TIPTON	16,819	16,711	−.7	6,117	148,757	172,788	10,340	28.247	664	30,797	10,043
Tipton	5,004	4,907	−1.9	1,934	40,798	49,575	10,103	25,633	*	*	*
UNION	6,860	7,116	3.7	2,558	43,188	58,717	8,251	22,954	360	8,953	10,409
VANDERBURGH	167,515	170,587	1.8	66,711	1,371,006	1,784,758	10,462	26,754	434	13,776	3,147
Evansville	130,496	129,772	−.6	52,453	1,035,368	1,407,307	10,844	26,830	*	*	*
VERMILLION	18,229	18,349	.7	7,144	129,693	161,527	8,803	22,610	408	14,830	4,003
Clinton	5,267	5,271	.1	2,235	37,054	45,793	8,688	20,489	*	*	*
VIGO	112,385	113,343	.9	41,538	903,382	1,071,864	9,457	25,804	752	19,097	
Terre Haute	61,125	58,387	−4.5	22,525	472,550	608,980	10,430	27,036	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WABASH	36,640	37,121	1.3	13,069	267,985	343,010	9,240	26,246	1,068	22,865	36,009
Wabash	12,985	13,003	.1	4,891	100,742	146,912	11,298	30,037	*	*	*
WARREN	8,976	9,246	3.0	3,273	61,009	79,607	8,610	24,322	565	31,878	
WARRICK	41,474	43,264	4.3	14,654	325,400	441,839	10,213	30,151	569	12,625	4,508
WASHINGTON	21,932	22,329	1.8	7,867	128,302	164,468	7,366	20,906	1,283	11,153	17,641
WAYNE	76,058	76,527	.6	28,265	493,492	675,247	8,824	23,890	1,037	24,220	22,120
Richmond	41,349	40,641	−1.7	15,939	269,691	404,114	9,944	25,354	*	*	*
WELLS	25,401	25,996	2.3	9,302	181,119	246,663	9,488	26,517	1,107	29,807	13,207
Bluffton	8,705	9,064	4.1	3,596	66,072	103,857	11,458	28,881	*	*	*
WHITE	23,867	24,022	.6	9,081	175,787	227,909	9,488	25,097	902	43,006	
Monticello	5,162	5,308	2.8	1,784	39,980	50,737	9,559	28,440	*	*	*
WHITLEY	26,215	26,245	.1	9,283	185,172	239,829	9,138	25,835	1,110	15,933	16,298
Columbia City	5,091	5,164	1.4	1,996	36,366	45,679	8,846	22,885	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Indiana 1982 Cash Receipts as follows: From Crops $2,823,242,000; from Livestock & Livestock Products $1,763,137,000; Total $4,586,379,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,950,919	1.3	1,091,337	22,563,979	29,313,301	9,934	26,860	126,379	3,149,543	4,910,199
METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Ia	169,775	171,998	1.3	64,010	1,369,662	1,900,535	11,050	29,691	1,859	38,879	40,057
Davenport-Rock Island-Moline, Ia-Il	383,958	390,820	1.8	143,949	3,521,449	4,974,268	12,728	34,556	3,939	103,580	155,129
Des Moines, Ia	367,561	373,777	1.7	142,383	3,072,882	4,387,176	11,737	30,812	3,805	88,994	71,856
Dubuque, Ia	93,745	94,159	.4	30,813	754,419	850,517	9,033	27,603	1,700	9,551	95,725
Iowa City, Ia	81,717	84,622	3.6	32,047	687,328	894,859	10,575	27,923	1,554	27,936	50,724
Omaha, Ne-Ia	585,907	597,854	2.0	217,647	4,426,897	6,604,039	11,046	30,343	3,719	102,122	206,722
Sioux City, Ia-Ne	117,457	117,752	.3	43,355	863,408	1,170,746	9,942	27,004	2,070	57,251	96,354
Waterloo-Cedar Falls, Ia	162,781	164,492	1.1	58,700	1,381,156	1,736,265	10,555	29,579	2,762	72,060	73,321
COUNTIES, Cities											
ADAIR	9,509	9,308	−2.1	3,666	72,675	87,889	9,442	23,974	1,134	18,511	40,205
ADAMS	5,731	5,781	.9	2,246	37,906	48,694	8,423	21,680	783	11,220	26,201
ALLAMAKEE	15,108	15,433	2.2	5,519	85,849	112,941	7,318	20,464	1,185	9,001	53,066
APPANOOSE	15,511	15,284	−1.5	6,114	99,293	121,385	7,942	19,854	950	9,582	15,928
Centerville	6,558	6,470	−1.4	2,688	43,048	51,194	7,913	19,045	*	*	*
AUDUBON	8,559	8,840	3.3	3,375	63,783	73,108	8,270	21,662	1,000	20,823	55,104
BENTON	23,649	24,053	1.7	8,889	170,539	227,955	9,477	25,645	1,644	49,420	66,943
Vinton	5,040	5,196	3.1	2,136	39,748	47,825	9,204	22,390	*	*	*
BLACK HAWK	137,961	136,870	.7	49,795	1,195,922	1,493,830	10,757	30,000	1,377	43,373	38,598
Cedar Falls	36,322	36,560	.7	12,067	325,098	425,152	11,629	35,233	*	*	*
Evansdale	4,798	4,743	−1.2	1,623	43,014	51,495	10,857	31,728	*	*	*
Waterloo	75,985	76,662	.9	29,316	667,514	861,635	11,239	29,391	*	*	*
BOONE	26,184	26,807	2.4	10,222	195,539	263,272	9,821	25,755	1,250	43,164	36,932
Boone	12,602	12,956	2.8	5,232	102,678	151,125	11,664	28,885	*	*	*
BREMER	24,820	25,622	3.2	8,905	185,234	242,435	9,462	27,225	1,385	28,687	34,723
BUCHANAN	22,900	23,344	1.9	7,969	151,468	197,252	8,450	24,752	1,466	38,658	49,894
BUENA VISTA	20,774	21,566	3.8	8,193	188,652	214,183	9,932	26,142	1,276	50,209	54,789
BUTLER	17,668	17,516	−.9	6,421	116,042	153,106	8,741	23,845	1,475	36,555	49,444
CALHOUN	13,542	13,474	−.5	5,201	93,709	126,133	9,361	24,252	1,216	48,797	42,544
CARROLL	22,951	23,445	2.2	8,276	183,650	205,891	8,782	24,878	1,422	32,888	118,898
Carroll	9,705	10,288	6.0	3,633	87,509	107,472	10,446	29,582	*	*	*
CASS	16,932	17,375	2.6	6,853	143,472	154,417	8,887	22,533	1,157	24,851	50,210
Atlantic	7,789	7,993	2.6	3,271	61,483	72,720	9,098	22,232	*	*	*
CEDAR	18,635	18,755	.6	6,940	150,837	192,245	10,250	27,701	1,402	42,672	69,357
CERRO GORDO	48,458	49,190	1.5	19,399	380,830	492,988	10,022	25,413	1,119	48,790	35,073
Mason City	30,144	30,520	1.2	11,662	228,730	320,182	10,491	27,453	*	*	*
CHEROKEE	16,238	16,321	.5	6,225	142,453	158,214	9,694	25,416	1,249	34,315	
Cherokee	7,004	6,935	−1.0	2,712	58,863	68,242	9,840	25,163	*	*	*
CHICKASAW	15,437	15,619	1.2	5,513	102,024	127,049	8,134	23,045	1,206	28,071	41,212
CLARKE	8,612	8,840	2.6	3,580	61,527	76,537	8,658	21,379	787	9,348	17,937
CLAY	19,576	19,443	−.7	7,543	151,790	205,778	10,584	27,281	1,093	41,219	50,768
Spencer	11,726	12,137	3.5	4,695	94,729	138,588	11,419	29,518	*	*	*
CLAYTON	21,098	21,752	3.1	7,879	131,135	170,488	7,838	21,638	1,762	16,733	86,109
CLINTON	57,122	57,038	−.2	20,805	450,601	585,593	10,267	28,147	1,656	39,851	88,186
Clinton	32,828	32,084	−2.3	12,306	276,574	384,184	11,974	31,219	*	*	*
CRAWFORD	18,935	19,287	1.9	6,948	144,138	163,943	8,500	23,596	1,591	30,499	74,805
DALLAS	29,513	29,810	1.0	11,023	220,607	307,728	10,323	27,917	1,268	36,000	27,617
Perry	7,053	7,178	1.8	2,863	58,214	72,038	10,036	25,162	*	*	*
DAVIS	9,104	9,347	2.7	3,477	63,584	77,133	8,252	22,184	958	11,160	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
DECATUR	9,794	10,057	2.7	3,681	57,650	69,215	6,882	18,803	791	11,694	22,225
DELAWARE	18,933	19,521	3.1	6,550	123,201	160,986	8,247	24,578	1,504	22,333	92,463
DES MOINES	46,203	46,639	.9	17,862	379,389	487,015	10,442	27,265	853	26,555	20,045
Burlington	29,529	28,769	−2.6	11,239	240,154	327,848	11,396	29,171	*	*	*
DICKINSON	15,629	15,712	.5	6,225	120,823	157,440	10,020	25,292	700	25,887	35,896
DUBUQUE	93,745	94,159	.4	30,813	754,419	850,517	9,033	27,603	1,700	9,551	95,725
Dubuque	62,321	62,590	.4	21,672	537,679	640,647	10,236	29,[illegible]1	*	*	*
EMMET	13,336	13,162	−1.3	4,892	90,994	123,364	9,373	25,217	757	33,592	29,648
Estherville	7,518	7,201	−4.2	2,776	59,090	68,222	9,474	24,57[illegible]	*	*	*
FAYETTE	25,488	25,753	1.0	9,390	164,439	218,549	9,486	23,275	1,742	40,830	75,900
Oelwein	7,564	7,580	.2	2,941	56,432	65,677	8,665	22,332	*	*	*
FLOYD	19,597	19,443	−.8	7,238	139,013	175,569	9,030	24,257	1,144	43,305	29,153
Charles City	8,778	8,532	−2.8	3,346	68,923	96,445	11,304	28,824	*	*	*
FRANKLIN	13,036	13,185	1.1	5,207	90,233	120,984	9,176	23,235	1,263	47,304	54,382
FREMONT	9,401	9,316	−.9	3,670	75,480	80,996	8,694	22,070	827	34,306	31,229
GREENE	12,119	12,163	.4	4,795	91,850	118,211	9,719	24,653	1,132	48,902	
GRUNDY	14,366	14,495	.9	5,408	112,686	147,838	10,199	27,337	1,224	49,990	55,211
GUTHRIE	11,983	12,171	1.6	4,799	83,236	106,28[illegible]	8,733	22,148	1,154	25,008	33,563
HAMILTON	17,862	17,937	.4	6,835	135,122	176,687	9,850	25,850	1,283	48,880	44,058
Webster City	8,572	8,646	.9	3,300	71,771	84,221	9,741	25,522	*	*	*
HANCOCK	13,833	13,778	−.4	5,099	93,809	125,245	9,090	24,563	1,275	50,605	44,193
HARDIN	21,776	22,932	5.3	8,824	160,852	221,321	9,651	25,082	1,278	45,532	60,402
HARRISON	16,348	16,884	3.3	6,246	122,669	137,950	8,170	22,086	1,278	40,475	28,535
HENRY	18,890	19,521	3.3	7,062	131,679	177,415	9,088	25,122	1,022	25,758	29,514
Mount Pleasant	7,322	7,689	5.0	2,798	57,175	68,735	8,939	24,566	*	*	*
HOWARD	11,114	11,258	1.3	4,186	77,501	98,677	8,765	23,573	1,099	24,617	36,169
HUMBOLDT	12,246	12,374	1.0	4,799	92,604	121,008	9,779	25,215	895	40,055	34,974
IDA	8,908	9,261	4.0	3,586	81,816	88,164	9,520	24,586	918	24,715	57,816
IOWA	15,429	15,619	1.2	5,820	113,985	144,230	9,234	24,782	1,213	21,136	56,560
JACKSON	22,503	22,711	.9	7,859	155,437	199,466	8,783	25,381	1,412	10,515	61,690
JASPER	36,425	36,481	.2	13,873	277,086	369,128	10,118	26,608	1,675	36,044	65,201
Newton	15,292	15,190	−.7	6,165	134,922	200,671	13,211	32,550	*	*	*
JEFFERSON	16,316	16,422	.6	5,919	117,266	145,634	8,868	24,604	968	18,224	26,023
Fairfield	9,428	9,740	3.3	3,480	69,769	83,483	8,571	23,989	*	*	*
JOHNSON	81,717	84,622	3.6	32,047	687,328	894,859	10,575	27,923	1,554	27,936	50,724
Iowa City	50,508	53,627	6.2	20,023	415,015	584,907	10,907	29,212	*	*	*
JONES	20,401	20,363	−.2	7,037	138,490	179,597	8,820	25,522	1,372	24,007	69,783
KEOKUK	12,921	13,436	4.0	5,226	84,604	113,272	8,430	21,675	1,258	24,662	50,924
KOSSUTH	21,891	21,884		7,955	151,220	198,625	9,076	24,969	2,034	86,567	74,540
LEE	43,106	43,386	.6	16,226	332,602	430,857	9,931	26,553	1,099	18,592	32,792
Fort Madison	13,520	13,423	−.7	5,122	110,330	153,579	11,441	29,984	*	*	*
Keokuk	13,536	13,229	−2.3	5,362	109,536	151,098	11,422	28,179	*	*	*
LINN	169,775	171,998	1.3	64,010	1,369,662	1,900,535	11,050	29,691	1,859	38,879	40,057
Cedar Rapids	110,243	111,535	1.2	42,964	922,584	1,327,805	11,905	30,905	*	*	*
Marion	19,474	20,278	4.1	7,306	168,021	249,603	12,309	34,164	*	*	*
LOUISA	12,055	12,054		4,283	88,576	111,490	9,249	26,031	771	26,099	21,338
LUCAS	10,313	10,564	2.4	4,295	69,638	90,709	8,587	21,120	800	7,503	
LYON	12,896	13,084	1.5	4,697	97,224	108,373	8,283	23,073	1,421	30,585	82,880
MADISON	12,597	12,671	.6	4,694	89,061	113,592	8,965	24,199	1,205	16,173	28,326
MAHASKA	22,507	23,642	5.0	9,130	146,899	200,879	8,497	22,002	1,345	25,077	69,334
Oskaloosa	10,629	10,936	2.9	4,421	79,857	114,754	10,493	25,957	*	*	*
MARION	29,669	30,013	1.2	10,717	222,313	279,841	9,324	26,112	1,300	17,025	42,101
MARSHALL	41,652	42,997	3.2	16,270	329,704	437,012	10,164	26,860	1,228	36,735	39,917
Marshalltown	26,938	28,089	4.3	10,830	223,390	315,740	11,241	29,154	*	*	*
MILLS	13,406	13,825	3.1	4,810	114,548	128,383	9,286	26,691	793	27,101	32,355
MITCHELL	12,329	12,365	.3	4,591	87,343	111,912	9,051	24,376	1,065	32,365	47,284
MONONA	11,692	11,866	1.5	4,595	89,023	100,596	8,478	21,892	1,058	40,096	40,715
MONROE	9,209	9,331	1.3	3,676	61,995	77,045	8,257	20,959	768	6,165	17,735
MONTGOMERY	13,413	13,373	−.3	5,405	115,459	125,295	9,369	23,181	796	22,774	34,433
MUSCATINE	40,436	41,327	2.2	14,822	329,063	425,252	10,290	28,691	1,054	26,390	
Muscatine	23,467	23,984	2.2	8,726	194,717	273,940	11,422	31,394	*	*	*
O'BRIEN	16,972	17,360	2.3	6,540	134,766	151,932	8,752	23,231	1,368	47,406	99,901
OSCEOLA	8,371	8,410	.5	3,162	58,882	77,134	9,172	24,394	857	31,074	45,360
PAGE	19,063	19,044	−.1	7,444	147,757	162,892	8,553	21,882	1,166	30,743	41,123
Shenandoah	6,274	6,386	1.8	2,661	46,838	55,627	8,711	20,905	*	*	*
PALO ALTO	12,721	12,998	2.2	4,805	88,717	117,655	9,052	24,486	1,096	48,686	43,190
PLYMOUTH	24,743	25,521	3.1	8,905	202,988	221,323	8,672	24,854	1,943	39,428	117,923
Le Mars	8,276	8,576	3.6	3,125	60,267	72,060	8,403	23,059	*	*	*
POCAHONTAS	11,369	11,453	.7	4,387	79,618	107,368	9,375	24,474	1,177	54,507	38,607
POLK	303,170	308,570	1.8	119,414	2,593,851	3,710,605	12,025	31,073	1,131	33,973	15,859
Des Moines	191,003	190,521	−.3	76,627	1,556,444	2,296,809	12,055	29,974	*	*	*
POTTAWATTAMIE	86,500	87,513	1.2	31,849	744,766	856,544	9,788	26,894	1,890	57,813	113,167
Council Bluffs	56,449	55,666	−1.4	21,055	493,076	605,746	10,882	28,770	*	*	*
POWESHIEK	19,306	19,357	.3	7,039	139,497	179,021	9,248	25,433	1,221	29,276	43,713
RINGGOLD	6,112	6,187	1.2	2,450	40,446	49,945	8,073	20,386	824	12,424	26,080
SAC	14,118	14,653	3.8	5,736	119,014	136,859	9,340	23,860	1,184	35,691	81,319
SCOTT	160,022	161,403	.9	58,378	1,316,982	1,855,076	11,493	31,777	1,171	30,545	48,679
Bettendorf	27,381	27,575	.7	9,416	268,842	396,892	14,393	42,151	*	*	*
Davenport	103,264	105,797	2.5	39,919	831,617	1,206,142	11,401	30,215	*	*	*
SHELBY	15,043	15,448	2.7	5,422	115,743	133,474	8,640	24,617	1,368	31,182	64,215
SIOUX	30,813	31,129	1.0	10,207	216,991	251,464	8,078	24,636	2,184	38,853	240,931
STORY	72,326	73,001	.9	24,395	543,776	722,889	9,902	29,633	1,330	44,620	32,933
Ames	45,775	48,104	5.1	15,018	345,668	494,590	10,282	32,933	*	*	*
Nevada	5,912	6,269	6.0	2,459	55,511	69,000	11,007	28,060	*	*	*
TAMA	19,533	19,450	−.4	7,240	132,856	172,074	8,847	23,767	1,628	45,546	54,116
TAYLOR	8,353	8,410	.7	3,366	53,538	65,612	7,802	19,493	976	14,165	24,282
UNION	13,858	1[illegible],215	2.6	5,622	96,394	120,916	8,506	21,508	823	9,300	22,845
Creston	8,429	8,[illegible]	3.6	3,594	63,390	86,557	9,916	24,084	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
VAN BUREN	8,626	8,722	1.1	3,267	52,073	62,775	7,197	19,215	968	12,529	
WAPELLO	40,241	40,554	.8	15,921	302,874	382,177	9,424	24,005	971	15,476	
Ottumwa	27,381	26,763	−2.3	10,843	213,762	286,091	10,690	26,385	*	*	*
WARREN	34,878	35,397	1.5	11,946	258,424	368,843	10,420	30,876	1,406	19,021	28,380
WASHINGTON	20,141	20,504	1.8	7,459	148,911	192,396	9,383	25,794	1,310	30,772	65,972
Washington	6,584	6,799	3.3	2,724	51,595	62,509	9,194	22,948	*	*	*
WAYNE	8,199	8,317	1.4	3,471	56,021	66,952	8,050	19,289	872	14,062	22,337
WEBSTER	45,953	45,999	.1	17,238	339,487	459,152	9,982	26,636	1,417	66,682	27,850
Fort Dodge	29,423	28,788	−2.2	11,024	228,835	328,150	11,399	29,767	*	*	*
WINNEBAGO	13,010	12,749	−2.0	4,787	91,502	117,378	9,207	24,520	929	34,870	21,478
WINNESHIEK	21,876	22,329	2.1	7,356	142,888	181,549	8,131	24,680	1,826	16,807	77,080
WOODBURY	100,884	100,916		37,433	712,849	994,720	9,857	26,573	1,659	46,503	84,696
Sioux City	82,003	80,576	−1.8	30,181	594,466	857,429	10,641	28,410	*	*	*
WORTH	9,075	9,121	.5	3,571	67,159	87,822	9,629	24,593	874	33,085	27,563
WRIGHT	16,319	16,314		6,427	133,959	176,548	10,822	27,470	1,090	58,707	31,917

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1982 Cash Receipts as follows. From Crops $4,330,277,000; from Livestock & Livestock Products $6,013,068,000; Total $10,343,345,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,465,972	4.3	931,776	19,942,057	26,757,339	10,851	28,716	77,087	1,448,837	3,543,036
METROPOLITAN STATISTICAL AREAS											
Kansas City, Ks	519,031	542,108	4.4	197,833	5,175,327	6,931,016	12,785	35,035	3,156	31,327	33,777
Lawrence, Ks	67,640	71,026	5.0	25,645	634,047	668,597	9,413	26,071	854	9,518	16,027
Topeka, Ks	154,916	160,389	3.5	62,353	1,264,601	1,870,998	11,665	30,007	855	12,044	8,456
Wichita, Ks	411,313	433,579	5.4	165,940	3,186,442	5,271,753	12,159	31,769	2,950	34,901	33,680
COUNTIES, Cities											
ALLEN	15,654	16,393	4.7	6,457	86,936	145,086	8,850	22,470	782	8,338	12,827
Iola	6,938	7,444	7.3	2,854	53,087	66,081	8,877	23,154	*	*	*
ANDERSON	8,749	9,293	6.2	3,598	45,059	78,340	8,430	21,773	757	9,096	15,445
ATCHISON	18,397	18,779	2.1	6,540	147,471	151,426	8,064	23,154	765	11,834	12,287
Atchison	11,407	11,218	−1.7	3,895	95,813	106,013	9,450	27,218	*	*	*
BARBER	6,548	7,062	7.8	2,885	64,086	78,077	11,056	27,063	524	10,756	34,609
BARTON	31,343	32,919	5.0	12,722	321,448	369,868	11,236	29,073	1,030	21,945	65,093
Great Bend	16,608	17,618	6.1	6,867	189,538	240,129	13,630	34,969	*	*	*
BOURBON	15,969	16,580	3.8	6,758	92,441	152,668	9,208	22,591	910	6,494	18,495
Fort Scott	8,893	9,211	3.6	3,822	67,716	84,094	9,130	22,003	*	*	*
BROWN	11,955	11,953		4,690	97,721	98,232	8,218	20,945	833	20,529	25,527
Hiawatha	3,702	3,831	3.5	1,539	25,710	31,383	8,192	20,392	*	*	*
BUTLER	44,782	47,901	7.0	17,581	300,063	516,865	10,790	29,399	1,335	9,433	
Augusta	6,968	7,835	12.4	2,935	65,351	85,007	10,850	28,963	*	*	*
El Dorado	10,510	10,604	.9	4,430	78,798	152,090	14,343	34,332	*	*	*
CHASE	3,309	3,347	1.1	1,327	29,563	29,043	8,677	21,886	313	2,301	
CHAUTAUQUA	5,016	5,423	8.1	2,266	43,657	44,659	8,235	19,708	449	2,224	11,652
CHEROKEE	22,304	22,617	1.4	8,883	135,760	188,546	8,336	21,225	879	16,885	6,303
Columbus	3,426	3,500	2.2	1,507	23,407	28,874	8,250	19,160	*	*	*
CHEYENNE	3,678	3,753	2.0	1,532	33,516	37,507	9,994	24,482	543	16,013	10,256
CLARK	2,599	2,871	10.5	1,136	25,090	30,767	10,716	27,084	327	5,226	27,602
CLAY	9,802	9,830	.3	3,877	62,727	87,495	8,901	22,568	760	12,255	
Clay Center	4,948	4,956	.2	2,070	36,868	44,439	8,967	21,468	*	*	*
CLOUD	12,494	12,796	2.4	5,009	81,097	110,198	8,612	22,000	794	15,182	12,851
Concordia	6,847	6,874	.4	2,572	50,691	59,583	8,668	23,166	*	*	*
COFFEY	9,370	9,768	4.2	3,790	55,279	87,483	8,956	23,083	668	7,809	
Burlington	2,901	3,326	14.7	1,289	22,349	29,788	8,956	23,109	*	*	*
COMANCHE	2,554	2,637	3.2	1,021	23,312	28,589	10,841	28,001	288	5,332	14,688
COWLEY	36,824	38,616	4.9	14,975	362,764	371,877	9,630	24,833	1,111	12,554	48,013
Arkansas City	13,201	13,828	4.7	5,779	134,352	148,457	10,736	25,689	*	*	*
Winfield	10,736	11,004	2.5	4,258	112,766	122,275	11,112	28,717	*	*	*
CRAWFORD	37,916	39,613	4.5	16,299	251,085	346,034	8,735	21,230	950	11,236	13,498
Pittsburg	18,770	19,078	1.6	8,011	135,232	205,593	10,776	25,664	*	*	*
DECATUR	4,509	4,682	3.8	1,947	43,416	47,519	10,149	24,406	545	10,245	39,587
DICKINSON	20,175	20,160	−.1	7,852	132,594	181,664	9,011	23,136	1,158	16,553	31,923
Abilene	6,572	6,537	−.5	2,656	51,099	61,657	9,432	23,214	*	*	*
DONIPHAN	9,268	9,784	5.6	3,591	73,801	79,583	8,134	22,162	649	17,779	16,395
DOUGLAS	67,640	71,026	5.0	25,645	634,047	668,597	9,413	26,071	854	9,518	16,027
Lawrence	52,738	57,425	8.9	21,008	501,097	554,222	9,651	26,381	*	*	*
EDWARDS	4,271	4,253	−.4	1,733	42,798	44,258	10,406	25,538	411	16,015	32,706
ELK	3,918	3,955	.9	1,634	34,912	32,951	8,331	20,166	463	1,872	12,803
ELLIS	26,098	27,410	5.0	9,847	236,885	279,811	10,208	28,416	760	8,632	47,913
Hays	16,301	17,458	7.1	6,699	164,342	207,087	11,862	30,913	*	*	*
ELLSWORTH	6,640	6,812	2.6	2,763	58,160	64,057	9,404	23,184	560	6,713	7,936

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FINNEY	23,825	25,782	8.2	8,960	242,651	279,914	10,857	31,240	572	46,885	
Garden City	18,256	20,726	13.5	7,074	188,661	227,185	10,961	32,115	*	*	*
FORD	24,315	26,405	8.6	9,788	223,338	285,267	10,804	29,145	827	21,664	159,760
Dodge City	18,001	20,655	14.7	7,645	170,787	230,286	11,149	30,122	*	*	*
FRANKLIN	21,813	22,580	3.5	8,498	127,904	215,356	9,537	25,342	1,007	10,411	16,409
Ottawa	11,016	11,393	3.4	4,430	68,491	125,769	11,039	28,390	*	*	*
GEARY	29,852	30,443	2.0	10,522	296,040	304,547	10,004	28,944	301	3,422	8,353
Junction City	19,305	19,807	2.6	7,772	209,211	229,775	11,601	29,564	*	*	*
GOVE	3,726	3,753	.7	1,429	31,250	35,074	9,346	24,544	513	11,060	64,707
GRAHAM	3,995	4,057	1.6	1,634	37,130	41,323	10,186	25,289	498	9,230	8,720
GRANT	6,977	7,100	1.8	2,450	61,624	79,543	11,203	32,467	288	20,707	158,767
GRAY	5,138	5,407	5.2	1,951	43,076	56,584	10,465	29,003	554	37,760	96,996
GREELEY	1,845	1,943	5.3	721	19,163	20,669	10,638	28,667	306	14,971	
GREENWOOD	8,764	9,043	3.2	3,784	76,229	78,484	8,679	20,741	672	2,560	28,944
HAMILTON	2,514	2,653	5.5	1,027	21,504	26,476	9,980	25,780	293	11,883	
HARPER	7,778	8,263	6.2	3,492	58,274	81,942	9,917	23,466	729	20,126	21,741
HARVEY	30,531	32,342	5.9	11,913	228,686	333,039	10,297	27,956	917	13,384	21,414
Newton	16,332	17,638	8.0	6,876	133,938	213,408	12,099	31,037	*	*	*
HASKELL	3,814	3,746	−1.8	1,325	31,971	39,863	10,641	30,085	343	36,903	189,734
HODGEMAN	2,269	2,450	8.0	925	23,241	26,501	10,817	28,650	484	8,589	56,514
JACKSON	11,644	11,883	2.1	4,294	105,289	105,041	8,840	24,462	1,148	7,757	16,163
JEFFERSON	15,207	16,003	5.2	5,746	99,075	152,818	9,549	26,596	1,038	10,665	12,954
JEWELL	5,241	5,274	.6	2,144	42,828	45,042	8,540	21,008	808	14,196	27,324
JOHNSON	270,269	285,293	5.6	104,797	3,231,161	4,427,012	15,517	42,244	709	9,807	8,589
Olathe	37,258	44,801	20.2	15,156	348,052	529,110	11,810	34,911	*	*	*
KEARNY	3,435	3,800	10.6	1,344	27,592	37,275	9,809	27,734	276	21,045	77,584
KINGMAN	8,960	9,246	3.2	3,580	62,473	85,205	9,215	23,800	884	16,321	15,837
KIOWA	4,046	4,409	9.0	1,755	41,637	46,251	10,490	26,354	390	11,573	
LABETTE	25,682	27,004	5.1	10,463	142,195	241,182	8,931	23,051	1,081	10,161	39,039
Parsons	12,898	13,520	4.8	5,331	78,688	143,813	10,637	26,977	*	*	*
LANE	2,472	2,536	2.6	1,021	24,809	28,031	11,053	27,454	333	11,952	54,410
LEAVENWORTH	54,809	56,166	2.5	17,893	513,396	533,912	9,506	29,839	1,068	7,523	12,277
Leavenworth	33,656	37,138	10.3	11,924	297,663	338,337	9,110	28,374	*	*	*
LINCOLN	4,145	4,276	3.2	1,845	34,835	38,499	9,004	20,867	632	10,225	12,677
LINN	8,234	8,551	3.8	3,382	45,595	74,995	8,770	22,175	784	6,645	12,936
LOGAN	3,478	3,550	2.1	1,429	30,284	37,131	10,459	25,984	412	11,387	13,255
LYON	35,108	36,773	4.7	13,945	349,594	358,950	9,761	25,740	968	7,371	31,835
Emporia	25,287	27,160	7.4	10,397	258,146	279,510	10,291	26,884	*	*	*
MCPHERSON	26,855	27,869	3.8	10,443	201,490	285,213	10,234	27,311	1,506	21,590	29,482
McPherson	11,753	12,546	6.7	4,892	101,197	158,475	12,632	32,395	*	*	*
MARION	13,522	13,926	3.0	5,424	87,008	121,595	8,732	22,418	1,198	12,721	32,289
MARSHALL	12,720	13,350	5.0	5,335	101,714	116,810	8,750	21,895	1,214	18,105	26,710
MEADE	4,788	4,868	1.7	1,838	41,726	51,283	10,535	27,902	481	18,317	25,388
MIAMI	21,618	22,494	4.1	8,094	131,226	226,961	10,090	28,041	1,148	9,656	12,911
MITCHELL	8,117	8,567	5.5	3,388	74,853	83,482	9,745	24,640	678	17,802	30,523
Beloit	4,367	4,700	7.6	1,828	37,542	46,299	9,851	25,328	*	*	*
MONTGOMERY	42,281	44,075	4.2	17,419	290,163	404,062	9,168	23,197	1,031	6,826	15,282
Coffeyville	15,185	15,858	4.4	6,275	108,042	159,697	10,070	25,450	*	*	*
Independence	10,598	11,147	5.2	4,695	82,922	124,680	11,185	26,556	*	*	*
MORRIS	6,419	6,491	1.1	2,655	62,430	59,898	9,228	22,560	627	5,708	27,737
Council Grove	2,381	2,397	.7	900	18,418	22,119	9,228	24,577	*	*	*
MORTON	3,454	3,784	9.6	1,338	33,231	40,947	10,821	30,603	246	10,765	4,679
NEMAHA	11,211	11,946	6.6	4,420	90,000	93,062	7,790	21,055	1,108	12,564	30,928
NEOSHO	18,967	19,857	4.7	7,791	129,853	184,576	9,295	23,691	848	8,383	14,318
Chanute	10,506	11,070	5.4	4,514	76,407	118,587	10,712	26,271	*	*	*
NESS	4,498	4,682	4.1	1,947	40,464	44,486	9,501	22,848	650	11,179	15,351
NORTON	6,689	7,147	6.8	2,878	55,013	62,510	8,746	21,720	546	8,330	14,794
Norton	3,400	3,547	4.3	1,450	26,696	31,054	8,755	21,417	*	*	*
OSAGE	15,319	15,987	4.4	5,945	99,044	143,051	8,948	24,062	924	9,660	14,741
OSBORNE	5,959	6,085	2.1	2,553	52,857	56,217	9,239	22,020	698	12,074	17,971
OTTAWA	5,971	6,085	1.9	2,450	39,928	54,880	9,019	22,400	622	11,667	23,323
PAWNEE	8,065	8,685	7.7	3,394	78,949	93,180	10,729	27,454	581	19,909	28,838
Larned	4,811	5,283	9.8	2,191	47,504	57,395	10,864	26,196	*	*	*
PHILLIPS	7,406	7,623	2.9	3,069	60,448	67,316	8,831	21,934	714	9,008	16,031
POTTAWATOMIE	14,782	15,480	4.7	5,844	131,751	137,922	8,910	23,601	890	7,615	
PRATT	10,275	10,799	5.1	4,410	104,780	121,583	11,259	27,570	570	19,501	63,275
Pratt	6,885	7,299	6.0	3,016	67,695	83,049	11,378	27,536	*	*	*
RAWLINS	4,105	4,276	4.2	1,640	35,673	39,330	9,198	23,982	602	13,351	11,814
RENO	64,983	67,568	4.0	26,019	481,970	686,406	10,159	26,381	1,652	28,747	40,258
Hutchinson	40,284	41,886	4.0	16,742	310,623	476,441	11,375	28,458	*	*	*
REPUBLIC	7,569	7,826	3.4	3,274	60,343	65,149	8,325	19,899	966	21,937	38,138
RICE	11,900	12,187	2.4	4,703	83,667	117,414	9,634	24,966	699	17,822	31,051
Lyons	4,134	4,151	.4	1,702	34,568	41,252	9,938	24,237	*	*	*
RILEY	63,505	65,107	2.5	20,144	512,143	530,315	8,145	26,326	562	5,893	14,631
Manhattan	32,644	35,267	8.0	13,672	337,442	369,787	10,485	27,047	*	*	*
ROOKS	7,006	7,334	4.7	2,871	62,321	68,854	9,388	23,983	548	8,864	12,306
RUSH	4,516	4,798	6.2	1,953	41,500	45,170	9,414	23,129	601	10,828	
RUSSELL	8,868	9,261	4.4	3,893	95,278	102,458	11,063	26,319	624	9,841	9,628
Russell	5,427	5,697	5.0	2,303	53,874	64,509	11,323	28,011	*	*	*
SALINE	48,905	51,239	4.8	19,997	374,647	529,818	10,340	26,495	748	11,762	30,215
Salina	41,843	44,936	7.4	17,784	333,205	480,705	10,698	27,030	*	*	*
SCOTT	5,782	5,774	−.1	2,142	51,163	63,751	11,041	29,762	411	17,441	140,427
SEDGEWICK	366,531	385,678	5.2	148,359	2,886,379	4,754,888	12,329	32,050	1,615	25,468	33,680
Derby	9,786	11,021	12.6	3,484	121,451	153,918	13,966	44,179	*	*	*
Haysville	8,006	9,023	12.7	2,732	90,225	114,356	12,674	41,858	*	*	*
Wichita	279,835	294,407	5.2	118,893	2,263,652	3,886,230	13,200	32,687	*	*	*
SEWARD	17,071	17,813	4.3	6,558	165,470	208,971	11,731	31,865	279	14,431	
Liberal	14,911	15,869	6.4	5,841	145,324	186,891	11,777	31,996	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SHAWNEE	154,916	160,389	3.5	62,353	1,264,601	1,870,998	11,665	30,007	855	12,044	8,456
Topeka	115,266	115,633	.3	47,438	955,078	1,469,832	12,711	30,984	*	*	*
SHERIDAN	3,544	3,667	3.5	1,333	27,701	30,443	8,302	22,838	559	18,754	42,278
SHERMAN	7,759	7,802	.6	2,958	68,547	79,151	10,145	26,758	545	30,841	26,498
Goodland	5,708	5,819	1.9	2,190	48,846	59,730	10,265	27,274	*	*	*
SMITH	5,947	5,984	.6	2,450	42,767	48,782	8,152	19,911	804	12,179	27,957
STAFFORD	5,539	5,930	7.1	2,470	54,864	62,756	10,583	25,407	590	19,636	31,071
STANTON	2,339	2,567	9.7	930	21,299	23,641	9,210	25,420	246	21,646	
STEVENS	4,736	4,658	−1.7	1,733	47,645	55,713	11,961	32,148	354	22,260	
SUMNER	24,928	26,545	6.5	10,278	186,281	261,868	9,865	25,478	1,410	34,569	
Wellington	8,212	8,797	7.1	3,601	70,181	87,416	9,937	24,275	*	*	*
THOMAS	8,451	8,403	−.6	3,159	82,116	88,845	10,573	28,124	623	28,576	24,259
Colby	5,544	5,797	4.6	2,128	50,078	63,504	10,955	29,842	*	*	*
TREGO	4,165	4,377	5.1	1,742	38,277	42,130	9,625	24,185	529	8,144	9,900
WABAUNSEE	6,867	6,998	1.9	2,553	60,924	60,246	8,609	23,598	685	5,606	20,090
WALLACE	2,045	2,146	4.9	823	14,894	20,596	9,597	25,026	311	15,675	9,056
WASHINGTON	8,543	8,511	−.4	3,366	61,376	67,351	7,913	20,009	1,114	16,777	37,266
WICHITA	3,041	3,043	.1	1,021	23,767	29,088	9,559	28,490	348	21,492	166,558
WILSON	12,128	12,272	1.2	4,900	77,257	104,005	8,475	21,226	689	7,636	10,820
WOODSON	4,600	4,900	6.5	2,055	24,183	39,911	8,145	19,421	462	5,219	18,422
WYANDOTTE	172,335	178,155	3.4	67,049	1,299,544	1,743,131	9,784	25,998	231	4,341	
Kansas City	161,148	163,848	1.7	62,160	1,213,017	1,652,903	10,088	26,591	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1982 Cash Receipts as follows: From Crops $2,485,383,000; from Livestock & Livestock Products $3,323,940,000; Total $5,809,323,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,730,275	1.9	1,317,162	24,051,119	31,724,039	8,504	24,085	110,002	978,396	838,073
METROPOLITAN STATISTICAL AREAS											
Cincinnati, O.-Ky.-Ind.	1,401,403	1,433,733	2.3	521,483	12,961,181	15,755,603	10,989	30,213	5,469	51,212	16,232
Clarksville-Hopkinsville, Tn-Ky	150,220	154,834	3.1	49,438	854,235	1,039,091	6,711	21,018	2,694	50,726	9,238
Evansville, In-Ky	276,252	282,594	2.3	106,204	2,212,437	2,888,534	10,221	27,198	2,520	82,215	14,354
Huntington-Ashland, W.V-Ky-Oh	336,410	340,394	1.2	123,137	2,264,060	3,043,227	8,940	24,714	3,064	9,552	6,797
Lexington-Fayette, Ky	318,136	321,870	1.2	117,912	2,259,432	3,053,517	9,487	25,897	5,651	82,133	106,365
Louisville, Ky-In	956,844	969,095	1.3	353,013	6,491,621	9,846,685	10,161	27,893	6,214	54,037	50,772
Owensboro, Ky	85,949	88,530	3.0	31,823	508,293	811,243	9,163	25,492	1,575	34,961	
COUNTIES, Cities											
ADAIR	15,233	15,651	2.7	5,729	79,311	102,742	6,565	17,934	1,664	7,200	13,303
ALLEN	14,128	14,535	2.9	5,423	80,582	101,334	6,972	18,686	1,306	7,487	
ANDERSON	12,567	13,131	4.5	4,714	102,722	116,038	8,837	24,616	777	3,949	4,902
BALLARD	8,798	8,489	−3.5	3,255	50,584	74,891	8,822	23,008	641	13,440	
BARREN	34,009	35,422	4.2	13,116	217,766	281,187	7,938	21,438	2,491	17,549	23,510
Glasgow	12,958	14,123	9.0	5,149	96,363	139,313	9,864	27,056	*	*	*
BATH	10,025	10,612	5.9	3,698	53,852	62,812	5,919	16,985	972	8,092	
BELL	34,330	34,460	.4	11,733	166,759	240,197	6,970	20,472	52	32	
Middlesborough	12,251	12,433	1.5	4,650	80,639	126,963	10,212	27,304	*	*	*
BOONE	45,842	48,799	6.5	16,135	471,210	493,248	10,108	30,570	847	5,062	4,667
BOURBON	19,405	19,240	−.9	6,932	122,049	162,750	8,459	23,478	1,045	17,151	31,181
BOYD	55,513	55,636	.2	20,404	402,441	570,460	10,253	27,958	196	492	
Ashland	27,064	26,334	−2.7	10,574	214,124	331,393	12,584	31,340	*	*	*
BOYLE	25,066	26,279	4.8	9,434	196,736	231,371	8,804	24,525	802	6,476	9,374
Danville	12,942	14,094	8.9	5,181	115,656	146,549	10,398	28,286	*	*	*
BRACKEN	7,738	7,700	−.5	2,754	47,097	53,297	6,922	19,353	803	8,095	4,156
BREATHITT	17,004	16,914	−.5	5,302	70,718	102,372	6,053	19,308	331	1,199	
BRECKINRIDGE	16,861	17,140	1.7	6,126	89,656	116,029	6,769	18,940	1,557	14,216	10,808
BULLITT	43,346	44,502	2.7	13,604	233,721	355,605	7,991	26,140	621	2,351	4,550
BUTLER	11,064	11,610	4.9	4,101	50,250	68,057	5,862	16,595	761	5,763	4,477
CALDWELL	13,473	13,926	3.4	5,321	79,114	105,663	7,587	19,858	731	8,736	9,604
CALLOWAY	30,031	30,661	2.1	11,242	176,638	261,509	8,529	23,262	1,129	18,036	
Murray	14,248	14,808	3.9	4,979	89,546	143,914	9,719	28,904	*	*	*
CAMPBELL	83,317	83,830	.6	29,490	829,364	859,281	10,250	29,138	513	1,511	1,728
CARLISLE	5,487	5,813	5.9	2,258	29,262	42,924	7,384	19,010	485	7,162	
CARROLL	9,270	9,667	4.3	3,585	66,150	75,682	7,829	21,111	443	4,691	1,889
CARTER	25,060	25,809	3.0	8,695	150,711	180,750	7,003	20,788	995	3,687	1,718

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
CASEY	14,818	15,480	4.5	5,536	74,000	94,599	6,111	17,088	1,678	8,527	9,155
CHRISTIAN	66,878	67,415	.8	20,206	380,290	433,813	6,435	21,470	1,463	36,058	
Hopkinsville	27,318	27,538	.8	10,037	196,043	248,374	9,019	24,746	*	*	*
CLARK	28,322	28,593	1.0	10,207	198,019	263,388	9,212	25,805	962	10,062	
Winchester	15,216	15,998	5.1	6,116	113,070	164,821	10,303	26,949	*	*	*
CLAY	22,752	22,906	.7	7,040	95,300	111,481	4,867	15,835	690	2,967	857
CLINTON	9,321	9,784	5.0	3,488	38,695	50,825	5,195	14,571	884	3,400	5,625
CRITTENDEN	9,207	9,331	1.3	3,574	51,378	65,960	7,069	18,456	597	4,733	5,152
CUMBERLAND	7,289	7,873	8.0	2,985	39,398	48,514	6,162	16,253	760	3,656	3,118
DAVIESS	85,949	88,530	3.0	31,823	508,293	811,243	9,163	25,492	1,575	34,961	
Owensboro	54,450	57,547	5.7	21,764	341,958	582,263	10,118	26,753	*	*	*
EDMONSON	9,962	10,260	3.0	3,579	44,572	59,642	5,813	16,664	766	3,366	3,871
ELLIOTT	6,908	6,890	–.3	2,244	35,115	41,661	6,047	18,566	558	1,900	561
ESTILL	14,495	14,824	2.3	5,111	87,276	102,587	6,920	20,072	531	1,921	1,296
FAYETTE	204,165	206,996	1.4	78,209	1,495,662	2,027,558	9,795	25,925	962	17,737	36,323
1Lexington	204,165	206,996	1.4	78,209	1,496,616	2,065,693	9,979	26,412	*	*	*
FLEMING	12,323	12,709	3.1	4,606	74,360	84,211	6,626	18,283	1,296	9,639	
FLOYD	48,764	48,294	–1.0	16,205	261,026	373,245	7,729	23,033	114	248	
FRANKLIN	41,830	44,506	6.4	17,059	408,322	462,656	10,395	27,121	824	8,363	3,988
Frankfort	25,973	27,635	6.4	11,272	276,367	335,072	12,125	29,726	*	*	*
FULTON	8,971	8,800	–1.9	3,361	43,993	64,709	7,353	19,253	277	13,285	2,203
Fulton	3,137	3,040	–3.1	1,280	19,725	22,671	7,458	17,712	*	*	*
GALLATIN	4,842	4,986	3.0	1,741	29,694	34,989	7,017	20,097	349	3,837	1,317
GARRARD	10,853	11,173	2.9	4,192	75,930	82,100	7,348	19,585	999	8,648	10,564
GRANT	13,308	14,311	7.5	4,837	89,789	106,824	7,464	22,085	1,062	7,179	4,076
GRAVES	34,049	34,156	.3	13,060	198,938	288,972	8,460	22,126	1,770	25,032	10,657
Mayfield	10,705	10,726	.2	4,486	72,778	120,795	11,262	26,927	*	*	*
GRAYSON	20,854	22,019	5.6	7,799	103,372	139,908	6,354	17,939	1,659	8,038	10,786
GREEN	11,043	11,274	2.1	4,192	60,446	76,772	6,810	18,314	1,436	8,810	9,951
GREENUP	39,132	39,656	1.3	13,375	250,441	356,559	8,991	26,659	765	2,952	1,472
HANCOCK	7,742	7,810	.9	2,655	46,349	62,016	7,941	23,358	563	5,230	
HARDIN	88,917	93,802	5.5	26,687	490,509	661,675	7,054	24,794	1,906	11,021	15,739
Elizabethtown	15,380	16,225	5.5	6,172	126,351	201,344	12,409	32,622	*	*	*
HARLAN	41,889	41,951	.1	14,179	215,987	306,796	7,313	21,637	33	109	
Harlan	3,024	2,928	–3.2	1,201	19,269	23,591	8,057	19,643	*	*	*
HARRISON	15,166	15,886	4.7	5,843	88,282	115,944	7,299	19,843	1,270	12,259	9,040
HART	15,402	15,737	2.2	5,723	73,979	96,580	6,137	16,876	1,666	11,582	13,469
HENDERSON	40,849	41,967	2.7	15,446	324,885	409,006	9,746	26,480	812	25,684	6,699
Henderson	24,834	26,174	5.4	10,211	216,673	292,587	11,179	28,654	*	*	*
HENRY	12,740	12,771	.2	4,694	95,405	103,743	8,123	22,101	1,110	12,315	10,091
HICKMAN	6,065	6,078	.2	2,244	36,620	49,919	8,213	22,246	451	11,298	
HOPKINS	46,174	47,327	2.5	17,381	299,909	400,983	8,473	23,070	724	12,530	4,287
Madisonville	16,979	18,027	6.2	6,993	130,809	197,570	10,960	28,253	*	*	*
JACKSON	11,996	12,405	3.4	4,299	52,904	63,696	5,135	14,816	931	3,948	2,870
JEFFERSON	684,793	689,734	.7	257,980	4,922,734	7,273,313	10,545	28,193	695	6,371	4,085
Louisville	298,840	279,586	–6.5	114,269	1,932,323	3,125,757	11,180	27,354	*	*	*
JESSAMINE	26,653	27,314	2.5	8,996	172,144	229,956	8,419	25,562	874	8,754	9,182
JOHNSON	24,432	25,333	3.7	8,705	130,018	191,666	7,566	22,018	243	653	
KENTON	137,058	138,722	1.2	49,714	1,343,647	1,365,722	9,845	27,472	573	1,911	
Covington	49,013	48,335	–1.4	19,063	391,139	445,921	9,226	23,392	*	*	*
KNOTT	17,940	18,272	1.9	5,723	79,263	112,405	6,152	19,641	27	14	
KNOX	30,239	31,099	2.8	10,436	135,015	195,389	6,283	18,723	447	1,172	792
LARUE	11,983	12,523	4.5	4,612	67,089	88,457	7,064	19,180	1,073	6,925	11,275
LAUREL	38,982	40,728	4.5	13,735	234,543	285,542	7,011	20,789	1,486	5,535	4,380
LAWRENCE	14,121	14,770	4.6	5,024	76,338	96,384	6,526	19,185	370	969	687
LEE	7,754	8,263	6.6	2,875	36,480	44,607	5,398	15,515	236	616	312
LESLIE	14,882	14,894	.1	4,692	60,880	87,661	5,886	18,683	60	133	
LETCHER	30,687	31,137	1.5	10,414	153,626	218,428	7,015	20,974	44	39	
LEWIS	14,545	15,176	4.3	5,024	83,857	98,526	6,492	19,611	983	6,010	4,516
LINCOLN	19,053	18,935	–.6	6,625	103,954	127,686	6,743	19,273	1,611	9,156	
LIVINGSTON	9,219	9,331	1.2	3,574	50,877	70,168	7,520	19,633	465	4,308	5,591
LOGAN	24,138	24,443	1.3	8,883	148,106	190,195	7,781	21,411	1,640	28,941	14,318
LYON	6,490	6,484	–.1	2,244	39,480	51,202	7,897	22,817	325	2,367	
MCCRACKEN	61,310	61,845	.9	24,188	424,664	611,260	9,884	25,271	618	7,433	
Paducah	29,315	28,728	–2.0	12,116	202,713	317,806	11,063	26,230	*	*	*
MCCREARY	15,634	15,822	1.2	5,003	55,310	81,411	5,145	16,272	122	113	
MCLEAN	10,090	10,361	2.7	3,886	68,786	91,743	8,855	23,609	692	17,939	
MADISON	53,352	54,864	2.8	17,693	364,689	416,932	7,599	23,565	1,626	13,356	
Richmond	21,705	22,320	2.8	6,824	154,197	203,521	9,118	29,824	*	*	*
MAGOFFIN	13,515	14,162	4.8	4,410	66,006	80,214	5,664	18,189	489	1,607	244
MARION	17,910	17,937	.2	5,713	99,424	114,187	6,366	19,987	1,118	7,910	14,444
MARSHALL	25,637	25,419	–.9	9,583	164,879	232,695	9,154	24,282	794	6,050	2,909
MARTIN	13,925	14,450	3.8	4,405	65,711	99,295	6,872	22,541	23	14	
MASON	17,760	18,288	3.0	6,750	127,472	144,128	7,881	21,352	938	11,977	9,657
Maysville	7,983	8,442	5.7	3,378	54,771	66,591	7,888	19,713	*	*	*
MEADE	22,854	22,680	–.8	7,237	127,258	165,141	7,281	22,819	827	5,091	6,706
MENIFEE	5,117	5,290	3.4	1,741	26,020	30,608	5,786	17,581	416	1,727	
MERCER	19,011	19,161	.8	7,042	118,432	156,307	8,158	22,196	1,170	8,704	13,802
METCALFE	9,484	10,105	6.5	3,596	48,592	61,632	6,099	17,139	1,159	7,919	7,899
MONROE	12,353	12,249	–.9	4,484	60,274	74,205	6,058	16,549	1,240	5,447	
MONTGOMERY	20,046	20,402	1.8	7,153	138,085	151,042	7,403	21,116	883	7,328	7,574
MORGAN	12,103	12,506	3.3	4,197	60,173	71,287	5,700	16,985	929	4,254	
MUHLENBERG	32,238	32,331	.3	11,427	197,336	254,361	7,867	22,260	769	7,901	
NELSON	27,584	28,462	3.2	9,108	182,998	206,177	7,244	22,637	1,416	8,262	
NICHOLAS	7,157	7,302	2.0	2,757	46,731	53,303	7,300	19,334	721	6,619	
OHIO	21,765	21,673	–.4	7,749	121,727	158,837	7,329	20,498	1,190	10,886	4,490

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OLDHAM	28,094	29,086	3.5	8,600	181,965	269,172	9,254	31,299	450	5,680	
OWEN	8,924	9,027	1.2	3,267	56,920	62,073	6,876	19,000	1,067	10,274	5,546
OWSLEY	5,709	5,673	–.6	1,938	21,442	25,253	4,451	13,030	416	1,716	
PENDLETON	10,989	11,047	.5	3,877	74,382	80,260	7,265	20,702	957	6,238	4,416
PERRY	33,763	33,735	–.1	10,811	173,126	246,473	7,306	22,798	35	87	46
PIKE	81,123	81,380	.3	27,137	451,278	658,692	8,094	24,273	51	60	
POWELL	11,101	11,258	1.4	3,676	63,418	77,437	6,878	21,066	344	1,135	639
PULASKI	45,803	46,686	1.9	16,756	263,879	335,739	7,191	20,037	2,457	11,076	15,769
Somerset	10,649	10,935	2.7	3,707	71,052	104,242	9,533	28,120	*	*	*
ROBERTSON	2,270	2,450	7.9	925	12,492	15,625	6,378	16,892	357	2,781	1,172
ROCKCASTLE	13,973	14,090	.8	4,898	69,497	83,671	5,938	17,083	914	4,765	4,279
ROWAN	19,049	19,505	2.4	6,238	121,257	142,692	7,316	22,875	497	1,764	
RUSSELL	13,708	14,716	7.4	5,452	69,804	92,003	6,252	16,875	1,233	4,987	8,445
SCOTT	21,813	22,001	.9	7,450	140,401	191,268	8,694	25,674	1,108	14,783	12,722
SHELBY	23,328	24,570	5.3	8,518	185,942	213,896	8,706	25,111	1,588	17,979	23,063
SIMPSON	14,673	14,800	.9	5,409	97,195	124,751	8,429	23,064	781	17,463	7,951
SPENCER	5,929	5,766	–2.8	2,037	38,079	42,156	7,311	20,695	665	5,688	8,167
TAYLOR	21,178	22,088	4.3	8,095	125,049	167,334	7,576	20,671	1,180	7,781	13,684
TODD	11,874	11,525	–2.9	4,071	67,846	84,839	7,361	20,840	871	21,452	9,120
TRIGG	9,384	9,651	2.8	3,477	58,387	76,536	7,930	22,012	612	10,436	7,007
TRIMBLE	6,253	6,390	2.2	2,246	42,370	47,482	7,431	21,141	573	5,152	2,103
UNION	17,821	18,640	4.6	5,845	125,984	174,163	9,344	29,797	508	17,526	
WARREN	71,828	75,637	5.3	26,784	505,823	669,346	8,849	24,991	2,116	16,083	18,158
Bowling Green	40,450	42,595	5.3	15,224	297,282	425,677	9,994	27,961	*	*	*
WASHINGTON	10,764	10,626	–1.3	3,566	63,984	73,013	6,871	20,475	1,224	8,839	13,277
WAYNE	17,022	17,476	2.7	6,137	70,797	89,171	5,102	14,530	1,113	5,450	7,776
WEBSTER	14,832	14,901	.5	5,511	101,129	130,471	8,756	23,675	690	15,214	4,893
WHITLEY	33,396	34,345	2.8	11,968	170,155	244,684	7,124	20,445	374	585	1,746
Corbin	8,075	8,595	6.4	3,514	67,339	80,905	9,413	23,024	*	*	*
WOLFE	6,698	6,687	–.2	2,346	28,912	34,397	5,144	14,662	507	2,108	446
WOODFORD	17,778	17,726	–.3	6,118	131,157	178,597	10,075	29,192	700	13,645	16,957

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Kentucky 1982 Cash Receipts as follows: From Crops $1,629,930,000; from Livestock & Livestock Products $1,273,495,000; Total $2,903,425,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,204,417	4,492,001	6.8	1,541,750	30,387,847	43,456,272	9,674	28,186	38,973	847,910	261,694
METROPOLITAN STATISTICAL AREAS											
Alexandria, La.	135,282	140,628	4.0	47,633	1,061,887	1,141,614	8,118	23,967	986	23,174	5,572
Baton Rouge, La.	493,973	531,990	7.7	180,699	3,796,011	5,472,218	10,286	30,284	1,371	12,536	2,506
Houma-Thibodaux, La.	176,876	193,849	9.6	61,367	1,429,118	1,958,567	10,104	31,916	530	21,440	
Lafayette, La.	190,231	210,623	10.7	70,847	1,734,745	2,458,694	11,673	34,704	1,247	23,689	6,391
Lake Charles, La.	167,048	180,640	8.1	62,399	1,289,141	1,935,908	10,717	31,025	692	25,317	3,896
Monroe, La.	139,241	146,109	4.9	50,772	846,361	1,259,568	8,621	24,808	460	10,431	3,480
New Orleans, La.	1,256,353	1,330,074	5.9	475,073	9,537,348	14,753,299	11,092	31,055	703	8,708	4,578
Shreveport, La.	333,015	350,763	5.3	126,423	2,306,942	3,663,724	10,445	28,980	1,031	14,791	5,638
COUNTIES, Cities											
ACADIA	56,427	59,784	5.9	19,616	334,639	484,737	8,108	24,711	1,026	48,964	2,470
Crowley	16,036	16,960	5.8	5,774	104,356	172,592	10,176	29,891	*	*	*
ALLEN	21,390	22,408	4.8	7,793	118,454	182,192	8,131	23,379	394	12,514	1,309
ASCENSION	50,068	53,981	7.8	17,084	339,346	485,820	9,000	28,437	255	5,075	
ASSUMPTION	22,084	23,940	8.4	7,209	139,789	191,383	7,994	26,548	145	12,009	
AVOYELLES	41,393	44,336	7.1	14,808	233,007	303,127	6,837	20,470	1,419	40,968	2,876
BEAUREGARD	29,692	31,882	7.4	10,492	260,351	238,779	7,489	22,758	798	9,115	
BIENVILLE	16,387	17,572	7.2	6,376	94,127	123,521	7,029	19,373	349	569	3,698
BOSSIER	80,721	86,189	6.8	29,094	518,873	854,667	9,916	29,376	419	4,279	5,638
CADDO	252,294	264,574	4.9	97,329	1,788,069	2,809,057	10,617	28,861	612	10,512	
Shreveport	205,815	215,832	4.9	79,805	1,508,658	2,441,037	11,310	30,558	*	*	*
CALCASIEU	167,048	180,640	8.1	62,399	1,289,141	1,935,908	10,717	31,025	692	25,317	3,896
Lake Charles	75,051	79,974	6.6	28,404	589,971	947,413	11,847	33,355	*	*	*
CALDWELL	10,761	11,188	4.0	4,095	64,494	83,015	7,420	20,272	284	6,814	
CAMERON	9,336	10,254	9.8	3,406	70,813	107,461	10,480	31,550	397	5,162	2,703
CATAHOULA	12,287	12,593	2.5	4,294	55,651	80,521	6,394	18,752	574	26,503	
CLAIBORNE	17,095	18,869	10.4	6,917	101,906	137,002	7,261	19,807	390	371	5,364
CONCORDIA	22,981	23,914	4.1	8,093	118,734	181,741	7,600	22,457	419	33,481	
DE SOTO	25,664	28,061	9.3	10,000	192,370	183,424	6,537	18,342	662	1,091	19,858
EAST BATON ROUGE	366,164	390,536	6.7	135,778	2,946,641	4,243,847	10,867	31,256	538	2,745	
Baton Rouge	219,486	234,095	6.7	85,443	1,799,827	2,823,035	12,059	33,040	*	*	*
EAST CARROLL	11,772	12,202	3.7	3,788	45,926	64,143	5,257	16,933	374	41,326	902
EAST FELICIANA	19,015	20,796	9.4	5,775	122,284	152,010	7,310	26,322	449	2,418	6,752

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LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
EVANGELINE	33,343	35,651	6.9	12,340	190,453	245,098	6,875	19,862	777	28,796	2,414
FRANKLIN	24,141	25,616	6.1	8,836	105,933	157,167	6,136	17,787	1,077	33,681	3,350
GRANT	16,703	17,876	7.0	6,375	111,534	125,963	7,046	19,759	282	2,339	1,777
IBERIA	63,752	69,518	9.0	22,263	477,680	634,818	9,132	28,514	401	19,562	3,035
New Iberia	32,766	36,765	12.2	12,149	259,175	378,276	10,289	31,136	*	*	*
IBERVILLE	32,159	34,184	6.3	10,478	208,116	275,000	8,045	26,245	234	10,931	
JACKSON	17,321	18,368	6.0	6,574	109,105	142,659	7,767	21,700	229	132	1,006
JEFFERSON	454,592	481,836	6.0	168,843	3,837,606	6,087,099	12,633	36,052	70	537	
JEFFERSON DAVIS	32,168	34,184	6.3	11,300	203,374	298,469	8,731	26,413	652	48,991	1,441
Jennings	12,401	13,426	8.3	4,507	88,117	145,159	10,812	32,207	*	*	*
LAFAYETTE	150,017	166,214	10.8	57,116	1,486,404	2,123,972	12,779	37,187	813	13,294	5,289
Lafayette	81,961	90,810	10.8	32,089	848,237	1,346,090	14,823	41,949	*	*	*
LAFOURCHE	82,483	90,714	10.0	28,581	643,658	885,820	9,765	30,993	399	15,304	
Thibodaux	15,810	17,711	12.0	5,752	131,255	212,438	11,995	36,933	*	*	*
LA SALLE	17,004	17,828	4.8	6,564	105,592	141,353	7,929	21,535	212	563	
LINCOLN	39,763	43,182	8.6	13,700	269,363	356,971	8,267	26,056	330	1,208	3,409
Ruston	20,585	23,570	14.5	7,601	158,781	229,798	9,750	30,233	*	*	*
LIVINGSTON	58,655	66,810	13.9	21,452	397,292	576,831	8,634	26,889	459	467	2,506
MADISON	14,733	17,256	17.1	5,721	59,888	96,093	5,569	16,797	409	38,420	
MOREHOUSE	34,803	36,586	5.1	12,516	169,395	249,938	6,832	19,969	450	43,395	
Bastrop	15,527	16,637	7.1	5,928	84,819	138,538	8,327	23,370	*	*	*
NATCHITOCHES	39,863	43,401	8.9	14,838	292,293	305,404	7,037	20,583	686	17,860	7,287
ORLEANS	557,927	579,396	3.8	219,420	3,771,421	5,741,239	9,909	26,166	N.A.	N.A.	N.A.
New Orleans	557,927	579,396	3.8	219,420	3,771,130	5,741,239	9,909	26,166	*	*	*
OUACHITA	139,241	146,109	4.9	50,772	846,361	1,259,568	8,621	24,808	460	10,431	3,480
Monroe	57,597	60,909	5.8	20,992	334,889	542,943	8,914	25,864	*	*	*
West Monroe	14,993	15,779	5.2	6,452	110,542	182,282	11,552	28,252	*	*	*
PLAQUEMINES	26,049	27,426	5.3	8,313	221,185	266,193	9,706	32,021	126	677	
POINTE COUPEE	24,045	26,101	8.6	8,552	146,124	192,818	7,387	22,547	566	19,009	
RAPIDES	135,282	140,628	4.0	47,633	1,061,887	1,141,614	8,118	23,967	986	23,174	5,572
Alexandria	51,565	53,583	3.9	19,348	426,387	518,940	9,685	26,821	*	*	*
Pineville	12,034	13,707	13.9	5,072	83,923	108,180	7,892	21,329	*	*	*
RED RIVER	10,433	11,604	11.2	4,032	72,821	74,378	6,410	18,447	294	5,211	
RICHLAND	22,187	23,220	4.7	7,689	101,827	147,245	6,341	19,150	734	27,336	4,071
SABINE	25,280	27,655	9.4	10,002	180,899	174,386	6,306	17,435	472	128	2,654
ST. BERNARD	64,097	67,828	5.8	22,282	472,048	762,409	11,240	34,216	29		
ST. CHARLES	37,259	39,942	7.2	12,546	358,954	433,747	10,859	34,573	55	232	
ST. HELENA	9,827	10,409	5.9	3,287	55,082	67,887	6,522	20,653	413	608	11,405
ST. JAMES	21,495	22,744	5.8	6,571	148,861	201,932	8,878	30,731	116	9,488	149
ST. JOHN THE BAPTIST	31,924	35,522	11.3	10,542	252,901	343,035	9,657	32,540	42	3,418	111
ST. LANDRY	84,128	90,811	7.9	29,649	496,981	655,452	7,218	22,107	1,570	38,100	4,216
Opelousas	18,903	19,836	4.9	6,612	129,153	188,407	9,498	28,495	*	*	*
ST. MARTIN	40,214	44,409	10.4	13,731	248,341	334,722	7,537	24,377	434	10,395	1,102
ST. MARY	64,395	68,602	6.5	21,890	522,592	699,269	10,193	31,945	113	13,866	
Franklin	9,584	10,313	7.6	3,332	81,607	102,609	9,949	30,795	*	*	*
Morgan City	16,114	16,983	5.4	5,712	149,587	231,397	13,625	40,511	*	*	*
ST. TAMMANY	110,554	125,550	13.6	41,440	844,418	1,385,770	11,038	33,440	507	4,521	4,467
Slidell	26,718	34,188	28.0	9,998	220,676	448,539	13,120	44,863	*	*	*
TANGIPAHOA	80,698	87,246	8.1	28,728	554,593	681,288	7,809	23,715	1,155	3,562	36,840
Hammond	15,043	17,293	15.0	5,313	123,576	178,746	10,336	33,643	*	*	*
TENSAS	8,525	8,739	2.5	3,069	33,950	49,666	5,683	16,183	334	32,673	
TERREBONNE	94,393	103,135	9.3	32,786	785,460	1,072,747	10,401	32,720	131	6,136	
Houma	32,602	35,621	9.3	12,265	305,884	472,526	13,265	38,526	*	*	*
UNION	21,167	22,323	5.5	7,798	123,246	162,978	7,301	20,900	498	349	4,128
VERMILION	48,458	52,475	8.3	17,918	319,276	475,868	9,068	26,558	1,395	39,378	3,756
Abbeville	12,391	13,983	12.8	4,950	85,343	148,932	10,651	30,087	*	*	*
VERNON	53,475	58,838	10.0	17,336	357,992	348,922	5,930	20,127	535	643	3,394
WASHINGTON	44,207	46,706	5.7	16,631	321,131	383,373	8,208	23,052	917	2,599	24,464
Bogalusa	16,976	17,393	2.5	6,573	136,425	180,459	10,375	27,455	*	*	*
WEBSTER	43,631	46,567	6.7	17,168	251,867	395,330	8,489	23,027	486	489	
Minden	15,074	16,510	9.5	5,820	87,145	159,338	9,651	27,378	*	*	*
WEST BATON ROUGE	19,086	20,663	8.3	6,385	112,732	165,720	8,020	25,955	119	4,249	
WEST CARROLL	12,922	13,670	5.8	4,827	56,854	87,050	6,368	18,034	831	15,578	
WEST FELICIANA	12,186	12,960	6.4	2,568	68,626	82,109	6,336	31,974	184	2,267	
WINN	17,253	17,780	3.1	6,342	97,116	124,547	7,005	19,638	211	433	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1982 Cash Receipts as follows. From Crops $1,337,371,000; from Livestock & Livestock Products $506,357,000; Total $1,843,728,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,155,255	2.7	415,769	7,573,609	10,130,296	8,769	24,365	8,177	110,331	86,881

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
METROPOLITAN STATISTICAL AREAS											
Bangor, Me	83,919	86,612	3.2	29,908	554,105	782,152	9,031	26,152	N.A.	N.A.	N.A.
Lewiston-Auburn, Me	84,690	85,021	.4	31,271	736,998	739,878	8,702	23,660	N.A.	N.A.	N.A.
Portland, Me	193,831	202,521	4.5	77,654	1,978,247	2,066,937	10,206	26,617	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	229,744	22.2	82,918	1,909,979	2,333,331	10,156	28,140	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	100,464	.8	36,431	610,290	842,189	8,383	23,117	346	3,903	9,683
Auburn	23,128	22,942	–.8	8,467	157,770	232,084	10,116	27,410	*	*	*
Lewiston	40,481	40,327	–.4	14,894	246,780	362,243	8,983	24,321	*	*	*
AROOSTOOK	91,331	90,742	–.7	29,768	534,215	640,770	7,061	21,525	1,369	66,795	
CUMBERLAND	215,789	225,675	4.6	84,271	1,780,149	2,365,265	10,481	28,067	491	4,821	5,352
Brunswick	17,366	18,614	7.2	5,502	151,276	207,712	11,159	37,752	*	*	*
Portland	61,572	63,057	2.4	25,155	463,359	678,660	10,763	26,979	*	*	*
FRANKLIN	27,098	28,541	5.3	10,158	179,527	243,004	8,514	23,922	259	728	3,802
HANCOCK	41,781	43,451	4.0	16,492	259,278	362,751	8,349	21,996	254	2,087	182
KENNEBEC	109,889	112,989	2.8	40,709	743,653	1,022,498	9,050	25,117	607	3,411	14,466
Augusta	21,819	19,759	–9.5	7,080	150,168	226,911	11,484	32,050	*	*	*
Waterville	17,779	17,959	1.0	5,839	113,029	175,443	9,769	30,047	*	*	*
KNOX	32,941	36,301	10.2	13,730	211,182	302,093	8,322	22,002	198	1,104	1,244
LINCOLN	25,691	25,520	–.7	9,685	156,578	219,341	8,595	22,647	210	697	1,623
OXFORD	48,968	50,283	2.7	18,305	324,771	424,540	8,443	23,193	329	4,206	5,074
PENOBSCOT	137,015	141,883	3.6	48,736	943,599	1,227,475	8,651	25,186	633	4,775	11,379
Bangor	31,643	32,194	1.7	11,470	231,510	347,782	10,803	30,321	*	*	*
PISCATAQUIS	17,634	17,741	.6	6,531	106,712	138,501	7,807	21,207	144	675	
SAGADOHOC	28,795	29,679	3.1	10,539	196,326	259,859	8,756	24,657	109	653	1,452
Bath	10,246	10,778	5.2	3,510	74,933	94,680	8,785	26,974	*	*	*
SOMERSET	45,028	44,548	–1.1	15,493	254,658	334,267	7,504	21,575	510	1,543	11,693
WALDO	28,414	29,274	3.0	10,335	158,748	222,150	7,589	21,495	470	1,257	6,961
WASHINGTON	34,963	34,952		12,544	177,680	244,296	6,989	19,475	350	5,493	772
YORK	139,666	143,212	2.5	52,042	936,243	1,281,297	8,947	24,620	506	4,990	5,509
Biddeford	19,638	19,992	1.8	6,166	98,651	150,428	7,524	24,396	*	*	*
Saco	12,921	13,717	6.2	4,204	76,256	121,199	8,836	28,82[illegible]	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1982 Cash Receipts as follows: From Crops $159,441,000; from Livestock & Livestock Products $248,991,000; Total $408,432,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,356,306	3.3	1,543,635	35,119,282	49,541,903	11,372	32,094	18,985	281,374	254,525
METROPOLITAN STATISTICAL AREAS											
Baltimore, Md	2,199,531	2,260,465	2.8	804,977	14,619,798	21,527,608	9,524	26,743	4,390	71,887	77,145
Cumberland, Md-W.V	107,782	110,406	2.4	41,002	616,842	844,212	7,646	20,590	529	1,819	1,602
Hagerstown, Md	113,086	115,883	2.5	41,920	630,994	938,376	8,098	22,385	878	9,821	30,271
Washington, D.C-Md-Va	3,250,392	3,402,865	4.7	1,254,199	39,599,992	51,793,243	15,220	41,296	5,723	59,245	89,111
Wilmington, De-N.J-Md	524,108	540,475	3.1	190,844	4,345,418	6,008,005	11,116	31,481	1,515	52,637	27,201
COUNTIES, Cities											
ALLEGANY	80,548	82,819	2.8	31,200	416,513	616,991	7,450	19,775	247	1,385	1,602
Cumberland	25,933	25,326	–2.4	10,776	144,665	242,471	9,574	22,501	*	*	*
ANNE ARUNDEL	370,775	384,642	3.7	128,520	2,552,419	3,908,282	10,161	30,410	584	6,655	1,865
Annapolis	31,740	33,764	6.4	13,657	236,543	444,997	13,180	32,584	*	*	*
BALTIMORE	655,615	693,676	5.8	257,116	5,561,716	7,751,869	11,175	30,149	911	16,320	12,600
BALTIMORE CITY	786,775	774,526	–1.6	283,242	3,851,606	5,773,730	7,455	20,384	N.A.	N.A.	N.A.
Baltimore	786,775	774,526	–1.6	283,242	3,851,606	5,773,730	7,455	20,384	*	*	*
CALVERT	34,638	36,618	5.7	11,603	201,113	324,287	8,856	27,949	633	6,518	654
CAROLINE	23,143	23,898	3.3	8,702	124,275	167,415	7,005	19,239	734	20,489	4,936
CARROLL	96,356	103,286	7.2	33,630	585,385	907,673	8,788	26,990	1,234	10,871	27,607
Westminster	8,808	10,085	14.5	3,928	59,319	116,032	11,505	29,540	*	*	*
CECIL	60,430	63,489	5.1	20,826	315,757	539,262	8,494	25,894	438	9,107	11,994
CHARLES	72,751	78,294	7.6	23,563	550,493	763,661	9,754	32,409	744	9,780	1,705
DORCHESTER	30,623	31,739	3.6	11,982	171,013	231,965	7,309	19,359	444	19,441	3,680
Cambridge	11,703	12,168	4.0	4,453	60,187	93,175	7,657	20,924	*	*	*
FREDERICK	114,263	122,262	7.0	40,924	695,521	1,058,000	8,654	25,853	1,414	8,058	63,826
Frederick	27,557	31,044	12.7	11,904	191,423	336,610	10,843	28,277	*	*	*
GARRETT	26,498	27,347	3.2	9,210	109,846	168,053	6,145	18,247	636	1,556	10,406
HARFORD	145,930	150,440	3.1	49,116	911,108	1,397,992	9,293	28,463	747	7,842	18,273
HOWARD	118,572	126,624	6.8	43,688	996,608	1,565,292	12,362	35,829	417	7,815	9,312
KENT	16,695	16,938	1.5	6,330	96,839	131,866	7,785	20,832	368	19,787	8,559

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONTGOMERY	579,053	611,863	5.7	224,111	8,678,226	11,651,575	19,043	51,990	667	10,359	11,769
Rockville	43,811	47,326	8.0	15,765	272,515	919,354	19,426	58,316	*	*	*
PRINCE GEORGES	665,071	678,553	2.0	234,507	7,327,594	9,774,612	14,405	41,682	761	11,231	2,142
QUEEN ANNES	25,508	27,271	6.9	9,665	160,956	222,770	8,169	23,049	497	22,384	7,488
ST. MARYS	59,895	61,691	3.0	19,747	316,944	502,456	8,145	25,445	870	11,511	5,404
SOMERSET	19,188	19,146	–.2	6,934	86,136	115,980	6,058	16,726	421	11,127	2,086
TALBOT	25,604	26,668	4.2	10,554	184,001	244,969	9,186	23,211	358	15,474	4,187
Easton	7,536	8,130	7.9	3,187	56,443	86,858	10,684	27,254	*	*	*
WASHINGTON	113,086	115,883	2.5	41,920	630,994	938,376	8,098	22,385	878	9,821	30,271
Hagerstown	34,132	34,336	.6	14,414	190,407	324,660	9,455	22,524	*	*	*
WICOMICO	64,540	66,826	3.5	24,268	409,063	537,907	8,049	22,165	920	16,364	3,290
Salisbury	16,429	17,461	6.3	7,075	117,674	182,391	10,446	25,780	*	*	*
WORCESTER	30,889	31,809	3.0	12,277	185,156	246,920	7,763	20,112	708	13,821	4,836

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1982 Cash Receipts as follows: From Crops $339,989,000; from Livestock & Livestock Products $714,602,000; Total $1,054,591,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,896,325	2.8	2,138,208	47,520,712	64,502,573	10,939	30,167	5,905	101,461	95,799
METROPOLITAN STATISTICAL AREAS											
Boston, Ma	3,030,841	3,129,762	3.3	1,155,880	33,367,955	34,457,023	11,009	29,810	N.A.	N.A.	N.A.
Brockton, Ma	169,374	174,825	3.2	57,434	1,331,292	1,865,251	10,669	32,476	N.A.	N.A.	N.A.
Fall River, Ma-R.I.	127,253	128,423	.9	48,324	1,155,963	1,166,591	9,084	24,141	N.A.	N.A.	N.A.
Fitchburg-Leominster, Ma	106,343	107,671	1.2	39,043	1,109,415	1,123,269	10,432	28,770	N.A.	N.A.	N.A.
Lawrence-Haverhill, Ma-N.H.	339,090	353,773	4.3	125,619	3,644,185	3,801,983	10,747	30,266	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	251,932	3.6	82,205	2,575,855	2,668,977	10,594	32,467	N.A.	N.A.	N.A.
New Bedford, Ma	130,548	132,111	1.2	50,182	1,192,706	1,206,986	9,136	24,052	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-	307,403	333,843	8.6	121,605	3,010,265	3,269,180	9,793	26,884	N.A.	N.A.	N.A.
Pittsfield, Ma	90,505	91,432	1.0	33,704	623,084	990,442	10,833	29,386	N.A.	N.A.	N.A.
Salem-Gloucester, Ma	258,175	269,768	4.5	95,928	2,959,242	3,092,123	11,462	32,234	N.A.	N.A.	N.A.
Springfield, Ma	581,010	598,352	3.0	217,631	5,861,645	6,036,604	10,089	27,738	N.A.	N.A.	N.A.
Worcester, Ma	402,918	407,390	1.1	147,397	4,170,449	4,216,737	10,351	28,608	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	156,458	5.8	63,451	1,285,647	1,871,005	11,959	29,487	118	1,977	58
Hyannis	10,662	12,589	18.1	4,046	99,108	145,533	11,560	35,970	*	*	*
BERKSHIRE	145,110	148,339	2.2	54,785	979,487	1,544,525	10,412	28,192	323	1,852	10,620
North Adams	18,063	18,025	–.2	6,401	100,580	173,983	9,652	27,181	*	*	*
Pittsfield	51,974	51,276	–1.4	18,260	346,874	597,883	11,660	32,743	*	*	*
BRISTOL	474,641	483,701	1.9	174,099	2,976,868	4,628,346	9,569	26,585	555	8,422	9,717
Attleboro	34,196	35,329	3.3	12,500	240,842	398,065	11,267	31,845	*	*	*
Fall River	92,574	92,732	.2	35,887	508,848	824,003	8,886	22,961	*	*	*
New Bedford	98,478	99,105	.6	38,491	547,878	891,250	8,993	23,155	*	*	*
North Attleboro	21,095	22,419	6.3	7,815	155,053	258,036	11,510	33,018	*	*	*
Taunton	45,001	46,321	2.9	16,704	293,502	483,615	10,441	28,952	*	*	*
DUKES	8,942	9,848	10.1	4,338	79,321	114,762	11,653	26,455	55	257	124
ESSEX	633,632	651,650	2.8	240,492	5,552,020	7,125,552	10,935	29,629	348	6,690	3,845
Beverly	37,655	38,412	2.0	13,775	332,936	440,272	11,462	31,962	*	*	*
Gloucester	27,768	28,454	2.5	11,820	246,378	328,970	11,561	27,832	*	*	*
Haverhill	46,865	48,420	3.3	18,340	360,751	478,125	9,875	26,070	*	*	*
Lawrence	63,175	63,525	.6	25,041	445,638	581,066	9,147	23,205	*	*	*
Lynn	78,471	76,637	–2.3	30,521	599,115	777,407	10,144	25,471	*	*	*
Newburyport	15,900	16,366	2.9	6,393	131,587	173,515	10,602	27,141	*	*	*
Peabody	45,976	46,446	1.0	15,726	397,045	524,590	11,295	33,358	*	*	*
Salem	38,220	38,406	.5	15,287	307,734	405,665	10,563	26,537	*	*	*
FRANKLIN	64,317	65,449	1.8	25,231	439,183	651,347	9,952	25,815	457	6,699	12,185
Greenfield	18,436	18,881	2.4	7,119	119,394	205,329	10,875	28,842	*	*	*
HAMPDEN	443,018	453,292	2.3	165,497	3,178,653	4,603,471	10,156	27,816	366	8,886	4,546
Holyoke	44,678	43,725	–2.1	17,082	289,893	421,653	9,643	24,684	*	*	*
Springfield	152,319	151,270	–.7	56,458	977,044	1,432,614	9,471	25,375	*	*	*
Westfield	36,465	39,125	7.3	13,516	271,984	412,828	10,552	30,544	*	*	*
HAMPSHIRE	138,813	145,937	5.1	47,807	958,901	1,442,303	9,883	30,169	493	9,851	9,105
Northampton	29,286	30,527	4.2	10,915	209,295	331,991	10,875	30,416	*	*	*
MIDDLESEX	1,367,034	1,385,027	1.3	493,707	12,794,662	16,482,922	11,901	33,386	577	20,559	17,626
Framingham	65,113	66,262	1.8	24,814	687,981	918,519	13,862	37,016	*	*	*
Hudson	16,408	16,719	1.9	5,544	138,935	188,696	11,286	34,036	*	*	*
Lowell	92,418	92,799	.4	34,703	669,876	882,019	9,505	25,416	*	*	*
Malden	53,386	53,008	–.7	21,114	442,394	585,327	11,042	27,722	*	*	*
Marlborough	30,617	31,984	4.5	11,906	276,491	375,934	11,754	31,575	*	*	*
Medford	58,076	56,579	–2.6	19,929	480,159	628,320	11,105	31,528	*	*	*
Melrose	30,055	29,325	–2.4	10,607	290,782	378,900	12,921	35,722	*	*	*
Wakefield	24,895	24,992	.4	8,769	245,402	327,846	13,118	37,387	*	*	*
Waltham	58,200	57,654	–.9	20,830	514,519	677,637	11,754	32,532	*	*	*
Woburn	36,626	36,756	.4	12,649	321,014	430,157	11,703	34,007	*	*	*

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NANTUCKET	5,087	5,173	1.7	2,246	47,896	69,292	13,395	30,851	N.A.	N.A.	N.A.
NORFOLK	606,587	659,702	8.8	231,631	6,195,298	8,278,842	12,549	35,742	207	4,303	1,235
Dedham	25,298	26,873	6.2	8,950	239,560	327,084	12,171	36,546	*	*	*
Quincy	84,743	90,857	7.2	36,904	806,641	1,104,664	12,158	29,933	*	*	*
PLYMOUTH	405,437	414,688	2.3	138,717	3,262,503	4,656,293	11,228	33,567	590	19,331	5,435
Brockton	95,172	99,429	4.5	32,549	660,082	1,009,793	10,156	31,024	*	*	*
SUFFOLK	650,142	660,758	1.6	262,149	4,968,382	6,207,463	9,394	23,677	N.A.	N.A.	N.A.
Boston	562,994	542,767	–3.6	228,143	4,283,426	5,342,256	9,843	23,416	*	*	*
Chelsea	25,431	24,057	–5.4	9,708	172,472	212,166	8,819	21,855	*	*	*
WORCESTER	646,352	656,303	1.5	234,038	4,801,891	6,826,450	10,401	29,168	864	11,298	19,539
Athol	10,634	10,588	–.4	4,089	78,249	119,272	11,265	29,169	*	*	*
Clinton	12,771	12,732	–.3	4,740	98,267	148,240	11,643	31,274	*	*	*
Fitchburg	39,580	38,840	–1.9	14,485	270,584	405,337	10,436	27,983	*	*	*
Gardner	17,900	17,520	–2.1	7,040	145,071	217,878	12,436	30,949	*	*	*
Milford	23,390	25,261	8.0	8,870	161,716	252,796	10,007	28,500	*	*	*
Southbridge	16,665	16,758	.6	6,381	125,677	190,925	11,393	29,921	*	*	*
Worcester	161,799	158,970	–1.8	58,260	1,136,795	1,690,844	10,636	29,022	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1982 Cash Receipts as follows: From Crops $206,150,000; from Livestock & Livestock Products $134,926,000; Total $341,076,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,258,344	9,214,152	–.5	3,251,067	75,720,126	95,433,941	10,357	29,355	68,158	1,014,130	853,142
METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mi	264,748	264,424	–.1	94,952	2,440,507	3,043,147	11,509	32,049	1,362	18,641	19,925
Battle Creek, Mi	141,557	140,884	–.5	52,100	1,147,102	1,451,203	10,301	27,854	1,308	17,519	19,572
Benton Harbor, Mi	171,276	167,955	–1.9	60,502	1,251,822	1,578,770	9,400	26,095	1,926	44,281	7,849
Detroit, Mi	4,487,421	4,434,379	–1.2	1,567,837	38,975,372	48,764,499	10,997	31,103	6,887	121,813	54,150
Flint, Mi	450,449	446,980	–.8	156,981	3,291,029	4,521,194	10,115	28,801	990	11,689	10,310
Grand Rapids, Mi	601,680	613,899	2.0	215,302	5,899,476	6,889,488	11,223	31,999	3,051	70,113	56,190
Jackson, Mi	151,495	150,488	–.7	51,789	1,105,303	1,393,237	9,258	26,902	1,190	13,532	21,560
Kalamazoo, Mi	212,378	215,095	1.3	78,201	1,911,012	2,281,640	10,608	29,177	976	20,266	17,109
Lansing-East Lansing, Mi	416,667	418,703	.5	145,810	3,245,647	4,302,933	10,277	29,511	3,983	54,552	60,077
Muskegon, Mi	157,589	157,329	–.2	55,787	1,125,414	1,385,301	8,805	24,832	493	10,232	
Saginaw-Bay City-Midland, Mi	421,518	417,773	–.9	143,822	3,338,609	4,449,393	10,650	30,937	3,509	83,856	18,158
COUNTIES, Cities											
ALCONA	9,740	10,190	4.6	4,001	52,508	72,172	7,083	18,038	287	661	
ALGER	9,225	9,321	1.1	3,369	62,048	77,730	8,330	23,072	94	234	
ALLEGAN	81,555	82,653	1.3	28,279	557,552	733,221	8,871	25,928	1,923	28,255	40,885
ALPENA	32,315	32,877	1.7	11,645	209,919	280,300	8,526	24,070	450	1,683	5,015
Alpena	12,214	11,862	–2.9	3,869	77,362	113,445	9,564	29,322	*	*	*
ANTRIM	16,194	15,885	–1.9	5,806	99,704	133,048	8,376	22,916	269	6,762	3,573
ARENAC	14,706	14,909	1.4	5,309	89,829	121,308	8,137	22,850	430	7,033	5,295
BARAGA	8,484	8,294	–2.2	2,953	54,541	64,048	7,722	21,689	93	107	
BARRY	45,781	46,015	.5	15,916	347,853	437,804	9,514	27,507	1,032	8,348	15,448
BAY	119,881	117,677	–1.8	41,455	830,325	1,169,707	9,940	28,216	1,168	31,748	2,820
Bay City	41,593	38,249	–8.0	14,647	283,184	446,109	11,663	30,457	*	*	*
BENZIE	11,205	11,250	.4	4,081	82,328	92,419	8,215	22,646	176	5,093	1,082
BERRIEN	171,276	167,955	–1.9	60,502	1,251,822	1,578,770	9,400	26,095	1,926	44,281	7,849
Benton Harbor	14,707	13,829	–6.0	4,373	69,541	98,281	7,107	22,475	*	*	*
Niles	13,115	12,898	–1.7	4,874	105,729	158,026	12,252	32,422	*	*	*
St. Joseph	9,622	8,974	–6.7	3,829	90,082	131,915	14,700	34,452	*	*	*
BRANCH	40,188	40,663	1.2	14,495	260,072	358,175	8,808	24,710	1,196	18,359	
Coldwater	9,461	9,690	2.4	3,137	55,053	89,268	9,212	28,456	*	*	*
CALHOUN	141,557	140,884	–.5	52,100	1,147,102	1,451,203	10,301	27,854	1,308	17,519	19,572
Albion	11,059	10,638	–3.8	3,521	76,849	108,897	10,237	30,928	*	*	*
Battle Creek	35,724	34,427	–3.6	14,060	270,686	389,382	11,310	27,694	*	*	*
Marshall	7,201	7,142	–.8	2,750	66,662	75,222	10,532	27,353	*	*	*
CASS	49,499	49,440	–.1	17,644	330,780	458,707	9,278	25,998	1,066	14,600	25,969
Dowagiac	6,307	6,200	–1.7	1,963	47,403	56,230	9,069	28,645	*	*	*
CHARLEVOIX	19,907	19,856	–.3	7,240	129,597	169,672	8,545	23,435	247	1,563	2,629
CHEBOYGAN	20,649	21,245	2.9	7,674	120,724	167,699	7,894	21,853	221	863	2,344
Cheboygan	5,106	5,087	–.4	1,215	33,640	40,528	7,967	33,356	*	*	*
CHIPPEWA	29,029	29,085	.2	10,202	186,195	225,940	7,768	22,147	369	1,275	
Sault Ste. Marie	14,448	14,218	–1.6	3,488	71,223	95,741	6,734	27,449	*	*	*
CLARE	23,822	24,608	3.3	9,213	140,548	190,044	7,723	20,628	313	1,038	6,347
CLINTON	55,893	56,258	.7	18,265	408,600	556,686	9,895	30,478	1,517	15,881	27,510

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CRAWFORD	9,465	9,987	5.5	3,591	59,886	79,292	7,940	22,081	16	42	
DELTA	38,947	38,798	–.4	13,767	286,997	345,119	8,895	25,069	332	1,753	4,515
Escanaba	14,355	13,931	–3.0	4,642	110,158	146,636	10,526	31,589	*	*	*
DICKINSON	25,341	25,778	1.7	9,910	196,125	229,941	8,920	23,203	116	1,310	1,722
Iron Mountain	8,341	8,346	.1	3,155	66,650	87,998	10,544	27,892	*	*	*
Kingsford	5,290	5,382	1.7	1,849	41,821	48,464	9,005	26,211	*	*	*
EATON	88,337	89,010	.8	31,026	723,605	983,039	11,044	31,684	1,398	18,141	11,925
EMMET	22,992	23,109	.5	8,366	158,847	210,134	9,093	25,118	230	1,160	2,304
Petoskey	6,097	6,039	–1.0	1,717	35,710	53,867	8,920	31,373	*	*	*
GENESEE	450,449	446,980	–.8	156,981	3,291,029	4,521,194	10,115	28,801	990	11,689	10,310
Flint	159,611	147,299	–7.7	54,738	1,077,875	1,611,981	10,944	29,449	*	*	*
GLADWIN	19,957	20,637	3.4	7,573	123,867	166,374	8,062	21,969	419	2,253	3,550
GOGEBIC	19,686	19,217	–2.4	7,534	122,451	140,074	7,289	18,592	72	59	
Ironwood	7,741	7,228	–6.6	2,489	47,820	51,969	7,190	20,879	*	*	*
GRAND TRAVERSE	54,899	56,503	2.9	20,154	484,469	557,212	9,862	27,648	487	17,957	
Traverse City	15,516	15,093	–2.7	4,885	133,384	174,940	11,591	35,812	*	*	*
GRATIOT	40,448	39,339	–2.8	13,235	276,486	353,801	8,994	26,732	1,334	28,589	19,450
Alma	9,652	9,333	–3.3	2,989	70,138	105,340	11,287	35,243	*	*	*
HILLSDALE	42,071	41,716	–.9	14,575	258,090	352,124	8,441	24,159	1,543	16,930	23,740
Hillsdale	7,432	7,264	–2.3	2,431	48,993	78,135	10,756	32,141	*	*	*
HOUGHTON	37,872	38,221	.9	13,370	228,710	266,527	6,973	19,935	212	739	1,509
Houghton	7,512	8,125	8.2	1,594	44,237	52,233	6,429	32,769	*	*	*
HURON	36,459	36,255	–.6	12,947	228,854	301,709	8,322	23,303	1,800	36,559	51,538
Bad Axe	3,184	3,236	1.6	941	24,060	28,141	8,696	29,905	*	*	*
INGHAM	272,437	273,435	.4	96,519	2,113,442	2,763,208	10,106	28,629	1,068	20,530	20,642
East Lansing	48,309	48,772	1.0	12,804	321,999	443,462	9,093	34,635	*	*	*
Lansing	130,414	130,461		50,238	1,018,427	1,436,914	11,014	28,602	*	*	*
IONIA	51,815	52,210	.8	16,738	354,529	462,049	8,850	27,605	1,232	17,906	23,443
Ionia	5,920	5,808	–1.9	2,173	43,476	51,225	8,820	23,573	*	*	*
IOSCO	28,349	28,593	.9	10,513	165,084	219,150	7,664	20,846	237	1,098	3,561
IRON	13,635	13,684	.4	5,612	95,932	109,630	8,012	19,535	92	560	
ISABELLA	54,110	53,778	–.6	16,311	341,036	443,483	8,247	27,189	999	8,892	
Mount Pleasant	23,746	24,753	4.2	6,111	137,200	198,328	8,012	32,454	*	*	*
JACKSON	151,495	150,488	–.7	51,789	1,105,303	1,393,237	9,258	26,902	1,190	13,532	21,560
Jackson	39,739	37,538	–5.5	14,109	271,616	389,590	10,379	27,613	*	*	*
KALAMAZOO	212,378	215,095	1.3	78,201	1,911,012	2,281,640	10,608	29,177	976	20,266	17,109
Kalamazoo	79,722	78,625	–1.4	28,834	642,350	823,844	10,478	28,572	*	*	*
KALKASKA	10,952	11,157	1.9	3,982	62,344	85,205	7,637	21,398	92	748	891
KENT	444,506	454,461	2.2	162,823	4,434,390	5,169,369	11,375	31,748	1,462	32,953	24,597
Grand Rapids	181,843	180,266	–.9	66,742	1,672,938	2,023,969	11,228	30,325	*	*	*
KEWEENAW	1,963	1,704	–13.2	706	10,367	11,379	6,678	16,118	N.A.	N.A.	N.A.
LAKE	7,711	8,162	5.8	3,286	38,579	53,662	6,575	16,330	126	204	
LAPEER	70,038	69,794	–.4	21,619	436,258	610,217	8,743	28,226	1,323	19,856	21,338
LEELANAU	14,007	14,317	2.2	5,213	115,664	134,117	9,368	25,727	421	18,780	
LENAWEE	89,948	88,778	–1.3	30,266	610,486	842,967	9,495	27,852	1,840	45,381	27,155
Adrian	21,186	21,203	.1	6,951	143,661	229,022	10,801	32,948	*	*	*
LIVINGSTON	100,289	101,400	1.1	32,461	878,858	1,147,210	11,314	35,341	793	10,245	13,711
LUCE	6,659	6,469	–2.9	2,137	47,273	55,192	8,532	25,827	30	345	
MACKINAC	10,178	10,579	3.9	3,891	69,510	84,498	7,987	21,716	87	162	1,875
MACOMB	694,600	700,112	.8	236,958	6,228,654	8,028,267	11,467	33,881	839	18,768	6,696
Mount Clemens	18,806	18,412	–2.1	7,177	162,854	216,043	11,734	30,102	*	*	*
MANISTEE	23,019	22,890	–.6	8,666	174,946	200,218	8,747	23,104	341	8,673	795
Manistee	7,566	7,463	–1.4	2,280	55,734	65,612	8,792	28,777	*	*	*
MARQUETTE	74,101	72,319	–2.4	24,336	558,750	645,289	8,923	26,516	101	598	991
Marquette	23,288	23,207	–.4	6,732	180,063	238,768	10,289	35,468	*	*	*
MASON	26,365	27,245	3.3	10,235	208,377	242,751	8,910	23,718	496	7,347	5,760
Ludington	8,937	9,208	3.0	2,947	69,547	82,756	8,987	28,081	*	*	*
MECOSTA	36,961	36,653	–.8	11,212	209,115	273,429	7,460	24,387	687	5,359	
Big Rapids	14,361	15,092	5.1	2,616	58,235	83,920	5,561	32,080	*	*	*
MENOMINEE	26,201	24,290	–7.3	8,827	175,371	199,584	8,217	22,611	488	1,416	
Menominee	10,099	9,145	–9.5	3,163	70,437	87,873	9,609	27,782	*	*	*
MIDLAND	73,578	73,664	.1	25,091	668,344	895,119	12,151	35,675	524	9,508	4,566
Midland	37,250	38,054	2.2	13,387	404,295	587,921	15,450	43,917	*	*	*
MISSAUKEE	10,009	10,377	3.7	3,687	51,880	71,258	6,867	19,327	361	1,254	
MONROE	134,659	134,978	.2	44,170	1,273,741	1,641,706	12,163	37,168	1,529	36,287	7,666
Monroe	23,531	23,455	–.3	8,127	239,502	361,792	15,425	44,517	*	*	*
MONTCALM	47,555	47,950	.8	17,042	313,401	414,163	8,637	24,302	1,213	20,858	
Greenville	8,019	8,287	3.3	2,717	61,201	73,969	8,926	27,225	*	*	*
MONTMORENCY	7,492	7,498	.1	2,856	38,756	50,306	6,709	17,614	110	442	1,587
MUSKEGON	157,589	157,329	–.2	55,787	1,125,414	1,385,301	8,805	24,832	493	10,232	
Muskegon	40,823	39,383	–3.5	15,153	264,624	353,421	8,974	23,324	*	*	*
Muskegon Heights	14,611	13,711	–6.2	4,875	86,496	114,974	8,386	23,584	*	*	*
NEWAYGO	34,917	35,631	2.0	12,672	210,589	289,982	8,139	22,884	807	11,949	11,392
OAKLAND	1,011,793	1,010,031	–.2	362,564	10,735,255	13,450,089	13,317	37,097	622	12,886	4,074
Pontiac	76,715	72,984	–3.6	26,041	520,080	689,280	9,317	26,469	*	*	*
Royal Oak	70,893	66,304	–6.5	26,200	721,938	950,923	14,342	36,295	*	*	*
OCEANA	22,002	22,095	.4	7,652	135,272	171,910	7,780	22,466	772	20,060	5,407
OGEMAW	16,436	16,751	1.9	6,234	90,867	119,005	7,104	19,090	303	1,414	5,893
ONTONAGON	9,861	9,713	–1.5	3,565	70,556	79,030	8,137	22,168	149	307	
OSCEOLA	18,928	19,521	3.1	6,959	112,762	148,456	7,605	21,333	546	1,660	
OSCODA	6,858	6,998	2.0	2,655	38,464	53,791	7,687	20,260	80	163	
OTSEGO	14,993	15,104	.7	5,102	101,760	135,415	8,966	26,542	152	708	1,137
OTTAWA	157,174	159,438	1.4	52,479	1,465,086	1,720,119	10,789	32,777	1,589	37,160	31,593
Grand Haven	11,763	11,903	1.2	4,733	132,344	181,791	15,273	38,409	*	*	*
Holland	26,281	26,640	1.4	9,390	257,779	348,383	13,077	37,101	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PRESQUE ISLE	14,267	14,285	.1	5,099	80,528	106,243	7,437	20,836	347	2,439	3,683
ROSCOMMON	16,374	17,337	5.9	7,084	105,534	142,809	8,237	20,159	31	111	
SAGINAW	228,059	226,432	−.7	77,276	1,839,940	2,384,567	10,531	30,858	1,817	42,600	10,772
Saginaw	77,508	72,188	−6.9	26,250	565,453	825,819	11,440	31,460	*	*	*
ST. CLAIR	138,802	137,827	−.7	48,017	1,047,956	1,327,017	9,628	27,636	1,316	12,865	
Port Huron	33,981	33,093	−2.6	12,157	247,279	361,682	10,929	29,751	*	*	*
ST. JOSEPH	56,083	56,024	−.1	20,193	366,917	513,350	9,163	25,422	1,083	24,416	15,001
Sturgis	9,468	9,523	.6	3,558	70,446	116,226	12,205	32,566	*	*	*
Three Rivers	7,015	6,886	−1.8	2,531	51,717	61,362	8,911	24,244	*	*	*
SANILAC	40,789	40,289	−1.2	14,063	262,977	345,545	8,577	24,571	1,969	26,803	45,486
SCHOOLCRAFT	8,575	8,504	−.8	3,057	54,995	67,180	7,900	21,976	54	114	
SHIAWASSEE	71,140	70,038	−1.6	23,536	487,349	672,189	9,597	28,560	1,384	16,265	19,097
Owosso	16,455	15,938	−3.2	6,045	127,060	201,070	12,616	33,262	*	*	*
TUSCOLA	56,961	56,174	−1.4	18,441	405,963	530,828	9,450	28,785	1,563	41,495	15,386
VAN BUREN	66,814	66,986	.3	23,668	513,476	603,686	9,012	25,506	1,615	40,494	11,193
South Haven	5,943	5,774	−2.9	2,114	43,865	52,275	9,054	24,728	*	*	*
WASHTENAW	264,748	264,424	−.1	94,952	2,440,507	3,043,147	11,509	32,049	1,362	18,641	19,925
Ann Arbor	107,316	109,829	2.3	39,520	989,337	1,370,357	12,477	34,675	*	*	*
Ypsilanti	24,031	22,289	−7.3	8,180	192,517	255,766	11,475	31,267	*	*	*
WAYNE	2,337,240	2,280,237	−2.4	822,048	18,374,650	22,559,993	9,894	27,444	465	10,906	665
Detroit	1,203,339	1,070,477	−11.1	406,686	8,186,519	10,045,409	9,384	24,701	*	*	*
WEXFORD	25,102	26,279	4.7	9,639	160,442	210,793	8,021	21,869	227	808	
Cadillac	10,199	10,758	5.5	3,440	62,476	92,344	8,584	26,844	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1982 Cash Receipts as follows: From Crops $1,687,582,000; from Livestock & Livestock Products $1,175,038,000; Total $2,862,620,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,193,522	2.9	1,520,923	32 360,505	42,618,233	10,163	28,021	102,984	2,082,469	2,159,502
METROPOLITAN STATISTICAL AREAS											
Duluth, Mn-Wi	266,650	269,122	.9	101,159	1,890,937	2,334,009	8,673	23,073	1,378	3,896	8,879
Fargo-Moorhead, N.D-Mn	137,574	145,441	5.7	52,873	924,502	1,533,153	10,541	28,997	2,589	156,993	26,335
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,204,811	3.1	812,167	18,890,983	26,725,718	12,122	32,907	11,515	133,299	210,774
Rochester, Mn	91,971	96,008	4.4	34,948	912,407	1,065,309	11,096	30,483	1,556	22,572	42,266
St. Cloud, Mn	163,256	172,079	5.4	53,364	1,118,593	1,375,294	7,992	25,772	5,054	31,679	129,875
COUNTIES, Cities											
AITKIN	13,404	13,591	1.4	5,207	63,159	85,971	6,326	16,511	735	4,214	6,447
ANOKA	195,998	201,017	2.6	63,704	1,546,664	2,257,700	11,231	35,440	637	10,003	4,119
BECKER	29,336	29,951	2.1	10,630	184,192	208,539	6,963	19,618	1,390	13,308	20,482
BELTRAMI	30,982	33,436	7.9	11,117	158,329	224,134	6,703	20,161	809	4,193	8,512
Bemidji	10,949	11,607	6.0	3,270	54,139	84,881	7,313	25,957	*	*	*
BENTON	25,187	26,850	6.6	9,044	177,225	219,102	8,160	24,226	1,054	4,257	21,378
BIG STONE	7,716	8,162	5.8	3,081	61,077	59,437	7,282	19,291	591	16,840	
BLUE EARTH	52,314	53,514	2.3	18,809	348,373	466,521	8,718	24,803	1,589	60,391	35,454
Mankato	28,651	28,474	−.6	10,020	195,402	283,923	9,971	28,336	*	*	*
BROWN	28,645	29,125	1.7	10,420	181,433	236,821	8,131	22,728	1,465	37,885	35,303
New Ulm	13,755	14,240	3.5	5,205	97,604	139,345	9,785	26,771	*	*	*
CARLTON	29,936	30,443	1.7	10,522	175,263	243,663	8,004	23,157	714	2,198	
CARVER	37,046	38,348	3.5	12,697	274,666	385,783	10,060	30,384	1,166	7,917	34,120
CASS	21,050	21,182	.6	7,652	101,358	133,797	6,317	17,485	702	2,046	
CHIPPEWA	14,941	15,002	.4	5,715	120,618	113,898	7,592	19,930	1,074	39,956	15,182
CHISAGO	25,717	26,418	2.7	8,796	156,177	225,099	8,521	25,591	1,082	6,043	13,907
CLAY	49,327	52,935	7.3	17,900	378,607	408,417	7,715	22,817	1,156	57,670	10,701
Moorhead	29,998	32,310	7.7	10,674	240,067	276,229	8,549	25,879	*	*	*
CLEARWATER	8,761	8,925	1.9	3,063	37,749	52,266	5,856	17,064	741	4,793	
COOK	4,092	4,158	1.6	1,634	27,016	36,580	8,797	22,387	N.A.	N.A.	N.A.
COTTONWOOD	14,854	14,676	−1.2	5,502	118,723	123,836	8,438	22,507	1,198	45,262	43,716
CROW WING	41,722	42,528	1.9	15,837	229,646	318,155	7,481	20,089	622	1,665	5,745
Brainerd	11,489	11,641	1.3	3,039	47,455	77,452	6,653	25,486	*	*	*
DAKOTA	194,111	202,376	4.3	68,250	1,732,382	2,498,550	12,346	36,609	1,074	31,294	25,373
DODGE	14,773	15,245	3.2	5,278	102,239	119,960	7,869	22,990	983	28,088	28,559
DOUGLAS	27,839	28,665	3.0	10,539	194,704	208,737	7,282	19,806	1,369	7,962	24,964
FARIBAULT	19,714	20,215	2.5	7,772	165,800	169,482	8,384	21,807	1,419	67,106	38,275
FILLMORE	21,930	22,446	2.4	8,179	121,029	161,269	7,185	19,717	1,913	24,326	68,301
FREEBORN	36,329	36,707	1.0	13,679	244,578	319,752	8,711	23,375	1,635	60,031	44,323
Albert Lea	19,190	19,298	.6	7,594	145,056	206,597	10,706	27,205	*	*	*
GOODHUE	38,749	41,246	6.4	14,799	290,427	356,578	8,645	24,095	1,952	26,494	55,322
Red Wing	13,736	15,872	15.6	6,038	121,017	171,010	10,774	28,322	*	*	*

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
GRANT	7,171	7,302	1.8	2,757	53,162	51,396	7,039	18,642	684	23,890	
HENNEPIN	941,411	965,824	2.6	383,692	9,070,368	12,743,243	13,194	33,212	932	14,008	13,678
Minneapolis	370,951	358,815	–3.3	162,089	3,053,657	4,272,281	11,907	26,358	*	*	*
HOUSTON	19,617	19,879	1.3	7,045	112,385	160,645	8,081	22,803	1,177	6,652	43,110
HUBBARD	14,098	14,653	3.9	5,327	68,675	96,707	6,600	18,154	520	4,325	3,743
ISANTI	23,600	24,170	2.4	7,872	172,456	195,899	8,105	24,886	925	6,431	
ITASCA	43,006	43,713	1.6	15,519	251,347	338,775	7,750	21,830	572	1,369	3,533
JACKSON	13,690	14,013	2.4	5,213	107,078	111,296	7,942	21,350	1,330	52,050	48,677
KANABEC	12,161	12,726	4.6	4,612	83,919	96,792	7,606	20,987	808	2,379	13,965
KANDIYOHI	36,763	38,379	4.4	13,732	308,719	312,401	8,140	22,750	1,533	33,442	34,339
Willmar	15,895	17,715	11.5	5,849	138,128	158,958	8,973	27,177	*	*	*
KITTSON	6,672	7,147	7.1	2,775	46,304	53,570	7,495	19,305	680	34,720	3,809
KOOCHICHING	17,571	17,523	–.3	6,220	104,741	140,207	8,001	22,541	317	775	
International Fal	5,611	5,317	–5.2	1,959	38,479	44,100	8,294	22,511	*	*	*
LAC QUI PARLE	10,592	10,751	1.5	3,982	79,972	75,001	6,976	18,835	1,152	31,886	19,371
LAKE	13,043	12,967	–.6	4,691	94,001	123,247	9,505	26,273	53	82	230
LAKE OF THE WOODS	3,76[illegible]	3,746	–.5	1,427	18,072	25,098	6,700	17,588	260	2,941	2,023
LE SUEUR	23,434	23,967	2.3	8,383	152,900	199,651	8,330	23,816	1,156	25,799	27,289
LINCOLN	8,207	8,551	4.2	3,177	52,099	53,665	6,276	16,892	917	12,502	26,967
LYON	25,207	25,911	2.8	9,103	196,942	204,462	7,891	22,461	1,191	32,853	46,018
Marshall	11,161	11,944	7.0	4,099	79,679	94,174	7,885	22,975	*	*	*
MCLEOD	29,657	30,357	2.4	10,833	220,583	259,253	8,540	23,932	1,564	24,267	33,602
MAHNOMAN	5,535	5,813	5.0	1,950	29,675	33,232	5,717	17,042	454	7,475	6,064
MARSHALL	13,027	12,749	–2.1	4,482	79,305	84,906	6,660	18,944	1,585	61,386	7,655
MARTIN	24,687	25,052	1.5	9,700	222,914	226,036	9,023	23,303	1,476	62,746	45,428
Fairmont	11,506	11,956	3.9	4,834	117,014	131,028	10,957	27,106	*	*	*
MEEKER	20,594	21,363	3.7	7,578	133,303	158,069	7,399	20,859	1,396	24,071	31,437
MILLE LACS	18,430	18,896	2.5	6,750	118,259	133,831	7,083	19,827	1,016	2,816	17,540
MORRISON	29,311	30,069	2.6	9,920	169,305	191,224	6,360	19,277	2,070	6,189	40,361
MOWER	40,390	40,647	.6	15,408	289,311	384,345	9,456	24,945	1,599	44,966	41,346
Austin	23,020	22,422	–2.6	9,018	186,017	267,492	11,930	29,662	*	*	*
MURRAY	11,507	11,554	.4	4,183	86,313	88,899	7,694	21,252	1,224	30,094	45,311
NICOLLET	26,929	27,635	2.6	9,000	177,292	235,655	8,527	26,184	1,013	31,645	29,402
North Mankato	9,145	10,050	9.9	3,630	74,284	90,371	8,992	24,896	*	*	*
NOBLES	21,840	22,110	1.2	8,066	179,663	183,248	8,288	22,719	1,479	41,200	52,745
Worthington	10,243	10,486	2.4	4,062	102,194	113,922	10,864	28,046	*	*	*
NORMAN	9,379	9,316	–.7	3,466	61,613	65,685	7,051	18,951	909	45,466	9,394
OLMSTED	91,971	96,008	4.4	34,948	912,407	1,065,309	11,096	30,483	1,556	22,572	42,266
Rochester	57,855	60,394	4.4	23,499	623,570	775,989	12,849	33,022	*	*	*
OTTER TAIL	51,937	53,930	3.8	19,668	347,176	388,986	7,213	19,778	3,408	27,483	64,189
Fergus Falls	12,519	13,026	4.0	3,604	82,940	108,135	8,301	30,004	*	*	*
PENNINGTON	15,258	15,300	.3	5,610	118,650	124,690	8,150	22,226	703	15,322	5,289
PINE	19,871	20,183	1.6	7,147	119,122	137,827	6,829	19,285	1,292	3,533	20,374
PIPESTONE	11,690	11,984	2.5	4,601	82,083	85,713	7,152	18,629	847	13,577	30,166
POLK	34,844	36,821	5.7	13,143	238,322	282,419	7,670	21,488	1,970	108,191	18,962
Crookston	8,628	9,231	7.0	3,074	62,145	72,360	7,839	23,539	*	*	*
E. Grand Forks	8,537	9,378	9.9	3,216	64,211	75,296	8,029	23,413	*	*	*
POPE	11,657	11,757	.9	4,387	96,105	92,854	7,898	21,166	1,069	17,695	24,390
RAMSEY	459,784	475,496	3.4	180,266	4,003,131	5,640,227	11,862	31,288	108	3,937	
St. Paul	270,230	265,157	–1.9	107,628	2,207,437	3,111,452	11,734	28,909	*	*	*
RED LAKE	5,471	5,578	2.0	1,940	31,908	36,003	6,454	18,558	501	11,861	
REDWOOD	19,341	19,247	–.5	6,934	153,623	144,363	7,501	20,820	1,674	60,055	44,813
RENVILLE	20,401	20,808	2.0	7,664	156,545	158,208	7,603	20,643	1,787	80,441	32,864
RICE	46,087	47,812	3.7	15,260	325,995	395,495	8,272	25,917	1,429	21,000	34,971
Faribault	16,241	16,687	2.7	6,001	129,748	166,221	9,961	27,699	*	*	*
ROCK	10,703	10,743	.4	3,979	89,429	88,937	8,279	22,352	1,019	21,661	47,167
ROSEAU	12,574	12,671	.8	4,490	82,913	91,522	7,223	20,384	1,337	27,040	9,941
ST. LOUIS	222,229	223,504	.6	83,875	1,504,490	1,915,583	8,571	22,839	1,007	2,905	5,514
Duluth	92,811	90,520	–2.5	31,589	590,965	812,963	8,981	25,736	*	*	*
Hibbing	21,193	21,287	.4	7,330	142,650	203,530	9,561	27,767	*	*	*
Virginia	11,056	10,639	–3.8	4,222	80,742	110,308	10,368	26,127	*	*	*
SCOTT	43,784	46,301	5.7	14,578	321,964	457,041	9,871	31,351	997	11,287	20,520
SHERBURNE	29,908	31,617	5.7	9,754	226,301	277,170	8,766	28,416	682	11,644	8,872
SIBLEY	15,448	15,510	.4	5,511	92,835	119,956	7,734	21,767	1,483	34,255	39,526
STEARNS	108,161	113,612	5.0	34,566	715,067	879,022	7,737	25,430	3,318	15,778	99,625
1St. Cloud	42,566	45,830	7.7	14,264	312,045	427,423	9,326	29,955	*	*	*
STEELE	30,328	31,201	2.9	11,152	234,070	277,574	8,896	24,890	1,148	28,799	25,230
Owatonna	18,632	20,253	8.7	7,351	156,173	198,037	9,778	26,940	*	*	*
STEVENS	11,322	11,351	.3	3,979	84,724	84,753	7,467	21,300	738	23,426	30,728
SWIFT	12,920	12,974	.4	4,796	91,022	89,640	6,909	18,691	1,078	38,269	
TODD	24,991	25,942	3.8	9,013	141,073	156,891	6,048	17,407	2,125	8,079	43,494
TRAVERSE	5,542	5,930	7.0	2,264	45,582	43,857	7,396	19,371	562	25,128	7,101
WABASHA	19,335	19,575	1.2	6,943	129,372	156,066	7,973	22,478	1,105	12,488	39,633
WADENA	14,192	14,293	.7	5,000	85,822	95,281	6,666	19,056	759	2,587	10,978
WASECA	18,448	18,552	.6	6,634	123,833	162,291	8,748	24,464	950	34,738	21,229
WASHINGTON	113,571	118,267	4.1	37,397	934,799	1,356,215	11,467	36,265	777	16,200	9,595
Stillwater	12,290	13,617	10.8	4,577	101,477	178,837	13,133	39,073	*	*	*
WATONWAN	12,361	12,576	1.7	4,799	104,870	101,679	8,085	21,188	922	36,426	24,281
WILKIN	8,382	8,051	–4.0	2,895	61,524	65,512	8,137	22,629	656	40,119	5,884
Breckenridge	3,909	3,657	–6.5	1,337	27,125	29,897	8,175	22,361	*	*	*
WINONA	46,256	47,311	2.3	16,352	305,605	367,458	7,767	22,472	1,221	10,874	
Winona	25,075	25,145	.3	8,946	173,759	224,235	8,918	25,065	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WRIGHT	58,962	60,778	3.1	19,542	365,285	517,803	8,520	26,497	2,081	14,665	38,061
YELLOW MEDICINE	13,653	13,895	1.8	5,207	102,748	101,403	7,298	19,474	1,312	41,691	26,592

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1982 Cash Receipts as follows: From Crops $3,131,586,000; from Livestock & Livestock Products $3,540,614,000. Total $6,672,200,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,605,871	3.4	875,178	14,220,821	19,636,107	7,535	22,437	54,306	962,139	358,855
METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, M.	182,202	189,485	4.0	64,230	1,119,446	1,530,590	8,078	23,830	508	2,461	
Jackson, Ms	362,038	373,137	3.1	126,765	2,695,362	3,851,072	10,321	30,380	2,436	38,332	11,949
Memphis, Tenn.-Ark.-Miss.	912,887	947,160	3.8	331,114	6,459,150	8,931,434	9,430	26,974	2,564	135,484	3,525
Pascagoula, Ms	118,015	120,616	2.2	39,352	693,447	1,052,360	8,725	26,742	234	1,248	931
COUNTIES, Cities											
ADAMS	38,035	39,597	4.1	13,628	220,679	312,780	7,899	22,951	209	7,422	
Natchez	22,015	23,747	7.9	8,593	133,171	206,122	8,680	23,987	*	*	*
ALCORN	33,036	33,252	.7	12,348	200,191	271,177	8.155	21,961	555	3,712	1,768
Corinth	13,839	14,737	6.5	5,990	101,200	153,435	10,412	25,615	*	*	*
AMITE	13,369	13,708	2.5	4,600	58,255	82,875	6,046	18,016	689	1,923	10,582
ATTALA	19,865	20,653	4.0	7,272	92,398	125,972	6,099	17,323	606	5,228	
BENTON	8.153	8,317	2.0	2,655	32,485	47,940	5,764	18,056	345	5,268	1,400
BOLIVAR	45,965	47,241	2.8	14,318	205,007	279,075	5,907	19,491	594	73,219	
Cleveland	14,524	15,387	5.9	4,788	95,537	145,280	9,442	30,343	*	*	*
CALHOUN	15,664	16,275	3.9	5,734	72,049	100,583	6,180	17,542	573	11,556	2,370
CARROLL	9,776	10,291	5.3	3,488	40,089	60,378	5,867	17,310	539	7,978	4,105
CHICKASAW	17,853	18,507	3.7	6,244	87,117	120,589	6,516	19,313	607	9,271	5,619
CHOCTAW	8,996	9,362	4.1	3,176	38,771	52,754	5,635	16,610	317	1,238	1,645
CLAIBORNE	12,279	12,593	2.6	3,783	72,503	78,310	6,219	20,701	286	5,071	
CLARKE	16,945	17,375	2.5	6,035	67,382	118,438	6,817	19,625	482	915	2,619
CLAY	21,082	22,104	4.8	7,280	113,976	151,592	6,858	20,823	459	6,796	4,089
West Point	8,811	9,279	5.3	3,352	51,486	65,361	7,044	19,499	*	*	*
COAHOMA	36,918	37,097	.5	12,041	165,446	220,156	5,935	18,284	327	51,239	310
Clarksdale	21,137	21,036	–.5	6,927	111,502	157,366	7,481	22,718	*	*	*
COPIAH	26,503	26,440	–.2	8,668	124,049	171,272	6,478	19,759	691	4,066	5,820
COVINGTON	15,927	16,478	3.5	5,529	81,546	107,735	6,538	19,435	654	3,610	3,172
DE SOTO	53,930	55,956	3.8	17,308	425,702	480,574	8,588	27,766	611	19,831	
FORREST	66,018	68,699	4.1	24,487	413,549	555,769	8,090	22,696	394	2,442	3,535
Hattiesburg	40,829	43,421	6.3	16,004	278,408	398,888	9,187	24,924	*	*	*
FRANKLIN	8,208	8,786	7.0	3,188	38,208	56,978	6,485	17,873	218	1,740	
GEORGE	15,297	16,104	5.3	5,233	87,388	116,444	7,231	22,252	419	3,115	2,765
GREENE	9,827	9.939	1.1	3,165	40,708	54,576	5,491	17,244	388	1,151	1,306
GRENADA	21,043	21,416	1.8	7,357	102,142	152,392	7,116	20,714	293	5,487	3,068
Grenada	12,641	13,728	8.6	4,797	78,304	99,014	7,213	20,641	*	*	*
HANCOCK	24,537	26,256	7.0	8,948	144,967	199,621	7,603	22,309	228	1,057	
HARRISON	157,665	163,229	3.5	55,262	974,479	1,330,969	8,154	24,076	280	1,404	
Biloxi	49,311	51,048	3.5	17,093	304,354	447,912	8,774	26,204	*	*	*
Gulfport	39,676	40,655	2.5	15,199	272,835	403,919	9,935	26,575	*	*	*
HINDS	250,998	255,276	1.7	79,373	1,984,673	2,800,965	10,972	31,340	1,015	13,818	
Jackson	202,895	206,353	1.7	73,819	1,649,668	2,449,764	11,872	33,186	*	*	*
HOLMES	22,970	23,679	3.1	7,468	71,631	104,885	4,429	14,045	641	27,410	
HUMPHREYS	13,931	14,215	2.0	4,497	56,394	73,069	5,140	16,248	332	33,003	
ISSAQUENA	2,513	2,653	5.6	822	13,044	16,894	6,368	20,552	144	19,407	
ITAWAMBA	20,518	21,613	5.3	7,595	111,256	153,641	7,109	20,229	666	3,372	2,527
JACKSON	118,015	120,616	2.2	39,352	693,447	1,052,360	8,725	26,742	234	1,248	931
Moss Point	18,998	19,291	1.5	5,699	101,238	171,222	8,876	30,044	*	*	*
Pascagoula	29,318	30,745	4.9	10,771	199,736	338,617	11,014	31,438	*	*	*
JASPER	17,265	17,780	3.0	5,932	75,936	103,202	5,804	17,398	627	538	5,285
JEFFERSON	9,181	9,449	2.9	2,966	30,547	42,405	4,488	14,297	272	5,623	
JEFFERSON DAVIS	13,846	14,348	3.6	4,610	62,603	88,622	6,177	19,224	565	1,491	2,850
JONES	61,912	64,541	4.2	22,955	375,767	506,511	7,848	22,065	1,044	1,767	8,684
Laurel	21,897	22,000	.5	8,337	150,316	226,181	10,281	27,130	*	*	*
KEMPER	10,148	10,713	5.6	3,492	38,186	53,409	4,985	15,295	604	1,924	3,167
LAFAYETTE	31,030	31,441	1.3	10,006	165,723	233,589	7,429	23,345	518	4,541	2,750
Oxford	9,882	8,814	–10.8	3,383	87,790	130,303	14,784	38,517	*	*	*
LAMAR	23,821	25,194	5.8	8,523	142,455	192,602	7,645	22,598	425	1,722	5,174
LAUDERDALE	77,285	80,160	3.7	28,571	476,341	641,552	8,003	22,455	534	1,059	
Meridian	46,577	48,310	3.7	18,183	307,761	452,998	9,377	24,913	*	*	*
LAWRENCE	12,518	13,147	5.0	4,514	68,129	93,417	7,106	20,695	424	2,028	2,703

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
LEAKE	18,790	20,006	6.5	6,987	83,035	114,889	5,743	16,443	891	3,124	5,322
LEE	57,061	59,086	3.5	21,192	369,312	508,554	8,607	23,997	738	7,643	6,510
Tupelo	23,905	26,037	8.9	9,819	192,954	294,171	11,298	29,959	*	*	*
LEFLORE	41,525	42,442	2.2	13,594	207,642	274,307	6,463	20,179	343	56,466	
Greenwood	20,115	19,727	-1.9	7,404	130,482	185,619	9,409	25,070	*	*	*
LINCOLN	30,174	31,921	5.8	10,985	157,635	230,524	7,222	20,985	614	1,673	
Brookhaven	10,800	11,469	6.2	4,025	63,767	105,702	9,216	26,261	*	*	*
LOWNDES	57,304	59,289	3.5	19,759	329,336	448,449	7,564	22,696	497	10,384	3,233
Columbus	27,383	28,932	5.7	10,011	161,403	244,956	8,467	24,469	*	*	*
MADISON	41,613	42,663	2.5	13,293	189,631	281,063	6,588	21,144	674	18,318	6,100
MARION	25,708	27,122	5.5	9,238	131,868	176,489	6,581	19,321	670	848	6,383
MARSHALL	29,296	30,890	5.4	9,237	111,685	172,152	5,573	18,637	755	9,438	6,475
MONROE	36,404	37,856	4.0	13,011	191,581	258,635	6,832	19,878	811	14,029	4,575
MONTGOMERY	13,366	13,481	.9	4,694	61,611	80,702	5,986	17,193	414	3,949	
NESHOBA	23,789	24,843	4.4	8,610	126,264	167,615	6,747	19,467	866	432	[illegible]
NEWTON	19,944	20,769	4.1	7,379	103,730	139,586	6,721	18,917	780	2,218	8,771
NOXUBEE	13,212	13,622	3.1	4,196	53,057	69,016	5,067	16,448	567	15,881	6,554
OKTIBBEHA	36,018	37,803	5.0	11,797	203,582	279,219	7,386	23,669	419	2,855	
Starkville	15,169	17,308	14.1	6,352	109,067	168,282	9,723	26,493	*	*	*
PANOLA	28,164	29,423	4.5	9,531	111,404	169,388	5,757	17,772	845	22,325	
PEARL RIVER	33,795	36,158	7.0	12,031	194,636	269,375	7,450	22,390	669	3,831	
Picayune	10,361	11,044	6.6	3,628	64,002	102,539	9,285	28,263	*	*	*
PERRY	9,864	9,932	.7	3,265	46,286	62,359	6,279	19,099	304	1,701	1,350
PIKE	36,173	37,537	3.8	13,108	182,876	261,304	6,961	19,935	560	1,682	10,450
McComb	12,331	12,940	4.9	4,948	77,357	126,366	9,766	25,539	*	*	*
PONTOTOC	20,918	21,549	3.0	7,777	107,827	145,650	6,759	18,728	867	8,971	4,857
PRENTISS	24,025	24,693	2.8	8,695	125,085	170,245	6,894	19,580	580	5,952	
QUITMAN	12,636	12,452	-1.5	3,974	51,554	63,071	5,065	15,871	369	34,359	577
RANKIN	69,427	75,198	8.3	24,099	521,058	769,044	10,227	31,912	747	6,196	5,849
SCOTT	24,556	25,772	5.0	8,613	124,532	160,881	6,242	18,679	854	2,740	6,086
SHARKEY	7,964	7,896	-.9	2,242	30,627	42,430	5,374	18,925	178	39,467	
SIMPSON	23,441	24,671	5.2	8,210	120,114	164,401	6,664	20,024	765	2,121	4,614
SMITH	15,077	15,205	.8	5,204	78,399	100,621	6,618	19,335	888	1,556	5,449
STONE	9,716	10,308	6.1	3,287	53,022	71,338	6,921	21,703	279	1,271	1,772
SUNFLOWER	34,844	35,413	1.6	10,113	147,260	192,539	5,437	19,039	522	70,030	
TALLAHATCHIE	17,157	17,797	3.7	5,631	67,586	91,056	5,116	16,170	534	46,791	
TATE	20,119	21,090	4.8	6,461	89,788	134,739	6,389	20,854	653	10,539	8,205
TIPPAH	18,739	19,670	5.0	6,874	89,058	121,078	6,155	17,614	740	5,036	3,378
TISHOMINGO	18,434	19,600	6.3	7,296	104,511	143,727	7,333	19,699	407	1,573	
TUNICA	9,652	9,185	-4.8	2,743	31,775	40,469	4,406	14,754	204	40,024	1,197
UNION	21,741	21,899	.7	7,961	120,882	159,051	7,263	19,979	762	6,283	3,435
WALTHALL	13,761	14,114	2.6	4,600	64,484	86,856	6,154	18,882	773	2,507	13,629
WARREN	51,627	52,569	1.8	18,083	336,347	476,627	9,067	26,358	268	8,885	1,418
Vicksburg	25,434	25,876	1.7	9,385	160,333	250,665	9,687	26,709	*	*	*
WASHINGTON	72,344	73,329	1.4	23,789	381,295	489,214	6,671	20,565	488	59,837	
Greenville	40,613	41,518	2.2	13,665	223,997	310,387	7,476	22,714	*	*	*
WAYNE	19,135	20,193	5.5	6,674	91,318	123,804	6,131	18,550	502	467	2,355
WEBSTER	10,300	10,799	4.8	3,794	55,200	74,399	6,889	19,610	425	4,630	2,195
WILKINSON	10,021	10,964	9.4	3,610	39,200	57,297	5,226	15,872	291	2,879	
WINSTON	19,474	20,599	5.8	7,083	99,156	133,971	6,504	18,914	732	1,251	
YALOBUSHA	13,139	13,521	2.9	4,810	56,204	82,839	6,127	17,222	397	4,975	2,468
YAZOO	27,349	28,040	2.5	9,205	114,150	169,062	6,029	18,366	694	47,677	5,479

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1982 Cash Receipts as follows: From Crops $1,488,133,000; from Livestock & Livestock Products $943,162,000; Total $2,431,295,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	4,917,444	5,045,525	2.6	1,882,162	37,090,171	48,483,219	9,609	25,759	121,826	1,404,764	1,779,443
METROPOLITAN STATISTICAL AREAS											
Columbia, Mo	100,376	105,114	4.7	37,939	854,010	986,469	9,385	26,001	1,333	12,403	13,783
Joplin, Mo	127,513	132,936	4.3	51,644	850,053	1,041,326	7,833	20,164	3,105	17,901	34,401
Kansas City, Mo	914,341	939,279	2.7	361,242	6,925,057	10,202,103	10,862	28,242	7,117	96,794	109,632
St. Joseph, Mo	87,888	88,823	1.1	33,989	536,068	770,167	8,671	22,659	915	15,328	9,672
St. Louis, Mo-Il	1,809,519	1,842,394	1.8	673,514	14,525,396	21,174,014	11,493	31,438	4,828	70,949	56,730
Springfield, Mo	207,704	214,528	3.3	81,571	[illegible]	1,885,329	8,788	23,113	3,447	6,207	53,358
COUNTIES, Cities											
ADAIR	24,870	25,372	2.0	9,399	192,170	197,706	7,792	21,035	1,016	10,517	12,923
Kirksville	17,167	18,058	5.2	6,626	138,024	152,176	8,427	22,966	*	*	*

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ANDREW	13,980	14,551	4.1	5,224	82,771	117,206	8,055	22,436	1,033	14,924	17,127
ATCHISON	8,605	8,722	1.4	3,471	74,957	69,548	7,974	20,037	737	28,347	17,705
AUDRAIN	26,458	27,229	2.9	10,331	226,606	235,240	8,639	22,770	1,342	32,738	34,904
Mexico	12,276	12,819	4.4	5,084	122,084	138,906	10,836	27,322	*	*	*
BARRY	24,408	25,685	5.2	10,056	146,460	179,928	7,005	17,893	1,802	3,593	26,567
Monett	6,148	6,552	6.6	2,383	38,429	48,399	7,387	20,310	*	*	*
BARTON	11,292	11,695	3.6	4,709	77,782	78,452	6,708	16,660	990	21,948	14,492
BATES	15,873	16,244	2.3	6,337	119,565	120,253	7,403	18,976	1,512	17,808	31,212
BENTON	12,183	12,264	.7	4,999	85,721	81,780	6,668	16,359	1,004	5,791	12,066
BOLLINGER	10,301	10,681	3.7	3,891	52,209	62,421	5,844	16,042	981	5,414	
BOONE	100,376	105,114	4.7	37,939	854,010	986,469	9,385	26,001	1,333	12,403	13,783
Columbia	62,061	66,211	6.7	23,452	539,812	668,738	10,100	28,515	*	*	*
BUCHANAN	87,888	88,823	1.1	33,989	536,068	770,167	8,671	22,659	915	15,328	9,672
St. Joseph	76,691	78,672	2.6	30,410	469,585	691,773	8,793	22,748	*	*	*
BUTLER	37,693	38,127	1.2	14,699	249,676	259,099	6,796	17,627	1,093	27,133	4,015
Poplar Bluff	17,139	17,520	2.2	7,090	126,837	145,980	8,332	20,590	*	*	*
CALDWELL	8,660	8,824	1.9	3,471	59,903	62,391	7,071	17,975	964	10,434	17,272
CALLAWAY	32,252	33,112	2.7	11,144	264,939	273,224	8,252	24,518	1,402	13,467	18,037
Fulton	11,046	10,914	−1.2	3,378	94,662	108,914	9,979	32,242	*	*	*
CAMDEN	19,963	21,340	6.9	8,737	155,285	157,325	7,372	18,007	548	865	7,833
CAPE GIRARDEAU	58,837	61,280	4.2	22,340	449,970	528,325	8,621	23,649	1,468	15,005	18,635
Cape Girardeau.	34,361	36,903	7.4	13,591	282,678	358,885	9,725	26,406	*	*	*
CARROLL	12,131	12,163	.3	4,897	99,938	94,473	7,767	19,292	1,159	32,346	22,231
Carrollton	4,700	4,654	−1.0	1,915	32,068	36,655	7,876	19,141	*	*	*
CARTER	5,428	5,594	3.1	2,048	35,163	36,228	6,476	17,689	232	205	
CASS	51,029	53,837	5.5	18,783	342,936	513,023	9,529	27,313	1,718	16,379	20,218
CEDAR	11,894	12,304	3.4	5,118	81,210	78,762	6,401	15,389	952	2,748	10,865
CHARITON	10,489	10,541	.5	4,183	78,189	80,653	7,651	19,281	1,328	32,230	30,792
CHRISTIAN	22,402	22,719	1.4	8,270	157,348	176,564	7,772	21,350	1,398	2,208	20,282
CLARK	8,493	8,511	.2	3,162	57,298	61,062	7,174	19,311	792	19,319	9,999
CLAY	136,488	141,493	3.7	52,633	1,103,646	1,684,509	11,905	32,005	69[illegible]	5,987	15,246
Excelsior Spring.	10,424	11,196	7.4	4,431	97,544	120,162	10,733	27,118	*	*	*
CLINTON	15,916	16,830	5.7	6,058	133,919	135,186	8,032	22,315	845	9,503	
COLE	56,663	59,618	5.2	21,339	498,878	584,891	9,811	27,409	1,032	2,824	10,399
Jefferson City	33,619	35,844	6.6	13,786	338,126	422,537	11,788	30,650	*	*	*
COOPER	14,643	15,394	5.1	5,850	122,871	122,940	7,986	21,015	1,040	13,810	21,847
Boonville	6,959	7,098	2.0	2,758	49,401	56,709	7,989	20,562	*	*	*
CRAWFORD	18,300	18,678	2.1	6,847	127,299	122,087	6,536	17,831	720	1,203	7,003
DADE	7,383	7,740	4.8	3,178	49,771	50,261	6,494	15,815	991	7,178	
DALLAS	12,096	12,624	4.4	4,714	67,920	78,635	6,229	16,681	1,165	1,877	17,217
DAVIESS	8,905	9,027	1.4	3,471	60,704	62,288	6,900	17,945	1,057	17,236	15,890
DE KALB	8,222	8,669	5.4	3,285	56,812	63,574	7,333	19,353	915	10,122	19,963
DENT	14,517	15,176	4.5	5,742	110,214	102,499	6,754	17,851	769	857	7,795
DOUGLAS	11,594	11,999	3.5	4,402	60,379	69,315	5,777	15,746	1,273	1,647	17,770
DUNKLIN	36,324	36,934	1.7	14,095	223,883	237,730	6,437	16,866	956	54,751	
Kennett	10,145	10,334	1.9	4,018	75,758	93,908	9,087	23,372	*	*	*
FRANKLIN	71,233	74,912	5.2	25,855	456,212	668,317	8,921	25,849	1,732	7,312	22,436
GASCONADE	13,181	13,974	6.0	5,442	92,785	105,284	7,534	19,347	869	3,206	9,706
GENTRY	7,887	7,903	.2	3,162	53,464	54,881	6,944	17,356	838	12,454	16,960
GREENE	185,302	191,809	3.5	73,301	1,436,318	1,708,765	8,909	23,312	2,049	3,999	33,076
Springfield	133,116	142,096	6.7	56,394	1,056,986	1,325,434	9,328	23,503	*	*	*
GRUNDY	11,959	12,288	2.8	5,112	89,856	94,047	7,654	18,397	786	14,943	13,392
Trenton	6,811	7,273	6.8	3,172	45,907	54,629	7,511	17,222	*	*	*
HARRISON	9,890	9,932	.4	4,285	64,684	70,076	7,056	16,354	1,154	15,199	21,885
HENRY	19,672	19,762	.5	7,957	147,979	148,642	7,522	18,681	1,185	13,081	18,204
Clinton	8,366	8,723	4.3	3,450	55,902	67,008	7,682	19,423	*	*	*
HICKORY	6,367	6,491	1.9	2,757	41,850	39,103	6,024	14,183	587	1,452	8,129
HOLT	6,882	6,890	.1	2,856	56,098	54,777	7,950	19,180	745	26,753	11,459
HOWARD	10,008	10,142	1.3	3,778	70,017	73,510	7,248	19,457	760	11,466	14,471
HOWELL	28,807	29,679	3.0	11,358	174,940	195,462	6,586	17,209	1,725	2,043	24,500
West Plains	7,741	8,299	7.2	3,488	43,626	55,077	6,637	15,790	*	*	*
IRON	11,084	11,376	2.6	3,987	75,855	74,848	6,579	18,773	306	403	2,402
JACKSON	629,180	644,139	2.4	253,437	4,701,262	6,974,326	10,827	27,519	947	13,131	10,839
Blue Springs	25,927	26,476	2.1	8,508	209,497	352,246	13,304	41,402	*	*	*
Independence	111,806	114,171	2.1	42,880	841,270	1,247,349	10,925	29,089	*	*	*
Kansas City	448,159	437,631	−2.4	177,242	3,392,646	4,804,555	10,979	27,107	*	*	*
JASPER	86,958	90,585	4.2	35,758	588,766	724,088	7,993	20,250	1,391	12,712	16,702
Carthage	11,104	11,596	4.4	4,667	78,276	103,558	8,930	22,189	*	*	*
Joplin	39,023	40,567	4.0	17,114	289,831	381,771	9,411	22,308	*	*	*
JEFFERSON	146,814	152,292	3.7	50,280	1,007,561	1,481,600	9,729	29,467	724	2,827	4,970
Crystal City	3,573	3,590	.5	1,393	26,453	34,353	9,569	24,661	*	*	*
Festus	7,574	7,873	3.9	2,828	57,412	75,154	9,546	26,575	*	*	*
JOHNSON	39,059	39,438	1.0	12,962	278,789	284,301	7,209	21,933	1,832	13,477	26,995
Warrensburg	13,807	14,202	2.9	4,309	110,832	128,698	9,062	29,867	*	*	*
KNOX	5,508	5,360	−2.7	2,036	36,758	37,131	6,927	18,237	711	16,090	11,913
LACLEDE	24,323	25,115	3.3	9,520	169,348	168,640	6,715	17,714	1,260	1,986	20,761
Lebanon	9,507	10,150	6.8	4,258	80,333	91,226	8,988	21,425	*	*	*
LAFAYETTE	29,925	31,029	3.7	11,573	268,883	264,821	8,535	22,883	1,636	26,228	37,704
Lexington	5,063	5,128	1.3	2,026	35,157	42,444	8,277	20,950	*	*	*
LAWRENCE	28,973	29,647	2.3	11,243	175,857	210,804	7,110	18,750	1,845	7,021	29,669
LEWIS	10,901	11,525	5.7	4,312	74,995	84,923	7,369	19,695	830	14,489	15,583

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	22,193	22,868	3.0	8,083	173,994	180,279	7,883	22,303	1,320	17,114	
LINN	15,495	15,838	2.2	6,643	120,129	122,320	7,723	18,413	1,042	16,681	
Brookfield	5,555	5,703	2.7	2,503	37,810	44,697	7,837	17,857	*	*	*
LIVINGSTON	15,739	15,814	.5	6,123	124,319	130,987	8,283	21,393	922	18,868	
Chillicothe	9,089	8,965	−1.4	3,595	80,222	90,871	10,136	25,277	*	*	*
MCDONALD	14,917	15,002	.6	5,715	79,032	96,167	6,410	16,827	1,070	1,323	13,332
MACON	16,313	17,236	5.7	6,879	125,600	134,649	7,812	19,574	1,311	17,138	
Macon	5,680	6,148	8.2	2,482	40,580	49,071	7,982	19,771	*	*	*
MADISON	10,725	11,087	3.4	4,300	76,817	74,411	6,712	17,305	431	766	
MARIES	7,551	7,600	.6	2,856	49,990	48,281	6,353	16,905	866	1,755	10,879
MARION	28,638	29,829	4.2	11,376	222,460	232,680	7,800	20,454	821	14,055	13,240
Hannibal	18,811	19,627	4.3	7,603	143,937	162,478	8,278	21,370	*	*	*
MERCER	4,685	4,885	4.3	2,049	33,375	34,828	7,130	16,998	696	7,839	12,654
MILLER	18,532	19,467	5.0	7,387	134,158	129,606	6,658	17,545	1,099	2,101	13,270
MISSISSIPPI	15,726	16,158	2.7	5,831	93,178	99,196	6,139	17,012	421	46,549	3,923
MONITEAU	12,068	12,858	6.5	4,828	79,012	94,150	7,322	19,501	1,010	5,803	17,026
MONROE	9,716	9,838	1.3	3,778	67,950	70,252	7,141	18,595	1,050	17,774	18,593
MONTGOMERY	11,537	12,366	7.2	4,630	89,291	92,617	7,488	20,004	985	14,554	18,562
MORGAN	13,807	14,231	3.1	5,628	95,734	93,668	6,582	16,643	894	3,295	14,055
NEW MADRID	22,945	22,898	−.2	8,160	135,856	141,754	6,191	17,372	713	58,643	
NEWTON	40,555	42,351	4.4	15,886	261,287	317,238	7,491	19,970	1,714	5,189	17,699
Neosho	9,493	9,913	4.4	4,020	66,363	97,315	9,817	24,208	*	*	*
NODAWAY	21,996	22,899	4.1	8,197	175,973	169,513	7,403	20,680	1,567	27,903	
Maryville	9,558	9,794	2.5	3,323	58,896	68,057	6,949	20,481	*	*	*
OREGON	10,238	10,463	2.2	4,091	61,217	56,739	5,423	13,869	992	834	
OSAGE	12,014	12,405	3.3	4,197	78,973	89,762	7,236	21,387	1,163	3,683	21,529
OZARK	7,961	8,231	3.4	3,171	44,068	48,831	5,933	15,399	860	738	13,252
PEMISCOT	24,987	26,060	4.3	9,530	143,914	150,252	5,766	15,766	622	49,753	
PERRY	16,784	17,039	1.5	6,024	103,400	116,526	6,639	19,344	1,056	8,861	18,421
PETTIS	36,378	36,808	1.2	14,291	283,334	284,799	7,737	19,929	1,380	16,904	25,052
Sedalia	20,927	20,478	−2.2	8,563	172,232	188,315	9,196	21,992	*	*	*
PHELPS	33,633	35,134	4.5	12,302	263,098	254,979	7,257	20,727	737	1,424	7,694
Rolla	13,303	13,914	4.6	4,630	117,294	126,276	9,075	27,273	*	*	*
PIKE	17,568	17,414	−.9	6,421	131,473	136,720	7,851	21,293	1,180	18,718	30,771
PLATTE	46,341	46,959	1.3	16,949	384,194	582,642	12,407	34,376	897	14,698	8,942
POLK	18,822	19,537	3.8	7,171	116,771	134,854	6,902	18,805	1,645	3,493	29,335
PULASKI	42,011	44,474	5.9	11,604	235,099	237,634	5,343	20,479	540	688	
Saint Robert	1,735	2,016	16.2	989	9,774	10,772	5,343	10,892	*	*	*
Waynesville	2,879	2,877	−.1	1,183	18,444	19,289	6,705	16,305	*	*	*
PUTNAM	6,092	6,187	1.6	2,553	38,002	40,048	6,473	15,687	744	6,534	
RALLS	8,911	8,918	.1	3,265	69,518	71,286	7,993	21,833	754	15,551	12,057
RANDOLPH	25,460	26,215	3.0	9,717	200,294	206,430	7,874	21,244	876	11,396	
Moberly	13,418	13,987	4.2	5,598	117,155	132,119	9,446	23,601	*	*	*
RAY	21,378	21,822	2.1	7,867	124,136	182,782	8,376	23,234	1,227	20,371	16,683
Richmond	5,499	5,825	5.9	2,424	37,574	47,175	8,099	19,462	*	*	*
REYNOLDS	7,230	7,302	1.0	2,757	46,343	44,444	6,087	16,120	386	460	3,736
RIPLEY	12,458	12,912	3.6	4,810	67,366	65,722	5,090	13,664	611	2,904	
ST. CHARLES	143,455	152,112	6.0	50,221	1,107,125	1,666,889	10,958	33,191	1,071	21,139	11,907
ST. CLAIR	8,622	9,074	5.2	3,695	52,260	56,065	6,179	15,173	881	5,937	
ST. FRANCOIS	42,600	44,262	3.9	16,182	353,398	331,258	7,484	20,471	666	2,957	5,939
Flat River	4,443	4,572	2.9	1,798	27,199	33,160	7,253	18,443	*	*	*
ST. LOUIS	974,815	991,842	1.7	358,720	9,038,760	13,309,103	13,419	37,102	497	14,873	2,292
ST. LOUIS CITY	453,085	450,264	−.6	180,956	2,732,300	3,798,808	8,437	20,993	N.A.	N.A.	N.A.
St. Louis	453,085	450,264	−.6	180,956	2,732,300	3,798,808	8,437	20,993	*	*	*
STE. GENEVIEVE	15,180	16,003	5.4	5,336	104,505	121,081	7,566	22,691	688	3,682	13,454
SALINE	24,919	25,489	2.3	9,813	199,725	203,843	7,997	20,773	1,300	33,842	27,986
Marshall	12,781	13,342	4.4	4,934	107,493	122,065	9,149	24,740	*	*	*
SCHUYLER	4,979	5,071	1.8	2,042	33,048	33,546	6,615	16,428	567	5,818	
SCOTLAND	5,415	5,368	−.9	2,039	34,658	36,112	6,727	17,711	690	13,894	12,483
SCOTT	39,647	40,515	2.2	14,618	354,683	378,790	9,349	25,913	733	27,746	6,595
Sikeston	17,431	18,800	7.9	6,920	173,573	209,040	11,119	30,208	*	*	*
SHANNON	7,885	8,482	7.6	3,086	46,390	46,574	5,491	15,092	507	583	
SHELBY	7,826	8,029	2.6	3,274	55,902	59,073	7,357	18,043	806	17,108	18,982
STODDARD	29,009	29,647	2.2	11,141	191,553	198,429	6,693	17,811	1,441	51,720	7,831
Dexter	7,043	7,583	7.7	3,046	42,780	52,647	6,943	17,284	*	*	*
STONE	15,587	16,408	5.3	6,566	111,473	129,295	7,880	19,692	847	879	13,046
SULLIVAN	7,434	7,505	1.0	3,063	52,652	53,634	7,146	17,510	940	10,924	
TANEY	20,467	21,848	6.7	8,839	144,022	173,278	7,931	19,604	607	454	6,106
TEXAS	21,070	21,986	4.3	8,402	123,089	144,086	6,554	17,149	1,624	2,581	23,749
VERNON	19,806	20,199	2.0	7,867	137,787	143,529	7,106	18,244	1,403	16,807	17,649
Nevada	9,044	8,968	−.9	3,512	55,210	64,432	7,185	18,346	*	*	*
WARREN	14,900	16,050	7.7	5,660	118,044	138,119	8,606	24,403	679	7,152	9,877
WASHINGTON	17,983	18,374	2.2	6,234	107,651	103,830	5,651	16,655	483	610	3,847
WAYNE	11,277	12,047	6.8	4,625	68,355	70,382	5,842	15,218	475	1,571	4,707
WEBSTER	20,414	20,925	2.5	7,260	120,684	139,784	6,680	19,254	1,550	2,290	27,435
WORTH	3,008	2,934	−2.5	1,222	21,556	22,328	7,610	18,272	401	5,153	7,884
WRIGHT	16,188	16,782	3.7	6,450	92,449	105,777	6,303	16,400	1,452	2,623	25,608

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1982 Cash Receipts as follows: From Crops $1,617,982,000; from Livestock & Livestock Products $2,055,493,000; Total $3,673,475,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	786,415	819,405	4.2	302,320	5,555,808	7,738,188	9,444	25,596	24,501	490,335	689,198
METROPOLITAN STATISTICAL AREAS											
Billings, Mt	108,035	113,526	5.1	42,883	916,297	1,281,027	11,284	29,873	1,024	15,567	
Great Falls, Mt	80,696	82,318	2.0	30,655	590,998	784,724	9,533	25,599	786	15,984	
COUNTIES, Cities											
BEAVERHEAD	8,186	8,317	1.6	3,063	41,207	65,492	7,874	21,382	319	3,431	30,304
BIG HORN	11,096	11,610	4.6	3,486	113,012	80,130	6,902	22,986	496	10,532	23,175
BLAINE	6,999	7,100	1.4	2,348	42,438	53,014	7,467	22,578	494	12,875	15,788
BROADWATER	3,267	3,130	-4.2	1,118	15,988	24,533	7,838	21,944	205	5,817	
CARBON	8,099	8,333	2.9	3,274	93,055	65,997	7,920	20,158	613	7,980	17,647
CARTER	1,799	1,943	8.0	721	16,476	19,439	10,005	26,961	345	2,521	14,951
CASCADE	80,696	82,318	2.0	30,655	590,998	784,724	9,533	25,599	786	15,984	
Great Falls	56,725	56,601	-.2	22,420	451,314	627,053	11,078	27,968	*	*	*
CHOUTEAU	6,092	6,421	5.4	2,360	55,039	69,207	10,778	29,325	825	46,061	13,001
CUSTER	13,109	13,521	3.1	5,219	114,706	147,087	10,878	28,183	376	3,860	
Miles City	9,602	10,102	5.2	4,051	87,069	108,476	10,738	26,778	*	*	*
DANIELS	2,835	2,731	-3.7	1,018	21,766	26,183	9,587	25,720	409	14,914	4,561
DAWSON	11,805	12,438	5.4	4,516	103,992	131,438	10,567	29,105	546	12,780	8,697
DEER LODGE	12,518	12,242	-2.2	4,379	64,173	100,447	8,205	22,938	63	250	
Anaconda	12,518	12,242	-2.2	4,379	82,378	99,945	8,164	22,824	*	*	*
FALLON	3,763	3,972	5.6	1,435	29,697	38,478	9,687	26,814	306	4,345	8,808
FERGUS	13,076	13,404	2.5	4,907	103,236	123,655	9,225	25,200	810	14,788	24,313
FLATHEAD	51,966	54,383	4.7	20,094	303,826	492,880	9,063	24,529	812	5,738	9,224
Kalispell	10,648	11,194	5.1	4,284	63,720	121,609	10,864	28,387	*	*	*
GALLATIN	42,865	44,449	3.7	15,871	258,358	405,279	9,118	25,536	760	13,643	
Bozeman	21,645	23,532	8.7	7,755	124,112	214,937	9,134	27,716	*	*	*
GARFIELD	1,656	1,724	4.1	613	12,843	15,410	8,939	25,139	269	5,106	
GLACIER	10,628	10,868	2.3	3,579	70,908	89,810	8,264	25,094	364	12,854	9,022
GOLDEN VALLEY	1,026	1,132	10.3	414	8,231	9,797	8,655	23,664	140	1,581	9,608
GRANITE	2,700	2,738	1.4	1,021	13,210	21,441	7,831	21,000	141	333	
HILL	17,985	18,490	2.8	6,648	153,859	194,329	10,510	29,231	694	32,595	
Havre	10,891	11,325	4.0	4,142	99,193	134,974	11,918	32,587	*	*	*
JEFFERSON	7,029	7,569	7.7	2,574	37,299	63,669	8,412	24,735	188	1,562	6,284
JUDITH BASIN	2,646	2,755	4.1	1,027	20,586	24,484	8,887	23,840	345	6,824	
LAKE	19,056	20,076	5.4	7,181	91,878	148,086	7,376	20,622	986	6,482	
LEWIS AND CLAR.	43,039	45,020	4.6	17,227	293,454	467,838	10,392	27,157	356	2,825	11,405
Helena	23,938	25,490	6.5	9,673	163,567	287,909	11,295	29,764	*	*	*
LIBERTY	2,329	2,567	10.2	930	20,548	27,642	10,768	29,723	280	16,326	
LINCOLN	17,752	18,405	3.7	6,449	99,006	160,228	8,706	24,845	204	245	1,273
MCCONE	2,702	2,630	-2.7	916	18,462	24,636	9,367	26,895	453	13,418	7,618
MADISON	5,448	5,829	7.0	2,265	39,314	48,269	8,281	21,311	433	3,357	23,523
MEAGHER	2,154	2,231	3.6	817	9,622	16,448	7,372	20,132	136	1,870	
MINERAL	3,675	3,644	-.9	1,325	20,127	31,592	8,670	23,843	57	162	
MISSOULA	76,016	80,132	5.4	30,276	485,085	781,991	9,759	25,829	385	1,032	4,974
Missoula	33,388	36,673	9.8	14,985	219,957	393,451	10,729	26,256	*	*	*
MUSSELSHELL	4,428	4,580	3.4	1,844	35,804	40,637	8,873	22,037	228	2,944	8,063
PARK	12,660	13,467	6.4	5,341	76,605	116,995	8,688	21,905	377	2,390	13,730
Livingston	6,994	7,492	7.1	2,814	52,336	65,061	8,684	23,120	*	*	*
PETROLEUM	655	710	8.4	306	3,716	6,541	9,213	21,376	100	1,085	
PHILLIPS	5,367	5,594	4.2	2,048	39,057	46,696	8,348	22,801	512	9,513	16,763
PONDERA	6,731	6,913	2.7	2,456	54,501	65,531	9,479	26,682	511	21,914	
POWDER RIVER	2,520	2,536	.6	919	23,843	28,323	11,168	30,819	345	3,368	
POWELL	6,958	7,100	2.0	2,450	37,147	58,611	8,255	23,923	194	1,029	
PRAIRIE	1,836	1,826	-.6	715	11,312	15,162	8,303	21,206	199	3,084	9,026
RAVALLI	22,493	24,346	8.2	8,856	113,525	188,228	7,731	21,254	855	2,271	14,007
Hamilton	2,661	2,947	10.7	1,360	16,648	22,784	7,731	16,753	*	*	*
RICHLAND	12,243	14,251	16.4	5,094	113,874	142,032	9,966	27,882	612	19,166	17,795
ROOSEVELT	10,467	11,001	5.1	3,589	75,509	93,154	8,468	25,955	703	19,743	7,642
ROSEBUD	9,899	11,449	15.7	3,842	81,114	104,990	9,170	27,327	350	6,470	22,520
SANDERS	8,675	8,824	1.7	3,369	45,302	69,696	7,898	20,687	312	1,368	4,176
SHERIDAN	5,414	5,946	9.8	2,271	48,822	61,459	10,336	27,063	642	20,736	5,326
SILVER BOW	38,092	38,315	.6	15,000	205,684	324,434	8,468	21,629	91	27	
Butte	37,205	37,423	.6	14,644	200,319	327,951	8,763	22,395	*	*	*
STILLWATER	5,598	5,914	5.6	2,258	73,844	48,525	8,205	21,490	435	5,457	
SWEET GRASS	3,216	3,363	4.6	1,334	26,209	31,391	9,334	23,531	284	1,074	9,251
TETON	6,491	6,827	5.2	2,462	52,937	65,907	9,654	26,770	645	20,465	18,834
TOOLE	5,559	5,797	4.3	2,150	44,942	56,103	9,678	26,094	351	19,508	
TREASURE	981	1,132	15.4	414	6,546	10,475	9,254	25,302	112	3,041	
VALLEY	10,250	10,010	-2.4	3,665	80,347	97,158	9,706	26,510	738	20,417	14,758
WHEATLAND	2,359	2,217	-6.0	812	16,485	19,344	8,725	23,823	159	2,229	
WIBAUX	1,476	1,639	11.0	516	10,187	12,116	7,392	23,481	200	3,572	5,298
YELLOWSTONE	108,035	113,526	5.1	42,883	916,297	1,281,027	11,284	29,873	1,024	15,567	
Billings	66,842	70,239	5.1	28,083	608,723	914,216	13,016	32,554	*	*	*
YELLOWSTONE NATIONAL PARK											

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1982 Cash Receipts as follows: From Crops $980,328,000; from Livestock & Livestock Products $652,614,000; Total $1,632,942,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,611,432	2.6	599,804	11,718,989	16,189,825	10,047	26,992	65,991	1,725,149	3,405,412
METROPOLITAN STATISTICAL AREAS											
Lincoln, Ne	192,884	199,048	3.2	75,830	1,448,749	2,107,623	10,589	27,794	1,510	28,840	18,353
Omaha, Ne-Ia	585,907	597,854	2.0	217,647	4,426,897	6,604,039	11,046	30,343	3,719	102,122	206,722
Sioux City, Ia-Ne	117,457	117,752	.3	43,355	863,408	1,170,746	9,942	27,004	2,070	57,251	96,354
COUNTIES, Cities											
ADAMS	30,656	31,137	1.6	12,150	300,265	313,074	10,055	25,767	797	35,722	77,065
Hastings	23,045	23,217	.7	9,475	236,351	255,909	11,022	27,009	*	*	*
ANTELOPE	8,675	8,715	.5	3,265	50,173	67,360	7,729	20,631	1,123	30,751	59,029
ARTHUR	513	507	−1.2	204	3,871	4,354	8,588	21,343	78	937	
BANNER	918	1,030	12.2	415	6,668	9,176	8,909	22,111	213	6,696	
BLAINE	867	804	−7.3	304	6,039	6,769	8,419	22,266	121	897	
BOONE	7,391	7,397	.1	2,754	46,917	60,329	8,156	21,906	912	19,357	39,562
BOX BUTTE	13,696	14,365	4.9	5,436	105,598	148,827	10,360	27,378	564	22,323	21,158
Alliance	9,920	11,171	12.6	4,209	91,380	117,761	10,542	27,978	*	*	*
BOYD	3,331	3,347	.5	1,327	17,070	21,378	6,387	16,110	476	3,651	13,386
BROWN	4,377	4,354	−.5	1,733	31,608	36,405	8,361	21,007	362	9,201	43,714
BUFFALO	34,797	35,765	2.8	12,888	252,827	331,287	9,263	25,705	1,208	36,652	64,992
Kearney	21,158	22,448	6.1	8,000	161,315	229,424	10,220	28,678	*	*	*
BURT	8,813	8,817		3,469	61,197	78,441	8,897	22,612	847	33,280	46,385
BUTLER	9,330	9,667	3.6	3,585	72,778	80,922	8,371	22,572	1,067	35,307	22,562
CASS	20,297	21,645	6.6	7,812	131,670	196,250	9,067	25,122	976	25,018	44,981
CEDAR	10,852	11,877	9.4	4,123	55,638	80,202	6,753	19,452	1,194	16,729	53,637
CHASE	4,758	4,650	−2.3	1,730	26,297	38,975	8,382	22,529	453	33,571	28,702
CHERRY	6,758	6,897	2.1	2,553	56,807	65,117	9,441	25,506	674	4,703	61,944
CHEYENNE	10,057	10,361	3.0	4,193	78,045	105,639	10,396	25,194	747	18,783	
CLAY	8,106	8,215	1.3	3,063	67,590	71,671	8,724	23,399	719	36,496	46,959
COLFAX	9,890	10,041	1.5	3,778	69,113	88,738	8,838	23,488	872	18,518	68,033
CUMING	11,664	12,101	3.7	4,299	76,245	100,863	8,335	23,462	1,305	24,382	203,375
CUSTER	13,877	14,098	1.6	5,513	98,172	128,434	9,110	23,297	1,462	26,733	73,008
DAKOTA	16,573	16,836	1.6	5,922	150,559	176,026	10,455	29,724	411	10,748	11,658
DAWES	9,609	9,854	2.5	3,681	78,549	87,978	8,928	23,901	461	4,622	13,007
DAWSON	22,162	22,298	.6	8,366	170,725	219,062	9,824	26,185	1,049	35,261	156,299
DEUEL	2,462	2,653	7.8	1,027	18,272	26,966	10,164	26,257	312	10,808	9,084
DIXON	7,137	7,435	4.2	2,666	42,840	57,252	7,700	21,475	804	11,804	
DODGE	35,847	36,427	1.6	13,789	280,624	364,599	10,009	26,441	1,075	35,707	53,048
Fremont	23,979	24,723	3.1	9,372	194,945	271,156	10,968	28,933	*	*	*
DOUGLAS	397,884	402,822	1.2	151,603	2,992,268	4,651,225	11,547	30,680	518	13,135	
Omaha	313,911	305,564	−2.7	116,452	2,237,582	3,652,629	11,954	31,366	*	*	*
DUNDY	2,861	2,941	2.8	1,225	24,597	27,823	9,460	22,713	396	16,288	16,737
FILLMORE	7,920	8,130	2.7	3,171	71,117	77,923	9,585	24,574	843	38,411	33,492
FRANKLIN	4,377	4,354	−.5	1,835	31,820	38,568	8,858	21,018	569	17,095	19,949
FRONTIER	3,647	3,651	.1	1,429	27,354	31,792	8,708	22,248	531	16,458	16,621
FURNAS	6,486	6,827	5.3	2,769	47,857	56,889	8,333	20,545	565	14,404	
GAGE	24,456	25,201	3.0	9,718	164,411	231,648	9,192	23,837	1,411	26,571	43,261
Beatrice	12,891	13,482	4.6	5,577	99,264	149,253	11,071	26,762	*	*	*
GARDEN	2,802	3,074	9.7	1,238	21,285	26,673	8,677	21,545	343	7,022	29,926
GARFIELD	2,363	2,326	−1.6	916	16,445	19,238	8,271	21,002	263	2,331	11,105
GOSPER	2,140	2,248	5.0	823	17,119	19,617	8,726	23,836	336	14,400	10,152
GRANT	877	804	−8.3	304	6,965	7,912	9,841	26,026	82	463	9,054
GREELEY	3,462	3,550	2.5	1,327	18,904	26,494	7,463	19,965	458	8,468	17,927
HALL	47,690	49,435	3.7	18,534	386,063	507,032	10,257	27,357	859	36,638	69,809
Grand Island	33,180	35,078	5.7	13,783	276,615	384,483	10,961	27,895	*	*	*
HAMILTON	9,301	9,784	5.2	3,488	80,524	87,321	8,925	25,035	864	49,336	29,921
HARLAN	4,292	4,713	9.8	1,857	30,672	39,159	8,309	21,087	451	14,441	
HAYES	1,356	1,311	−3.3	508	9,394	10,715	8,173	21,093	337	8,911	9,440
HITCHCOCK	4,079	4,276	4.8	1,640	30,223	34,763	8,130	21,197	462	11,562	19,717
HOLT	13,552	14,145	4.4	5,122	97,591	111,305	7,869	21,731	1,335	39,562	61,149
HOOKER	990	1,014	2.4	408	8,104	9,258	9,130	22,691	60	131	4,159
HOWARD	6,773	6,897	1.8	2,450	41,619	56,389	8,176	23,016	721	14,143	
JEFFERSON	9,817	9,939	1.2	4,084	79,905	85,191	8,571	20,860	790	19,164	28,106
JOHNSON	5,285	4,940	−6.5	1,928	31,419	41,503	8,401	21,526	603	7,035	12,469
KEARNEY	7,053	7,201	2.1	2,655	66,331	73,794	10,248	27,794	624	33,458	
KEITH	9,364	9,424	.6	3,570	66,858	99,989	10,610	28,008	410	15,680	28,596
KEYA PAHA	1,301	1,318	1.3	511	9,255	10,699	8,118	20,937	279	2,469	11,581
KIMBALL	4,882	5,322	9.0	1,957	37,626	55,342	10,399	28,279	370	9,580	6,058
KNOX	11,457	11,781	2.8	4,396	64,557	85,511	7,258	19,452	1,328	11,022	64,712
LANCASTER	192,884	199,048	3.2	75,830	1,448,749	2,107,623	10,589	27,794	1,510	28,840	18,353
Lincoln	171,932	177,427	3.2	68,642	1,311,243	1,945,034	10,962	28,336	*	*	*
LINCOLN	36,455	36,910	1.2	13,781	295,322	392,114	10,624	28,453	1,071	26,392	50,065
North Platte	24,509	26,335	7.5	9,748	204,526	290,866	11,045	29,839	*	*	*
LOGAN	983	906	−7.8	304	7,570	8,626	9,521	28,375	162	1,961	6,911
LOUP	859	804	−6.4	304	6,413	7,300	9,080	24,013	156	1,962	11,164
MCPHERSON	593	609	2.7	204	3,941	4,494	7,379	22,029	131	355	8,717
MADISON	31,382	32,668	4.1	12,294	242,015	329,436	10,084	26,796	1,025	23,486	47,858
Norfolk	19,449	21,220	9.1	8,306	168,898	246,463	11,615	29,673	*	*	*
MERRICK	8,945	9,144	2.2	3,273	60,079	79,645	8,710	24,334	708	29,043	
MORRILL	6,085	6,187	1.7	2,348	36,080	47,698	7,709	20,314	562	15,689	20,320
NANCE	4,740	4,658	−1.7	1,733	27,449	35,484	7,618	20,475	519	13,138	18,772
NEMAHA	8,367	8,754	4.6	3,381	58,639	81,028	9,256	23,966	705	16,439	14,938
NUCKOLLS	6,726	7,030	4.5	2,769	52,014	59,690	8,491	21,557	668	15,129	29,771

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OTOE	15,183	15,534	2.3	6,030	103,930	144,136	9,279	23,903	1,082	21,756	21,677
Nebraska City	7,127	7,177	.7	2,834	56,684	66,234	9,229	23,371	*	*	*
PAWNEE	3,937	3,955	.5	1,634	20,895	28,923	7,313	17,701	585	7,310	12,064
PERKINS	3,637	3,651	.4	1,429	27,097	37,673	10,319	26,363	566	27,653	8,120
PHELPS	9,769	10,174	4.1	3,994	89,147	105,429	10,363	26,397	623	41,901	
Holdrege	5,624	5,860	4.2	2,410	51,910	62,097	10,597	25,766	*	*	*
PIERCE	8,481	8,855	4.4	3,279	52,602	68,957	7,787	21,030	932	17,401	35,195
PLATTE	28,852	30,015	4.0	10,755	224,711	299,035	9,963	27,804	1,326	33,562	54,484
Columbus	17,328	18,697	7.9	6,911	143,370	206,987	11,071	29,950	*	*	*
POLK	6,320	6,281	–.6	2,346	54,211	55,804	8,885	23,787	797	30,780	82,969
REDWILLOW	12,615	12,561	–.4	4,895	111,972	126,189	10,046	25,779	506	14,810	35,154
McCook	8,404	8,408		3,330	79,715	94,296	11,215	28,317	*	*	*
RICHARDSON	11,315	11,578	2.3	4,703	69,783	95,564	8,254	20,320	876	19,581	20,493
Falls City	5,374	5,469	1.8	2,265	39,233	45,181	8,261	19,947	*	*	*
ROCK	2,383	2,434	2.1	919	16,830	19,524	8,021	21,245	326	9,428	25,788
SALINE	13,131	13,756	4.8	5,232	114,679	126,960	9,229	24,266	994	23,803	28,781
SARPY	86,015	91,564	6.5	28,671	577,572	946,599	10,338	33,016	460	12,248	57,195
SAUNDERS	18,716	19,084	2.0	6,847	118,265	166,743	8,737	24,353	1,471	38,602	68,185
SCOTTS BLUFF	38,344	39,315	2.5	14,521	278,038	389,800	9,915	26,844	1,082	35,582	119,765
Scottsbluff	14,156	14,376	1.6	5,557	114,031	178,767	12,435	32,170	*	*	*
SEWARD	15,789	16,025	1.5	5,411	136,265	146,152	9,120	27,010	1,038	31,631	50,625
SHERIDAN	7,544	7,607	.8	2,961	66,540	74,334	9,772	25,104	723	10,580	31,093
SHERMAN	4,226	4,260	.8	1,634	22,854	31,558	7,408	19,313	569	7,763	15,568
SIOUX	1,845	2,060	11.7	726	15,147	17,157	8,329	23,632	388	5,231	24,323
STANTON	6,549	6,710	2.5	2,252	39,693	54,033	8,053	23,993	749	14,297	63,223
THAYER	7,582	8,178	7.9	3,190	61,037	67,930	8,306	21,295	760	27,521	36,118
THOMAS	973	1,014	4.2	408	7,589	8,816	8,694	21,608	91	255	
THURSTON	7,186	7,537	4.9	2,563	39,203	53,200	7,059	20,757	584	14,123	27,788
VALLEY	5,633	6,032	7.1	2,367	35,788	47,745	7,915	20,171	562	9,353	28,230
WASHINGTON	15,508	15,955	2.9	5,524	112,291	149,671	9,381	27,095	851	18,926	36,360
WAYNE	9,858	10,393	5.4	3,590	65,929	84,267	8,108	23,473	852	14,117	45,220
WEBSTER	4,858	4,752	-2.2	1,934	34,586	39,307	8,272	20,324	519	10,043	15,985
WHEELER	1,060	1,116	5.3	408	6,900	7,980	7,151	19,559	182	5,239	10,912
YORK	14,798	15,597	5.4	5,849	140,754	153,334	9,831	26,215	978	45,633	38,647
York	7,723	8,490	9.9	3,277	67,532	83,098	9,788	25,358	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1982 Cash Receipts as follows: From Crops $2,855,444,000; from Livestock & Livestock Products $4,231,406,000; Total $7,086,850,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	799,184	904,142	13.1	352,091	6,988,787	10,089,350	11,159	28,656	2,880	60,208	143,601
METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nv	461,816	524,339	13.5	201,607	4,037,317	5,504,669	10,498	27,304	195	857	10,922
Reno, Nv	193,623	216,184	11.7	88,395	1,966,460	2,562,409	11,853	28,988	218	1,936	4,976
COUNTIES, Cities											
CARSON CITY	32,022	31,910	–.4	12,237	241,084	493,031	15,451	40,290	26	51	
Carson City	32,022	31,910	–.4	12,237	241,084	493,031	15,451	40,290	*	*	*
CHURCHILL	13,917	18,204	30.8	6,846	89,056	173,540	9,533	25,349	464	3,837	19,882
CLARK	461,816	524,339	13.5	201,607	4,037,317	5,504,669	10,498	27,304	195	857	10,922
Las Vegas	164,674	201,996	22.7	77,034	1,437,726	2,219,727	10,989	28,815	*	*	*
North Las Vega.	42,739	50,917	19.1	15,738	252,044	384,228	7,546	24,414	*	*	*
DOUGLAS	19,421	21,671	11.6	8,479	165,770	326,153	15,050	38,466	131	968	8,272
ELKO	17,269	20,010	15.9	7,476	109,926	229,939	11,491	30,757	271	509	29,218
Elko	8,758	10,617	21.2	3,733	94,805	124,162	11,695	33,261	*	*	*
ESMERALDA	777	1,046	34.6	421	3,731	10,136	9,690	24,076	29	1,035	
EUREKA	1,198	1,335	11.4	517	6,606	13,453	10,077	26,021	84	2,746	
HUMBOLDT	9,434	10,942	16.0	3,948	57,859	118,147	10,798	29,926	174	25,454	11,431
LANDER	4,082	4,862	19.1	1,770	23,833	51,448	10,582	29,067	57	1,279	
LINCOLN	3,732	4,339	16.3	1,560	18,308	42,113	9,706	26,996	80	1,236	
LYON	13,594	16,492	21.3	6,265	88,072	186,677	11,319	29,797	288	6,002	
MINERAL	6,217	6,640	6.8	2,468	38,324	74,548	11,227	30,206	32	131	
NYE	9,048	11,944	32.0	4,641	66,307	140,312	11,747	30,233	118	1,800	4,482
PERSHING	3,408	3,800	11.5	1,448	19,278	41,105	10,817	28,387	107	10,206	
STOREY	1,459	1,521	4.2	613	9,306	20,835	13,698	33,989	N.A.	N.A.	N.A.
WASHOE	193,623	216,184	11.7	88,395	1,966,460	2,562,409	11,853	28,988	218	1,936	4,976
Reno	100,756	112,248	11.4	48,668	1,029,196	1,427,506	12,717	29,332	*	*	*
WHITE PINE	8,167	8,903	9.0	3,400	47,550	100,835	11,326	29,657	124	774	5,603
East Ely	1,777	1,848	4.0	704	17,660	20,930	11,326	29,730	*	*	*
Ely	4,882	5,579	14.3	2,086	51,762	62,619	11,224	30,019	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1982 Cash Receipts as follows: From Crops $70,198,000; from Livestock & Livestock Products $166,140,000; Total $236,338,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	920,610	981,001	6.6	352,928	7,138,969	10,018,494	10,213	28,387	3,304	23,045	48,406
METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Ma-N.H.............	339,090	353,773	4.3	125,619	3,644,185	3,801,983	10,747	30,266	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	251,932	3.6	82,205	2,575,855	2,668,977	10,594	32,467	N.A.	N.A.	N.A.
Manchester, N.H. ..	129,305	136,910	5.9	50,889	1,411,966	1,495,010	10,920	29,378	N.A.	N.A.	N.A.
Nashua, N.H.	85,915	95,234	10.8	33,870	1,052,773	1,166,965	12,254	34,454	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	229,744	22.2	82,918	1,909,979	2,333,331	10,156	28,140	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP...............	42,884	45,740	6.7	16,959	320,182	424,054	9,271	25,005	134	485	
Laconia...............	15,575	16,887	8.4	4,894	96,765	146,944	8,702	30,025	*	*	*
CARROLL................	27,931	29,822	6.8	12,132	204,829	274,243	9,196	22,605	110	495	1,331
CHESHIRE..............	62,116	65,331	5.2	23,495	474,103	628,379	9,618	26,745	222	563	
Keene................	21,449	22,941	7.0	7,483	159,743	240,649	10,490	32,159	*	*	*
COOS.....................	35,147	36,303	3.3	13,717	220,879	289,364	7,971	21,095	199	361	
GRAFTON.............	65,806	70,725	7.5	25,619	475,633	635,385	8,980	24,790	355	810	10,329
Hanover.............	9,119	10,047	10.2	1,941	61,111	79,636	7,926	41,028	*	*	*
Lebanon.............	11,134	12,527	12.5	3,973	92,020	120,542	9,623	30,340	*	*	*
HILLSBOROUGH....	276,608	294,734	6.6	104,522	2,096,225	3,332,559	11,307	31,884	390	8,137	5,495
Manchester........	90,936	97,790	7.5	37,332	649,022	1,094,626	11,194	29,321	*	*	*
Nashua..............	67,865	76,830	13.2	27,878	553,828	970,995	12,638	34,830	*	*	*
MERRIMACK..........	98,302	104,979	6.8	37,935	792,364	1,052,041	10,021	27,733	370	2,335	7,344
Concord.............	30,400	32,616	7.3	11,660	251,808	381,843	11,707	32,748	*	*	*
ROCKINGHAM......	190,345	203,686	7.0	72,190	1,638,465	2,178,963	10,698	30,184	365	4,076	3,851
Portsmouth.........	26,254	28,299	7.8	9,449	183,565	282,505	9,983	29,898	*	*	*
STRAFFORD...........	85,408	90,956	6.5	31,754	654,307	862,734	9,485	27,169	192	4,371	2,451
Dover..................	22,377	24,379	8.9	8,762	182,166	265,959	10,909	30,354	*	*	*
SULLIVAN.............	36,063	38,725	7.4	14,605	261,982	341,072	8,808	23,353	179	663	4,630
Claremont..........	14,557	15,772	8.3	5,337	94,246	140,420	8,903	26,311	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1982 Cash Receipts as follows: From Crops $29,001,000; from Livestock & Livestock Products $75,046,000; Total $104,047,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	7,364,158	7,586,523	3.0	2,685,633	67,413,242	93,082,830	12,269	34,660	9,932	254,003	88,483
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J......................	636,714	654,092	2.7	242,706	5,171,857	7,221,403	11,040	29,754	1,992	37,521	35,087
Atlantic City, N.J..	276,385	285,379	3.3	110,029	2,578,170	3,460,691	12,127	31,453	516	28,822	822
Bergen-Passaic, N.	1,292,970	1,328,529	2.8	477,156	13,035,464	17,536,577	13,200	36,752	201	7,763	147
Jersey City, N.J....	556,972	562,518	1.0	214,754	3,724,507	6,5[illegible],788	11,640	30,490	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, N.J..	886,383	919,664	3.8	310,603	9,374,535	12,511,184	13,604	40,280	1,766	30,785	12,855
Monmouth-Ocean, N.J......................	849,211	884,399	4.1	318,260	8,027,952	10,651,880	12,044	33,469	916	25,550	5,937
Newark, N.J..........	1,878,294	1,919,850	2.2	676,572	17,026,513	23,291,126	12,132	34,425	970	15,966	16,125
Philadelphia, Pa.-N.J.......................	4,716,818	4,828,794	2.4	1,715,819	38,796,698	53,999,759	11,183	31,472	5,208	229,230	85,894
Trenton, N.J..........	307,863	315,802	2.6	111,047	2,600,963	3,648,354	11,553	32,854	298	7,675	1,067
Vineland-Millville-Bridgeton, N.J...	132,866	137,139	3.2	46,767	755,005	1,184,039	8,634	25,318	611	35,551	2,669
Wilmington, De-N.J-Md......................	524,108	540,475	3.1	190,844	4,345,418	6,008,005	11,116	31,481	1,515	52,637	27,201
COUNTIES, Cities											
ATLANTIC.............	194,119	198,739	2.4	75,141	1,937,249	2,555,794	12,860	34,013	407	26,235	438
Atlantic City......	40,199	38,578	–4.0	17,033	328,659	472,602	12,251	27,746	*	*	*
BERGEN.................	845,385	869,279	2.8	3[illegible]6,194	9,986,729	12,649,120	14,551	40,004	152	6,630	147
Hackensack........	36,039	36,993	2.6	16,787	423,900	577,116	15,601	34,379	*	*	*
BURLINGTON.........	362,542	380,213	4.9	12[illegible],276	3,270,018	4,554,482	11,979	36,945	719	27,090	9,909
Burlington..........	10,246	10,153	–.9	3,939	88,523	144,839	14,266	36,771	*	*	*
Willingboro........	39,912	40,567	1.6	11,004	383,904	485,943	11,979	44,161	*	*	*
CAMDEN................	471,650	489,912	3.9	172,795	4,231,240	5,658,255	11,550	32,745	162	7,739	
Camden..............	84,910	82,296	–3.1	30,251	505,456	743,172	9,030	24,567	*	*	*
Cherry Hill.........	68,785	72,969	6.1	23,121	676,908	842,760	11,550	36,450	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAPE MAY	82,266	86,640	5.3	34,888	640,921	904,897	10,444	25,937	109	2,587	384
CUMBERLAND	132,866	137,139	3.2	46,767	755,005	1,184,039	8,634	25,318	611	35,551	2,669
Bridgeton	18,795	18,729	–.4	6,821	101,928	164,899	8,804	24,175	*	*	*
Millville	24,815	26,824	8.1	9,768	153,950	258,683	9,644	26,483	*	*	*
Vineland	53,753	57,675	7.3	18,617	313,425	518,624	8,992	27,858	*	*	*
ESSEX	850,451	858,884	1.0	309,986	6,866,369	9,177,789	10,686	29,607	39	1,225	
Newark	329,248	314,022	–4.6	112,381	1,790,023	2,452,974	7,811	21,827	*	*	*
GLOUCESTER	199,917	207,789	3.9	69,247	1,683,182	2,300,849	11,073	33,227	701	27,918	6,047
Woodbury	10,353	10,035	–2.6	3,920	99,371	156,894	15,557	40,024	*	*	*
HUDSON	556,972	562,518	1.0	214,754	3,724,507	6,547,788	11,640	30,490	N.A.	N.A.	N.A.
Jersey City	223,532	212,797	–4.8	80,305	1,400,418	2,494,417	11,722	31,062	*	*	*
Union City	55,593	54,847	–1.4	20,333	326,905	592,165	10,797	29,123	*	*	*
HUNTERDON	87,361	90,755	3.9	30,318	750,176	1,214,934	13,387	40,073	1,107	8,991	11,379
MERCER	307,863	315,802	2.6	111,047	2,600,963	3,648,354	11,553	32,854	298	7,675	1,067
Trenton	92,124	90,100	–2.2	34,020	605,870	968,750	10,752	28,476	*	*	*
MIDDLESEX	595,893	617,755	3.7	208,786	6,396,292	8,210,334	13,291	39,324	268	16,334	1,476
New Brunswick	41,442	42,741	3.1	14,434	346,270	490,506	11,476	33,983	*	*	*
Perth Amboy	38,951	40,390	3.7	14,491	323,847	461,742	11,432	31,864	*	*	*
Woodbridge	90,074	90,131	.1	29,687	1,236,825	1,508,617	16,738	50,817	*	*	*
MONMOUTH	503,173	519,981	3.3	179,942	5,262,212	6,713,036	12,910	37,307	744	23,939	4,772
Asbury Park	17,015	17,764	4.4	8,002	136,828	204,164	11,493	25,514	*	*	*
Middletown	62,574	67,721	8.2	19,928	732,581	800,180	11,816	40,154	*	*	*
Red Bank	12,031	12,132	.8	4,945	121,081	176,091	14,515	35,610	*	*	*
Shrewsbury	2,962	2,938	–.8	937	35,221	43,968	14,965	46,924	*	*	*
MORRIS	407,630	421,262	3.3	139,510	4,302,594	5,884,615	13,969	42,181	356	6,027	2,624
Dover	14,681	15,027	2.4	5,115	128,950	208,795	13,895	40,820	*	*	*
Morristown	16,614	16,776	1.0	6,704	179,348	292,405	17,430	43,616	*	*	*
Parsippany	49,868	49,665	–.4	17,269	557,601	693,773	13,969	40,174	*	*	*
OCEAN	346,038	364,418	5.3	138,318	2,765,740	3,938,844	10,809	28,477	172	1,611	1,165
Brick Township	53,629	56,478	5.3	23,040	499,856	726,761	12,868	31,543	*	*	*
Point Pleasant	17,747	19,461	9.7	6,076	118,634	189,673	9,746	31,217	*	*	*
Toms River	7,303	9,564	31.0	3,358	20,511	81,765	8,549	24,349	*	*	*
PASSAIC	447,585	459,250	2.6	160,962	3,048,735	4,887,457	10,642	30,364	49	1,133	
Clifton	74,388	73,450	–1.3	28,626	613,991	1,039,692	14,155	36,320	*	*	*
Passaic	52,463	52,797	.6	19,678	303,659	501,978	9,508	25,510	*	*	*
Paterson	137,970	138,898	.7	47,744	708,355	1,176,273	8,469	24,637	*	*	*
SALEM	64,676	67,616	4.5	23,884	456,404	704,102	10,413	29,480	617	25,332	10,383
Salem	6,959	7,028	1.0	2,703	56,617	69,467	9,884	25,700	*	*	*
SOMERSET	203,129	211,154	4.0	71,499	2,228,067	3,085,916	14,615	43,160	391	5,460	
Bridgewater	29,175	29,879	2.4	9,081	353,425	436,670	14,615	48,086	*	*	*
Somerville	11,973	11,853	–1.0	4,726	133,584	210,600	17,768	44,562	*	*	*
SUSSEX	116,119	120,921	4.1	39,655	904,344	1,479,048	12,232	37,298	539	2,861	13,457
Newton	7,748	8,244	6.4	2,766	53,686	107,842	13,081	38,988	*	*	*
UNION	504,094	518,783	2.9	187,421	4,953,206	6,749,674	13,011	36,013	36	5,853	44
Elizabeth	106,201	106,800	.6	40,729	844,546	1,235,287	11,566	30,329	*	*	*
WARREN	84,429	87,713	3.9	31,243	649,289	1,033,503	11,783	33,080	549	7,933	14,391
Phillipsburg	16,647	16,850	1.2	6,369	126,787	233,315	13,847	36,633	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1982 Cash Receipts as follows: From Crops $389,547,000; from Livestock & Livestock Products $126,440,000; Total $515,987,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,299,968	1,389,741	6.9	481,970	8,777,605	12,790,067	9,203	26,537	14,288	189,831	597,336
METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	419,700	442,685	5.5	162,978	3,059,262	4,461,570	10,078	27,375	376	2,838	
Las Cruces, N.M	96,340	106,823	10.9	34,504	543,081	914,867	8,564	26,515	848	51,883	
COUNTIES, Cities											
BERNALILLO	419,700	442,685	5.5	162,978	3,059,262	4,461,570	10,078	27,375	376	2,838	
Albuquerque	331,767	349,936	5.5	133,486	2,581,325	3,901,880	11,150	29,231	*	*	*
CATRON	2,720	2,856	5.0	1,027	19,097	23,200	8,123	22,590	217	23	
CHAVES	51,103	54,996	7.6	20,067	313,744	514,394	9,353	25,634	558	18,347	64,787
Roswell	39,676	44,396	11.9	16,300	254,144	433,980	9,775	26,625	*	*	*
COLFAX	13,706	14,716	7.4	5,452	84,853	120,223	8,170	22,051	299	826	
Raton	8,225	9,278	12.8	2,757	56,755	76,472	8,242	27,737	*	*	*
CURRY	42,019	42,950	2.2	15,127	273,943	380,120	8,850	25,129	722	25,635	62,845
Clovis	31,194	32,759	5.0	12,056	212,741	308,365	9,413	25,578	*	*	*
DE BACA	2,454	2,536	3.3	1,021	14,870	19,648	7,748	19,244	217	1,390	
DONA ANA	96,340	106,823	10.9	34,504	543,081	914,867	8,564	26,515	848	51,883	
Las Cruces	45,086	49,992	10.9	18,007	307,350	570,847	11,419	31,701	*	*	*
EDDY	47,855	51,280	7.2	18,305	291,329	484,840	9,455	26,487	463	13,350	
Artesia	10,385	11,160	7.5	4,074	64,941	112,810	10,108	27,690	*	*	*
Carlsbad	25,496	27,321	7.2	9,892	160,830	281,208	10,293	28,428	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRANT	26,204	28,098	7.2	9,463	158,452	261,860	9,320	27,672	251	319	
Silver City	9,887	11,420	15.5	3,885	73,668	102,619	8,986	26,414	*	*	*
GUADALUPE	4,496	4,564	1.5	1,532	19,411	27,223	5,965	17,770	248	100	14,554
HARDING	1,090	1,007	–7.6	406	6,783	8,874	8,812	21,857	181	156	11,783
HIDALGO	6,049	6,085	.6	1,940	28,942	48,313	7,940	24,904	159	5,492	7,397
LEA	55,634	62,960	13.2	21,851	398,650	653,611	10,381	29,912	510	6,750	
Hobbs	28,794	33,615	16.7	11,746	211,780	391,251	11,639	33,309	*	*	*
Lovington	9,727	11,304	16.2	3,665	86,775	117,349	10,381	32,019	*	*	*
LINCOLN	10,997	12,448	13.2	4,764	71,235	117,702	9,455	24,707	306	344	12,457
LOS ALAMOS	17,599	18,320	4.1	6,660	254,271	329,385	17,980	49,457	N.A.	N.A.	N.A.
Los Alamos	11,039	11,387	3.2	4,555	149,389	204,528	17,962	44,902	*	*	*
LUNA	15,585	17,113	9.8	6,293	82,171	134,438	7,856	21,363	212	14,758	
Deming	9,964	11,510	15.5	4,164	63,248	89,779	7,800	21,561	*	*	*
MCKINLEY	54,950	58,833	7.1	16,041	338,085	450,335	7,654	28,074	195	53	9,927
Gallup	18,167	20,845	14.7	6,129	160,476	232,462	11,152	37,928	*	*	*
MORA	4,205	4,612	9.7	1,547	15,858	19,426	4,212	12,557	309	203	8,599
OTERO	44,665	46,510	4.1	15,572	257,066	428,182	9,206	27,497	348	2,060	6,512
Alamogordo	24,024	25,400	5.7	8,360	144,154	261,610	10,300	31,293	*	*	*
QUAY	10,577	10,985	3.9	4,198	66,461	94,048	8,561	22,403	622	4,588	21,597
RIO ARRIBA	29,282	30,890	5.5	9,855	150,088	191,455	6,198	19,431	636	946	10,761
ROOSEVELT	15,695	16,627	5.9	6,162	94,651	129,668	7,799	21,043	868	18,416	
Portales	9,940	10,293	3.6	3,795	56,192	82,118	7,978	21,638	*	*	*
SANDOVAL	34,799	38,464	10.5	11,874	179,559	266,348	6,925	22,431	316	1,656	5,172
SAN JUAN	80,833	89,929	11.3	28,317	611,320	792,492	8,812	27,986	512	3,795	5,253
Farmington	30,729	37,539	22.2	12,374	312,712	451,697	12,033	36,504	*	*	*
SAN MIGUEL	22,751	23,828	4.7	7,893	102,177	143,031	6,003	18,121	423	164	15,116
Las Vegas	14,322	16,664	16.4	4,978	77,453	102,469	6,149	20,584	*	*	*
SANTA FE	75,306	80,360	6.7	28,680	640,539	825,714	10,275	28,791	221	1,355	8,361
Santa Fe	48,899	54,796	12.1	20,160	438,338	603,739	11,018	29,947	*	*	*
SIERRA	8,454	9,207	8.9	4,120	43,493	68,571	7,448	16,643	178	2,617	
SOCORRO	12,969	13,115	1.1	4,298	58,613	95,097	7,251	22,126	307	1,821	
TAOS	18,862	20,694	9.7	7,013	108,783	139,677	6,750	19,917	333	198	1,198
TORRANCE	7,491	8,193	9.4	2,990	40,165	56,562	6,904	18,917	420	3,551	10,161
UNION	4,725	5,236	10.8	1,964	29,184	40,742	7,781	20,744	441	2,636	81,098
VALENCIA	60,853	62,821	3.2	20,058	431,469	548,451	8,730	27,343	635	2,583	10,658
Grants	11,451	11,838	3.4	3,580	80,431	109,394	9,241	30,557	*	*	*
Milan	3,747	4,371	16.7	1,298	26,771	40,456	9,256	31,168	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1982 Cash Receipts as follows: From Crops $333,142,000; from Livestock & Livestock Products $627,148,000; Total $960,290,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,973,381	2.4	6,636,480	146,080,680	203,236,310	11,308	30,624	49,323	547,979	1,250,003
METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y.	835,880	855,782	2.4	316,498	6,107,422	8,523,970	9,960	26,932	2,783	23,282	45,713
Binghamton, N.Y.	263,460	272,546	3.4	98,893	1,834,219	2,674,206	9,812	27,041	1,306	4,571	38,883
Buffalo, N.Y.	1,015,472	1,036,404	2.1	381,444	7,139,044	9,969,732	9,620	26,137	1,400	22,943	31,028
Elmira, N.Y.	97,656	99,325	1.7	35,951	541,583	844,254	8,500	23,483	368	2,814	6,830
Glens Falls, N.Y	109,649	111,269	1.5	38,700	630,897	901,488	8,102	23,294	998	4,397	481
Nassau-Suffolk, N.Y.	2,605,813	2,671,861	2.5	848,619	27,635,127	36,779,858	13,766	43,341	877	66,447	1,300
New York, N.Y	8,274,352	8,456,245	2.2	3,340,558	71,852,830	101,599,960	12,015	30,414	299	7,344	2,301
Niagara Falls, N.Y	227,101	217,969	–4.0	78,675	1,542,613	2,192,315	10,058	27,865	1,130	21,955	13,735
Orange, N.Y	259,603	266,580	2.7	88,569	1,689,969	2,362,585	8,863	26,675	844	27,828	25,580
Poughkeepsie, N.Y.	245,055	254,924	4.0	85,851	1,789,121	2,619,178	10,274	30,508	593	7,317	20,060
Rochester, N.Y	971,879	1,004,052	3.3	362,022	8,290,880	11,293,288	11,248	31,195	4,490	122,773	83,304
Syracuse, N.Y	642,375	659,050	2.6	234,577	4,777,174	6,554,677	9,946	27,943	2,625	24,620	37,606
Utica-Rome, N.Y	320,180	329,332	2.9	117,533	1,954,990	2,844,734	8,638	24,204	2,258	10,980	44,343
COUNTIES, Cities											
ALBANY	285,909	293,489	2.7	111,876	2,270,274	3,135,992	10,685	28,031	509	8,237	
Albany	101,727	99,433	–2.3	42,699	784,337	1,188,266	11,950	27,829	*	*	*
ALLEGANY	51,742	52,905	2.2	17,276	282,406	386,923	7,314	22,397	961	2,280	20,335
Wellsville	5,769	5,879	1.9	1,966	35,668	45,172	7,684	22,977	*	*	*
BRONX	1,169,115	1,206,504	3.2	453,446	7,753,580	10,800,363	8,952	23,818	N.A.	N.A.	N.A.
BROOME	213,648	220,160	3.0	81,143	1,506,810	2,170,144	9,857	26,745	667	2,311	19,190
Binghamton	55,860	54,645	–2.2	22,880	392,242	625,913	11,454	27,356	*	*	*
CATTARAUGUS	85,697	88,328	3.1	30,901	504,326	682,063	7,722	22,073	1,265	4,532	35,660
Olean	18,207	18,399	1.1	6,545	109,256	172,798	9,392	26,402	*	*	*
Salamanca	6,890	6,763	–1.9	2,340	42,319	51,503	7,615	22,010	*	*	*
CAYUGA	79,894	81,975	2.6	28,222	469,918	668,607	8,156	23,691	1,174	18,537	34,445
Auburn	32,548	32,635	.3	10,938	179,418	286,450	8,777	26,189	*	*	*

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NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1985 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHAUTAUQUA	146,925	151,572	3.2	55,773	939,845	1,273,422	8,401	22,832	2,221	23,617	40,633
Dunkirk	15,310	15,229	–.5	5,300	88,954	133,160	8,744	25,125	*	*	*
Fredonia	11,126	11,770	5.8	3,250	69,426	106,065	9,011	32,635	*	*	*
Jamestown	35,775	35,457	–.9	13,628	218,666	328,354	9,261	24,094	*	*	*
CHEMUNG	97,656	99,325	1.7	35,951	541,583	844,254	8,500	23,483	368	2,814	6,830
Elmira	35,327	34,301	–2.9	12,832	174,372	300,230	8,753	23,397	*	*	*
CHENANGO	49,344	50,823	3.0	17,804	294,221	399,674	7,864	22,449	1,054	2,212	37,897
Norwich	8,082	8,049	–.4	3,080	59,045	93,774	11,650	30,446	*	*	*
CLINTON	80,750	82,771	2.5	26,069	462,787	599,208	7,239	22,985	681	7,321	
Plattsburgh	21,057	22,480	6.8	6,937	124,117	188,391	8,380	27,157	*	*	*
COLUMBIA	59,487	61,990	4.2	22,748	361,803	531,424	8,573	23,361	643	10,485	28,480
Hudson	7,986	7,984		2,922	44,227	76,460	9,577	26,167	*	*	*
CORTLAND	48,820	49,964	2.3	17,073	345,033	496,039	9,928	29,054	619	1,519	
Cortland	20,138	20,804	3.3	7,025	166,272	266,408	12,806	37,923	*	*	*
DELAWARE	46,931	47,685	1.6	17,138	272,657	372,078	7,803	21,685	1,146	2,185	46,027
DUTCHESS	245,055	254,924	4.0	85,851	1,789,121	2,619,178	10,274	30,508	593	7,317	20,060
Beacon	12,937	13,335	3.1	4,546	85,351	148,418	11,130	32,648	*	*	*
Poughkeepsie	29,757	30,126	1.2	12,682	212,256	362,985	12,049	28,622	*	*	*
ERIE	1,015,472	1,036,404	2.1	381,444	7,139,044	9,969,732	9,620	26,137	1,400	22,943	31,028
Buffalo	357,870	331,007	–7.5	140,182	2,247,538	3,449,099	10,420	24,604	*	*	*
Tonawanda	18,693	17,859	–4.5	6,380	136,354	212,992	11,926	33,384	*	*	*
ESSEX	36,176	36,949	2.1	13,489	217,566	285,619	7,730	21,174	253	2,362	4,932
Lake Placid	2,490	2,460	–1.2	1,040	15,454	19,018	7,731	18,287	*	*	*
FRANKLIN	44,929	47,063	4.7	16,202	244,862	323,112	6,866	19,943	607	2,633	25,514
Malone	7,668	7,882	2.8	2,359	38,559	59,136	7,503	25,068	*	*	*
Saranac Lake	5,578	5,654	1.4	2,091	31,506	38,464	6,803	18,395	*	*	*
Tupper Lake	4,478	4,550	1.6	1,362	25,505	31,178	6,852	22,891	*	*	*
FULTON	55,153	56,572	2.6	21,267	310,776	453,517	8,017	21,325	260	665	
Gloversville	17,836	17,632	–1.2	6,250	90,045	143,779	8,154	23,005	*	*	*
Johnstown	9,360	9,345	–.2	3,168	50,679	80,427	8,606	25,387	*	*	*
GENESEE	59,400	62,240	4.8	21,535	390,069	532,529	8,556	24,729	795	15,622	26,858
Batavia	16,703	17,259	3.3	6,386	118,357	185,796	10,765	29,094	*	*	*
GREENE	40,861	42,068	3.0	15,753	240,287	345,851	8,221	21,955	304	2,461	5,880
Catskill	4,718	4,651	–1.4	1,451	29,554	37,965	8,163	26,165	*	*	*
HAMILTON	5,034	5,189	3.1	2,048	25,356	38,071	7,337	18,589	N.A.	N.A.	N.A.
HERKIMER	66,714	68,353	2.5	24,845	386,512	565,741	8,277	22,771	851	2,401	
Herkimer	8,383	8,364	–.2	2,853	47,201	81,597	9,756	28,600	*	*	*
Ilion	9,190	9,174	–.2	2,971	65,232	75,999	8,284	25,580	*	*	*
Little Falls	6,156	5,838	–5.2	2,188	42,832	48,320	8,277	22,084	*	*	*
JEFFERSON	88,151	89,689	1.7	32,072	523,146	673,487	7,509	20,999	1,320	3,715	55,899
Watertown	27,861	27,310	–2.0	8,301	143,607	208,053	7,618	25,064	*	*	*
KINGS	2,230,936	2,241,332	.5	851,224	15,426,425	21,727,943	9,694	25,526	N.A.	N.A.	N.A.
LEWIS	25,035	25,473	1.7	8,377	139,111	182,214	7,153	21,752	771	1,352	
LIVINGSTON	57,006	58,985	3.5	19,349	395,217	551,696	9,353	28,513	837	15,160	25,925
MADISON	65,150	67,887	4.2	22,233	433,540	596,508	8,787	26,830	921	5,518	
Oneida	10,810	10,956	1.4	3,888	73,140	119,961	10,949	30,854	*	*	*
MONROE	702,238	725,686	3.3	266,738	6,386,253	8,626,064	11,887	32,339	784	21,123	10,501
Rochester	241,741	231,337	–4.3	96,387	1,867,821	2,865,132	12,385	29,725	*	*	*
MONTGOMERY	53,439	54,512	2.0	20,745	317,724	452,873	8,308	21,830	668	2,922	28,728
Amsterdam	21,872	21,031	–3.9	8,862	139,869	221,265	10,521	24,968	*	*	*
NASSAU	1,321,582	1,360,000	2.9	445,636	15,601,240	20,483,761	15,062	45,965	97	3,042	185
Bethpage	17,794	18,007	1.2	5,521	219,136	261,830	14,540	47,424	*	*	*
Garden City	22,927	22,712	–.9	7,180	371,300	421,932	18,577	58,765	*	*	*
Hempstead	40,404	41,908	3.7	15,404	410,222	627,373	14,970	40,728	*	*	*
Hicksville	46,102	46,652	1.2	14,304	569,498	678,833	14,551	47,458	*	*	*
NEW YORK	1,427,533	1,437,098	.7	724,956	15,063,237	21,431,307	14,913	29,562	N.A.	N.A.	N.A.
NIAGARA	227,101	217,269	–4.0	78,675	1,542,613	2,192,315	10,058	27,865	1,130	21,955	13,735
Lockport	24,844	23,557	–5.2	9,247	187,537	290,678	12,339	31,435	*	*	*
Niagara Falls	71,384	63,991	–10.4	25,555	470,089	713,013	11,142	27,901	*	*	*
North Tonawan	35,760	34,098	–4.7	12,195	245,308	381,398	11,185	31,275	*	*	*
ONEIDA	253,466	260,979	3.0	92,688	1,568,478	2,278,993	8,732	24,588	1,407	8,579	44,343
Rome	43,826	42,767	–2.4	14,538	268,205	428,037	10,009	29,443	*	*	*
Utica	75,632	72,400	–4.3	28,687	442,177	705,696	9,747	24,600	*	*	*
ONONDAGA	463,324	475,173	2.6	173,524	3,617,915	4,953,164	10,424	28,545	869	11,308	24,016
Syracuse	170,105	164,901	–3.1	68,055	1,238,135	1,887,529	11,446	27,735	*	*	*
ONTARIO	88,909	91,574	3.0	31,922	628,785	879,703	9,606	27,558	968	18,341	22,316
Canandaigua	10,419	10,697	2.7	3,817	77,481	126,166	11,795	33,054	*	*	*
Geneva	15,133	14,998	–.9	4,916	99,355	157,487	10,501	32,036	*	*	*
ORANGE	259,603	266,580	2.7	88,569	1,689,969	2,362,585	8,863	26,675	844	27,828	25,580
Middletown	21,454	21,598	.7	7,739	145,723	236,257	10,939	30,528	*	*	*
Newburgh	23,438	23,099	–1.5	9,027	138,974	226,624	9,811	25,105	*	*	*
Port Jervis	8,699	8,871	2.0	3,435	52,113	86,918	9,798	25,304	*	*	*
ORLEANS	38,496	40,221	4.5	13,839	273,026	381,281	9,480	27,551	709	27,878	11,462
Medina	6,392	6,669	4.3	2,355	49,155	61,633	9,242	26,171	*	*	*
OSWEGO	113,901	115,990	1.8	38,820	725,719	1,005,005	8,665	25,889	835	7,794	13,652
Fulton	13,312	13,274	–.3	4,793	89,596	142,738	10,753	29,781	*	*	*
Oswego	19,793	18,827	–4.9	6,497	137,163	212,724	11,299	32,742	*	*	*
OTSEGO	59,075	61,232	3.7	21,503	343,436	468,903	7,658	21,806	1,166	2,547	43,989
Oneonta	14,933	15,076	1.0	4,059	84,661	128,666	8,534	31,699	*	*	*
PUTNAM	77,193	79,824	3.4	25,796	598,709	867,159	10,863	33,616	58	501	1,103
QUEENS	1,891,325	1,966,554	4.0	757,419	17,468,304	24,871,450	12,647	32,837	16		
RENSSELAER	151,966	155,336	2.2	55,189	1,023,461	1,417,917	9,128	25,692	559	3,615	
Troy	56,638	55,630	–1.8	20,917	353,745	544,699	9,791	26,041	*	*	*
RICHMOND	352,121	366,497	4.1	122,027	3,151,710	4,556,160	12,432	37,337	17		
ROCKLAND	259,530	267,534	3.1	82,166	2,562,212	3,602,675	13,466	43,846	38	964	
Nyack	6,428	6,539	1.7	2,777	66,718	112,843	17,257	40,635	*	*	*
ST. LAWRENCE	114,254	116,278	1.8	37,281	645,601	841,940	7,241	22,584	1,834	3,382	56,651
Ogdensburg	12,375	11,872	–4.1	3,545	65,276	97,986	8,254	27,641	*	*	*
SARATOGA	153,759	158,452	3.1	54,738	1,087,443	1,576,270	9,948	28,797	542	4,597	11,105
Saratoga Spring	23,906	26,582	11.2	9,272	164,368	290,161	10,916	31,294	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SCHENECTADY	149,946	151,925	1.3	58,197	1,168,233	1,595,067	10,499	27,408	201	1,450	
Schenectady	67,972	65,344	-3.9	28,198	502,975	760,626	11,640	26,974	*	*	*
SCHOHARIE	29,710	30,944	4.2	10,349	168,355	230,261	7,441	22,250	670	3,739	21,606
SCHUYLER	17,686	18,421	4.2	6,455	102,501	143,995	7,817	22,308	444	3,575	5,623
SENECA	33,733	34,297	1.7	11,850	215,825	289,332	8,436	24,416	506	9,525	7,878
STEUBEN	99,135	101,684	2.6	36,815	638,371	867,717	8,533	23,570	1.549	13,769	37,832
Corning	12,953	12,351	-4.7	4,810	97,463	149,481	12,103	31,077	*	*	*
Hornell	10,234	9,846	-3.8	3,576	61,486	94,830	9,631	26,518	*	*	*
SUFFOLK	1,284,231	1,311,861	2.2	402,983	12,033,887	16,296,097	12,422	40,439	780	63,405	1,115
SULLIVAN	65,155	67,301	3.3	24,358	380,996	546,849	8,125	22,450	476	1,349	9,980
TIOGA	49,812	52,386	5.2	17,750	327,409	504,062	9,622	28,398	639	2,260	19,693
Waverly	4,738	4,794	1.2	1,839	34,050	42,945	8,958	23,352	*	*	*
TOMPKINS	87,085	90,569	4.0	31,448	606,579	815,068	8,999	25,918	601	4,310	20,947
Ithaca	28,732	30,847	7.4	9,984	168,513	260,734	8,452	26,115	*	*	*
ULSTER	158,158	163,620	3.5	59,167	1,041,772	1,480,318	9,047	25,019	563	23,905	7,530
Kingston	24,481	24,931	1.8	8,911	150,764	253,275	10,159	28,423	*	*	*
WARREN	54,854	55,572	1.3	20,112	336,060	478,650	8,613	23,799	66	231	481
Glens Falls	15,897	15,634	-1.7	4,708	80,270	131,193	8,392	27,866	*	*	*
WASHINGTON	54,795	55,697	1.6	18,588	294,837	422,838	7,592	22,748	932	4,166	
WAYNE	85,230	87,586	2.8	30,174	607,599	854,544	9,757	28,321	1,192	40,271	13,102
WESTCHESTER	866,599	890,902	2.8	323,524	9,828,653	13,742,903	15,426	42,479	170	5,879	1,198
Mamaroneck	17,616	17,629	.1	6,458	210,258	314,790	17,856	48,744	*	*	*
Mount Kisco	8,025	8,187	2.0	3,237	94,374	144,362	17,633	44,597	*	*	*
Mount Vernon	66,713	66,378	-.5	25,939	609,085	910,689	13,720	35,109	*	*	*
New Rochelle	70,794	71,050	.4	26,200	789,654	1,165,213	16,400	44,474	*	*	*
North Tarrytown	7,994	8,085	1.1	3,050	97,133	119,018	14,721	39,022	*	*	*
Ossining	20,196	20,217	.1	7,399	216,835	332,758	16,459	44,973	*	*	*
Peekskill	18,236	18,349	.6	7,240	182,853	279,385	15,226	38,589	*	*	*
Port Chester	23,565	23,416	-.6	9,129	227,572	345,827	14,769	37,882	*	*	*
Tarrytown	10,648	10,764	1.1	4,042	134,868	201,914	18,758	49,954	*	*	*
White Plains	46,999	47,068	.1	19,147	560,128	828,343	17,599	43,262	*	*	*
Yonkers	195,351	197,345	1.0	76,337	1,990,622	2,996,484	15,184	39,253	*	*	*
WYOMING	39,895	40,468	1.4	13,273	239,698	317,956	7,857	23,955	934	7,678	47,587
YATES	21,459	22,040	2.7	8,077	127,795	175,739	7,974	21,758	628	15,385	8,112
New York City	7,071,030	7,217,985	2.1	2,909,072	61,217,887	83,387,223	11,553	28,665	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1982 Cash Receipts as follows: From Crops $720,457,000; from Livestock & Livestock Products $1,867,295,000; Total $2,587,752,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,374,429	6,170,436	5.0	2,193,940	39,181,126	52,993,034	8,588	24,154	89,477	1,705,241	571,231
METROPOLITAN STATISTICAL AREAS											
Asheville, N.C	160,934	168,939	5.0	64,721	1,911,232	1,505,606	8,912	23,263	1,370	5,134	
Burlington, N.C	99,136	104,265	5.2	38,578	574,528	1,009,898	9.686	26,178	1,014	9,488	11,060
Charlotte-Gastonia-Rock Hill, N.C-S.C.	971,391	1,025,103	5.5	369,709	6,903,984	10,168,827	9,920	27,505	4,878	39,352	45,313
Fayetteville, N.C	247,160	256.115	3.6	79,459	1,413,378	1,705,765	6,660	21,467	780	17,616	6,829
Greensboro-Winston-Salem-High Point, N.C.	851,984	894,496	5.0	330,172	5,693,921	8,696,537	9,722	26,339	9,053	91,554	49,281
Hickory, N.C	202,711	211,918	4.5	76,064	1,241,610	1,904,530	8,987	25,039	1,680	7,622	10,595
Jacksonville, N.C	112,784	117,104	3.8	32,056	653,319	736,628	6,290	22,979	740	16,211	
Raleigh-Durham, N.C	560,728	597,173	6.5	216,932	4,861,911	6,120,694	10,249	28,215	3,488	83,201	27,042
Wilmington, N.C	103,471	108,610	5.0	40,515	776,975	1,017,260	9,366	25,108	83	1,306	
COUNTIES, Cities											
ALAMANCE	99,136	104,265	5.2	38,578	574,528	1,009,898	9,686	26,178	1,014	9,488	11,060
Burlington	37,266	39,711	6.6	15,405	243,278	477,442	12,023	30,993	*	*	*
ALEXANDER	24,999	25,942	3.8	9,013	145,562	209,800	8,087	23,277	639	3,653	4,079
ALLEGHANY	9,587	9,854	2.8	3,784	50,091	71,302	7,236	18,843	599	1,574	10,159
ANSON	25,562	26,786	4.8	8,920	108,131	166,702	6,223	18,689	437	9,120	2,483
ASHE	22,325	23,673	6.0	8,731	107,205	157,056	6,634	17,988	1,514	3,726	8,074
AVERY	14,409	14,839	3.0	5,116	70,073	100,654	6,783	19,674	314	2,956	
BEAUFORT	40,266	41,812	3.8	15,054	252,805	321,570	7,691	21,361	1,047	35,013	
Washington	8,418	8,543	1.5	2,908	52,708	75,448	8,832	25,945	*	*	*
BERTIE	21,024	21,768	3.5	7,270	94,009	125,171	5,750	17,217	950	35,574	6,287
BLADEN	30,448	31,419	3.2	10,645	172,372	195,381	6.219	18,354	1,274	28,480	6,232
BRUNSWICK	35,767	38,891	8.7	13,806	214,440	289,620	7,447	20,978	671	9,661	
BUNCOMBE	160,934	168,939	5.0	64,721	1,911,232	1,505,606	8,912	23,263	1,370	5,134	
Asheville	53,281	54,285	1.9	21,983	649,306	584,057	10,759	26,569	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BURKE	72,504	76,347	5.3	27,294	433,545	644,075	8,436	23,598	408	1,265	1,710
Morganton	13,763	14,492	5.3	5,183	99,608	172,136	11,878	33,212	*	*	*
CABARRUS	85,895	90,292	5.1	32,931	538,909	838,442	9,286	25,461	544	2,637	5,080
Concord	16,942	17,158	1.3	6,683	116,441	196,793	11,469	29,447	*	*	*
Kannapolis	29,628	28,831	−2.7	10,895	182,864	305,204	10,586	28,013	*	*	*
CALDWELL	67,746	69,133	2.0	24,322	376,519	557,259	8,061	22,912	436	2,266	2,375
Lenoir	13,748	13,679	−.5	5,116	88,517	152,516	11,150	29,812	*	*	*
CAMDEN	5,829	6,000	2.9	2,048	36,864	47,528	7,921	23,207	166	9,301	
CARTERET	41,092	44,266	7.7	16,673	315,820	371,058	8,382	22,255	183	5,142	358
CASWELL	20,705	21,933	5.9	7,086	104,763	144,968	6,610	20,458	980	17,528	
CATAWBA	105,208	109,629	4.2	39,757	662,503	1,050,655	9,584	26,427	633	2,704	4,806
Hickory	20,757	21,702	4.6	8,451	161,073	291,340	13,425	34,474	*	*	*
Newton	7,624	7,855	3.0	2,924	60,347	75,731	9,641	25,900	*	*	*
CHATHAM	33,415	35,283	5.6	13,037	190,128	298,048	8,447	22,862	1,092	4,863	10,010
CHEROKEE	18,933	20,460	8.1	7,621	92,828	137,701	6,730	18,069	291	605	1,440
CHOWAN	12,558	13,131	4.6	4,611	69,266	93,386	7,112	20,253	312	10,914	3,401
CLAY	6,619	7,046	6.5	2,673	33,983	48,226	6,844	18,042	219	404	1,681
CLEVELAND	83,435	86,698	3.9	30,219	473,509	721,150	8,318	23,864	939	8,655	10,271
Shelby	15,310	15,530	1.4	5,803	96,652	170,774	10,996	29,429	*	*	*
COLUMBUS	51,037	52,664	3.2	18,217	306,873	345,332	6,557	18,957	2,164	53,537	4,815
CRAVEN	71,043	74,592	5.0	25,235	491,945	556,406	7,459	22,049	701	24,125	5,373
New Bern	14,557	15,241	4.7	6,292	113,884	150,508	9,875	23,921	*	*	*
CUMBERLAND	247,160	256,115	3.6	79,459	1,413,378	1,705,765	6,660	21,467	780	17,616	6,829
Fayetteville	59,507	61,663	3.6	22,520	424,338	594,811	9,646	26,413	*	*	*
CURRITUCK	11,089	11,492	3.6	4,095	82,624	82,612	7,189	20,174	147	8,122	
DARE	13,377	14,882	11.3	6,096	120,397	153,520	10,316	25,184	N.A.	N.A.	N.A.
DAVIDSON	113,162	119,269	5.4	43,202	719,000	1,081,068	9,064	25,024	1,267	8,576	8,328
Lexington	15,711	16,010	1.9	6,118	111,423	189,227	11,819	30,930	*	*	*
Thomasville	14,144	14,501	2.5	5,153	91,070	156,493	10,792	30,369	*	*	*
DAVIE	24,599	25,124	6.2	9,245	142,065	221,985	8,497	24,011	662	2,852	7,281
DUPLIN	40,952	42,287	3.3	14,736	237,603	273,302	6,463	18,547	2,244	46,249	31,448
DURHAM	152,785	159,667	4.5	59,455	1,274,494	1,563,573	9,793	26,298	350	7,030	
Durham	100,538	106,950	6.4	41,190	810,524	1,070,118	10,006	25,980	*	*	*
EDGECOMBE	55,988	57,501	2.7	19,330	339,226	419,818	7,301	21,718	757	47,735	5,883
Tarboro	8,634	8,585	−.6	3,153	51,492	62,680	7,301	19,879	*	*	*
FORSYTH	243,683	256,555	5.3	97,172	1,678,957	2,615,728	10,196	26,919	929	9,262	2,785
Winston-Salem	131,885	138,451	5.0	54,170	919,916	1,547,339	11,176	28,565	*	*	*
FRANKLIN	30,055	31,466	4.7	10,661	179,909	212,225	6,745	19,907	1,088	26,925	8,084
GASTON	162,568	171,367	5.4	60,751	1,129,150	1,625,260	9,484	26,753	415	1,094	4,204
Gastonia	47,333	49,974	5.6	18,307	359,567	590,259	11,811	32,242	*	*	*
GATES	8,875	9,496	7.0	3,187	48,487	63,166	6,652	19,820	386	9,372	5,586
GRAHAM	7,217	7,420	2.8	2,660	36,374	51,113	6,889	19,215	202	623	338
GRANVILLE	33,995	36,831	8.3	11,535	169,188	243,100	6,600	21,075	1,192	25,230	4,808
GREENE	16,117	16,681	3.5	5,325	90,453	113,272	6,790	21,272	797	37,134	17,912
GUILFORD	317,154	330,982	4.4	121,857	2,230,579	3,389,586	10,241	27,816	1,446	20,506	7,467
Greensboro	155,642	162,427	4.4	60,542	1,165,764	1,876,528	11,553	30,995	*	*	*
High Point	63,808	66,828	4.7	25,002	420,036	662,460	9,913	26,496	*	*	*
HALIFAX	55,286	57,846	4.6	19,581	285,548	385,227	6,660	19,674	722	37,332	10,179
Roanoke Rapids	14,702	15,849	7.8	5,744	107,675	166,106	10,481	28,918	*	*	*
HARNETT	59,570	62,443	4.8	21,638	357,508	434,237	6,954	20,068	1,382	39,140	
Dunn	8,962	9,655	7.7	3,482	62,421	89,393	9,259	25,673	*	*	*
HAYWOOD	46,495	48,921	5.2	18,263	283,121	417,878	8,542	22,881	983	4,214	
HENDERSON	58,580	63,658	8.7	24,933	393,515	581,720	9,138	23,331	647	18,162	6,725
Hendersonville	6,862	7,628	11.2	3,125	46,307	83,140	10,899	26,605	*	*	*
HERTFORD	23,368	24,085	3.1	7,877	124,008	161,433	6,703	20,494	437	19,959	1,119
HOKE	20,383	21,277	4.4	6,456	104,360	136,996	6,439	21,220	273	11,536	
HYDE	5,873	6,218	5.9	2,155	27,875	35,723	5,745	16,577	213	10,719	2,993
IREDELL	82,538	86,607	4.9	31,284	484,238	749,835	8,658	23,969	1,346	5,042	16,064
Statesville	18,622	19,025	2.2	7,034	120,046	212,115	11,149	30,156	*	*	*
JACKSON	25,811	27,927	8.2	9,474	136,791	203,209	7,276	21,449	256	810	577
JOHNSTON	70,599	73,834	4.6	26,962	422,824	522,567	7,078	19,382	2,791	69,675	18,823
JONES	9,705	9,838	1.4	3,369	54,266	59,530	6,051	17,670	419	16,691	1,899
LEE	36,718	38,160	3.9	13,727	269,828	322,718	8,457	23,510	503	8,865	1,084
Sanford	14,773	15,353	3.9	5,789	113,940	156,961	10,223	27,114	*	*	*
LENOIR	59,819	62,294	4.1	22,031	442,822	553,893	8,892	25,142	1,018	46,983	7,088
Kinston	25,234	27,378	8.5	9,868	177,545	249,834	9,125	25,318	*	*	*
LINCOLN	42,372	43,942	3.7	15,564	249,457	385,973	8,784	24,799	569	3,176	4,015
MCDOWELL	35,135	36,069	2.7	12,785	187,083	268,265	7,438	20,983	208	789	1,157
MACON	20,178	22,482	11.4	8,784	116,099	171,674	7,636	19,544	378	693	2,210
MADISON	16,827	17,273	2.7	6,137	132,823	106,961	6,192	17,429	1,528	5,716	
MARTIN	25,948	27,090	4.4	9,227	135,017	175,126	6,465	18,980	872	36,263	4,575
MECKLENBURG	404,270	426,833	5.6	158,802	3,309,656	4,765,567	11,165	30,009	421	7,747	4,680
Charlotte	314,447	331,997	5.6	126,190	2,566,845	3,899,040	11,744	30,898	*	*	*
MITCHELL	14,428	15,191	5.3	5,645	76,606	108,526	7,144	19,225	419	1,497	
MONTGOMERY	22,469	23,290	3.7	8,191	105,173	167,131	7,176	20,404	321	2,790	2,572
MOORE	50,505	54,504	7.9	20,485	347,448	462,787	8,491	22,592	957	11,738	3,589
NASH	67,153	71,089	5.9	25,463	456,628	588,997	8,285	23,131	1,214	53,372	5,266
Rocky Mount	41,283	46,105	11.7	16,839	315,743	430,828	9,344	25,585	*	*	*
NEW HANOVER	103,471	108,610	5.0	40,515	776,975	1,017,260	9,366	25,108	83	1,306	
Wilmington	44,000	45,360	3.1	17,658	288,027	421,350	9,289	23,862	*	*	*
NORTHAMPTON	22,584	23,391	3.6	7,473	116,145	153,989	6,583	20,606	666	28,436	5,385
ONSLOW	112,784	117,104	3.8	32,056	653,319	736,628	6,290	22,979	740	16,211	
Jacksonville	18,237	19,796	8.5	6,292	139,714	186,457	9,419	29,634	*	*	*
ORANGE	77,055	82,304	6.8	29,605	674,678	855,166	10,390	28,886	565	6,368	9,034
Chapel Hill	32,421	37,227	14.8	11,703	314,389	447,677	12,026	38,253	*	*	*
PAMLICO	10,398	10,900	4.8	3,999	66,386	73,670	6,759	18,422	174	9,606	
PASQUOTANK	28,462	29,844	4.9	10,459	180,210	232,388	7,787	22,219	290	14,664	
Elizabeth City	13,784	14,349	4.1	5,246	89,836	127,415	8,880	24,288	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PENDER	22,215	23,337	5.1	8,105	141,714	163,050	6,987	20,117	652	13,110	2,731
PERQUIMANS	9,486	9,869	4.0	3,483	47,164	61,008	6,182	17,516	397	12,899	5,910
PERSON	29,164	30,202	3.6	10,441	158,005	223,375	7,396	21,394	927	20,911	2,505
PITT	83,651	95,216	13.8	32,641	565,490	776,823	8,159	23,799	1,342	78,903	13,276
Greenville	35,740	43,380	21.4	13,130	264,257	378,555	8,726	28,831	*	*	*
POLK	12,984	14,007	7.9	5,558	79,956	117,848	8,414	21,203	194	613	1,032
Tryon	1,796	1,880	4.7	844	12,720	15,817	8,413	18,741	*	*	*
RANDOLPH	91,861	96,845	5.4	35,609	574,888	874,825	9,033	24,568	1,563	10,270	15,367
Asheboro	15,252	17,763	16.5	7,275	[illegible]	223,675	12,592	30,746	*	*	*
RICHMOND	45,481	45,929	1.0	16,331	275,093	356,188	7,755	21,811	325	7,186	1,316
Rockingham	8,300	9,263	11.6	3,403	65,659	101,165	10,921	29,728	*	*	*
ROBESON	101,577	104,219	2.6	32,926	477,168	634,497	6,088	19,270	2,331	74,515	
Lumberton	18,340	19,347	5.5	6,978	120,844	188,525	9,744	27,017	*	*	*
ROCKINGHAM	83,426	87,990	5.5	31,929	510,495	729,594	8,292	22,856	1,512	28,281	2,964
Eden	15,672	16,442	4.9	6,469	112,021	138,937	8,450	21,477	*	*	*
Reidsville	12,492	12,754	2.1	4,774	80,751	134,721	10,563	28,220	*	*	*
ROWAN	99,186	104,718	5.6	38,901	592,615	936,151	8,940	24,065	893	4,313	11,357
East Spencer	2,150	2,245	4.4	755	16,323	20,070	8,940	26,583	*	*	*
Spencer	2,938	3,050	3.8	1,248	22,318	27,389	8,980	21,946	*	*	*
Salisbury	22,677	23,941	5.6	8,788	153,026	272,288	11,373	30,984	*	*	*
RUTHERFORD	53,787	56,091	4.3	20,496	292,342	441,087	7,864	21,521	615	1,801	2,868
Forest City	7,688	8,217	6.9	3,052	47,336	85,824	10,445	28,121	*	*	*
SAMPSON	49,687	50,877	2.4	17,380	275,501	327,613	6,439	18,850	2,311	59,229	26,108
Clinton	7,552	7,885	4.4	2,911	58,506	80,922	10,263	27,799	*	*	*
SCOTLAND	32,273	32,994	2.2	10,833	183,402	241,587	7,322	22,301	174	9,294	
STANLY	48,517	50,246	3.6	18,431	276,882	425,713	8,473	23,098	716	7,961	6,877
STOKES	33,086	34,509	4.3	11,990	188,066	278,068	8,058	23,192	1,732	20,612	1,718
SURRY	59,449	61,888	4.1	22,645	345,012	479,272	7,744	21,165	1,839	28,547	6,734
Mount Airy	6,862	6,970	1.6	2,855	54,951	87,045	12,489	30,489	*	*	*
SWAIN	10,283	10,916	6.2	3,903	45,808	67,356	6,170	17,257	80	197	270
TRANSYLVANIA	23,417	24,085	2.9	8,594	156,364	224,459	9,319	26,118	185	756	999
TYRRELL	3,975	4,175	5.0	1,435	21,958	28,812	6,901	20,078	173	7,161	4,372
UNION	70,380	74,922	6.5	24,969	456,704	654,614	8,737	26,217	1,416	16,501	11,198
Monroe	12,639	13,996	10.7	5,031	92,811	161,272	11,523	32,056	*	*	*
VANCE	36,748	38,160	3.8	13,009	184,877	265,707	6,963	20,425	658	15,520	1,360
Henderson	13,522	13,892	2.7	4,784	78,015	125,726	9,050	26,281	*	*	*
WAKE	300,833	323,736	7.6	117,211	2,732,830	3,489,730	10,780	29,773	1,485	42,878	9,924
Raleigh	149,771	161,173	7.6	59,600	1,460,890	2,051,576	12,729	34,422	*	*	*
WARREN	16,232	17,252	6.3	5,755	77,621	98,684	5,720	17,148	593	12,018	2,519
WASHINGTON	14,801	14,901	.7	4,898	88,519	111,529	7,485	22,770	387	14,077	9,817
WATAUGA	31,678	33,794	6.7	11,819	177,680	258,715	7,656	21,890	876	2,530	3,142
WAYNE	97,054	99,773	2.8	33,958	608,874	753,842	7,556	22,199	1,661	53,723	11,775
Goldsboro	31,871	32,764	2.8	11,138	195,199	274,454	8,377	24,641	*	*	*
WILKES	58,657	61,413	4.7	21,941	312,324	461,657	7,517	21,041	1,349	5,096	4,919
WILSON	63,132	65,993	4.5	23,067	414,099	521,485	7,902	22,607	1,118	52,957	5,471
Wilson	34,424	35,983	4.5	12,820	250,851	344,319	9,569	26,858	*	*	*
YADKIN	28,439	30,212	6.2	11,097	160,366	235,277	7,788	21,202	1,454	19,476	6,335
YANCEY	14,934	15,346	2.8	5,525	69,115	97,307	6,341	17,612	831	3,054	1,930

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1982 Cash Receipts as follows: From Crops $2,519,654,000; from Livestock & Livestock Products $1,592,649,000; Total $4,112,303,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	652,695	688,526	5.5	245,512	4,858,010	7,284,784	10,580	29,672	41,172	1,296,303	491,132
METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D	79,988	85,832	7.3	30,654	714,105	1,082,438	12,611	35,311	1,860	24,041	39,610
Fargo-Moorhead, N.D-Mn	137,574	145,441	5.7	52,873	924,502	1,533,153	10,541	28,997	2,589	156,993	26,335
Grand Forks, N.D	66,100	67,275	1.8	22,984	496,186	689,652	10,251	30,006	1,086	72,339	6,305
COUNTIES, Cities											
ADAMS	3,584	3,769	5.2	1,436	36,391	41,383	10,980	28,818	420	8,690	7,455
BARNES	13,960	14,199	1.7	5,309	93,935	140,228	9,876	26,413	1,147	48,479	10,249
Valley City	7,774	7,889	1.5	2,895	65,436	77,381	9,809	26,729	*	*	*
BENSON	7,944	8,012	.9	2,655	39,585	62,266	7,772	23,452	865	26,603	6,226
BILLINGS	1,138	1,468	29.0	422	13,723	13,647	9,296	32,339	295	2,649	5,195
BOTTINEAU	9,338	9,784	4.8	3,488	60,824	91,375	9,339	26,197	1,077	35,886	
BOWMAN	4,229	4,260	.7	1,532	40,258	46,470	10,908	30,333	414	7,163	7,835
BURKE	3,822	4,088	7.0	1,543	22,880	39,409	9,640	25,541	650	14,439	3,130
BURLEIGH	54,811	58,748	7.2	21,291	485,113	785,199	13,366	36,879	828	12,882	14,459
Bismarck	44,485	47,680	7.2	17,773	414,460	695,651	14,590	39,141	*	*	*
CASS	88,247	92,506	4.8	34,973	545,895	1,124,736	12,159	32,160	1,433	99,323	15,634
Fargo	61,308	64,267	4.8	25,005	401,554	871,027	13,553	34,834	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAVALIER	7,636	7,826	2.5	2,865	48,449	72,347	9,244	25,252	1,101	43,716	
DICKEY	7,207	7,302	1.3	2,553	56,209	62,017	8,493	24,292	706	21,728	15,190
DIVIDE	3,494	3,667	5.0	1,436	25,241	40,632	11,080	28,295	671	16,339	3,921
DUNN	4,627	5,252	13.5	1,762	39,210	51,193	9,747	29,054	748	9,545	18,351
EDDY	3,554	3,769	6.0	1,436	21,797	33,667	8,933	23,445	368	10,568	
EMMONS	5,877	6,218	5.8	2,052	38,276	58,545	9,415	28,531	925	14,141	15,979
FOSTER	4,611	4,900	6.3	1,747	33,110	50,306	10,267	28,796	371	17,317	9,518
GOLDEN VALLEY	2,391	2,668	11.6	1,033	24,810	30,821	11,552	29,836	332	6,534	8,316
GRAND FORKS	66,100	67,275	1.8	22,984	496,186	689,652	10,251	30,006	1,086	72,339	6,305
Grand Forks	43,765	46,140	5.4	16,581	360,277	532,344	11,538	32,106	*	*	*
GRANT	4,274	4,595	7.5	1,645	31,248	40,333	8,778	24,519	744	9,530	14,855
GRIGGS	3,714	3,987	7.4	1,544	24,275	37,822	9,486	24,496	512	16,395	5,415
HETTINGER	4,275	4,361	2.0	1,532	35,344	42,970	9,853	28,048	548	17,131	7,442
KIDDER	3,833	3,854	.5	1,429	25,230	36,249	9,406	25,367	593	9,112	14,637
LA MOURE	6,473	6,710	3.7	2,456	46,131	63,569	9,474	25,883	875	25,656	12,823
LOGAN	3,493	3,550	1.6	1,225	28,264	40,523	11,415	33,080	582	8,877	13,410
MCHENRY	7,858	8,012	2.0	2,961	43,188	65,224	8,141	22,028	1,045	19,172	15,096
MCINTOSH	4,800	4,986	3.9	1,946	40,091	58,181	11,669	29,898	654	10,097	11,731
MCKENZIE	7,132	8,374	17.4	2,914	72,889	90,319	10,786	30,995	804	14,262	
MCLEAN	12,288	13,061	6.3	4,623	89,217	135,957	10,409	29,409	1,270	29,268	10,286
MERCER	9,378	10,825	15.4	3,840	95,745	123,382	11,398	32,131	579	7,006	9,808
MORTON	25,177	27,084	7.6	9,363	228,992	297,239	10,975	31,746	1,032	11,159	25,151
MOUNTRAIL	7,679	8,279	7.8	2,984	50,071	77,847	9,403	26,088	935	20,730	7,405
NELSON	5,233	5,274	.8	2,042	30,504	45,777	8,689	22,418	716	22,348	4,499
OLIVER	2,495	2,653	6.3	822	23,651	26,113	9,643	31,768	386	4,549	8,023
PEMBINA	10,399	10,548	1.4	3,880	72,961	102,917	9,757	26,525	946	61,880	3,803
PIERCE	6,166	6,523	5.8	2,257	38,328	56,216	8,618	24,907	613	12,828	
RAMSEY	13,048	13,771	5.5	5,032	90,165	136,250	9,894	27,077	772	30,695	
Devils Lake	7,442	7,984	7.3	2,937	50,285	86,658	10,854	29.506	*	*	*
RANSOM	6,698	6,795	1.4	2,450	56,778	61,721	9,083	25,192	596	19,913	
RENVILLE	3,608	3,769	4.5	1,333	23,621	36,754	9,752	27,572	541	17,526	2,582
RICHLAND	19,207	19,825	3.2	6,755	163,938	183,906	9,276	27,225	1,368	70,137	13,043
Wahpeton	9,064	10,060	11.0	3,037	71,898	89,467	8,893	29,459	*	*	*
ROLETTE	12,177	12,608	3.5	3,685	56,220	85,998	6,821	23,337	658	13,065	4,407
SARGENT	5,512	5,470	-.8	1,937	43,290	49,531	9,055	25,571	628	19,827	11,349
SHERIDAN	2,819	2,840	.7	1,021	16,922	27,300	9,613	26,738	530	11,184	6,966
SIOUX	3,620	3,769	4.1	1,025	20,526	25,710	6,821	25,083	226	2,470	6,425
SLOPE	1,157	1,217	5.2	408	10,542	12,707	10,441	31,145	333	6,351	6,410
STARK	23,697	28,026	18.3	9,474	230,260	299,666	10,692	31,630	826	13,793	16,901
Dickinson	15,924	20,046	25.9	6,982	169,136	234,133	11,680	33,534	*	*	*
STEELE	3,106	2,927	-5.8	1,118	23,653	34,032	11,627	30,440	513	29,630	
STUTSMAN	24,154	24,896	3.1	9,104	168,452	254,891	10,238	27,998	1,219	45,162	
Jamestown	16,280	17,112	5.1	6,231	115,741	187,488	10,957	30,090	*	*	*
TOWNER	4,052	4,393	8.4	1,645	28,566	44,186	10,058	26,861	628	25,782	
TRAILL	9,624	9,737	1.2	3,574	69,494	96,686	9,930	27,053	[illegible]	52,537	3,326
WALSH	15,371	15,853	3.1	5,524	98,904	140,520	8,864	25,438	1,172	71,436	5,174
WARD	58,392	60,169	3.0	20,974	412,865	625,692	10,399	29,832	1,359	36,942	10,427
Minot	32,843	34,055	3.7	12,851	236,382	435,348	12,784	33,877	*	*	*
WELLS	6,979	7,217	3.4	2,661	45,858	67,222	9,314	25,262	800	29,399	10,901
WILLIAMS	22,237	26,857	20.8	9,812	199,935	327,481	12,194	33,376	1,133	25,557	9,612
Williston	13,336	16,921	26.9	5,952	123,700	217,157	12,834	36,485	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1982 Cash Receipts as follows: From Crops $2.105.867.000; from Livestock & Livestock Products $604.524.000; Total $2.710.391.000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OHIO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,797,419	10,967,839	1.6	3,982,199	85,258,072	110,823,777	10,104	27,830	95,821	1,610,843	1,119,606
METROPOLITAN STATISTICAL AREAS											
Akron, Oh	660,328	668,766	1.3	242,307	4,810,349	6,703,269	10,020	27,664	1,202	11,938	11,203
Canton, Oh	404,421	410,757	1.6	148,183	2,904,380	3,965,360	9,654	26,760	2,068	17,800	26,259
Cincinnati, Ohio-Ky.-Ind.	1,401,403	1,433,733	2.3	521,483	12,961,181	15,755,603	10,989	30,213	5,469	51,212	16,232
Cleveland, Oh	1,898,720	1,922,363	1.2	718,468	16,878,410	22,194,009	11,545	30,891	2,207	42,214	24,005
Columbus, Oh	1,243,810	1,276,192	2.6	471,518	10,954,169	13,282,356	10,408	28,169	7,478	204,722	81,977
Dayton-Springfield, Oh	942,083	958,261	1.7	353,918	6,513,732	9,510,943	9,925	26,873	4,368	105,534	68,695
Hamilton-Middletown, Oh	258,787	266,589	3.0	93,106	1,926,382	2,693,247	10,103	28,927	1,118	14,613	13,437
Huntington-Ashland, W.V-Ky-Oh	336,410	340,394	1.2	123,137	2,264,060	3,043,227	8,940	24,714	3,064	9,552	6,797
Lima, Oh	154,795	156,808	1.3	55,649	1,069,178	1,388,254	8,853	24,947	2,536	49,888	37,637
Lorain-Elyria, Oh	274,909	278,484	1.3	94,128	1,851,491	2,570,440	9,230	27,308	1,087	28,534	10,150

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Mansfield, Oh	131,205	132,411	.9	47,866	825,470	1,187,259	8,966	24,804	1,190	14,179	14,650
Parkersburg-Marietta, W.V.-O...	157,914	160,048	1.4	58,301	1,129,610	1,550,360	9,687	26,592	1,428	3,740	11,385
Steubenville-Weirton, Oh-W.Va.	163,099	165,015	1.2	59,524	1,451,656	1,655,799	10,034	27,317	641	1,869	4,344
Toledo, Oh	616,864	621,134	.7	226,666	5,146,034	6,537,979	10,526	28,844	3,482	106,711	45,841
Wheeling, W.V-Oh	185,566	186,167	.3	69,272	1,402,423	1,740,127	9,347	25,120	1,350	3,217	2,148
Youngstown-Warren, Oh	531,350	536,948	1.1	192,938	3,738,838	4,946,564	9,212	25,638	1,759	13,600	19,393
COUNTIES, Cities											
ADAMS	24,328	24,763	1.8	8,582	130,994	161,049	6,504	18,766	1,569	10,147	11,043
ALLEN	112,241	113,250	.9	40,419	770,102	996,036	8,795	24,643	1,244	25,927	11,587
Delphos	7,314	7,253	–.8	2,456	51,333	60,467	8,337	24,620	*	*	*
Lima	47,381	45,565	–3.8	17,567	307,466	442,588	9,713	25,194	*	*	*
ASHLAND	46,178	47,444	2.7	16,773	340,698	437,057	9,212	26,057	1,218	8,899	24,560
Ashland	20,326	21,060	3.6	7,709	166,248	236,536	11,232	30,683	*	*	*
ASHTABULA	104,215	105,137	.9	37,047	734,590	985,992	9,378	26,615	1,262	10,997	18,849
Ashtabula	23,449	23,335	–.5	8,260	163,916	248,701	10,658	30,109	*	*	*
Conneaut	13,835	13,695	–1.0	5,001	94,210	143,581	10,484	28,710	*	*	*
ATHENS	56,399	57,320	1.6	19,098	378,061	428,021	7,467	22,412	572	1,125	3,991
Athens	19,743	18,587	–5.9	5,095	138,694	175,044	9,418	34,356	*	*	*
AUGLAIZE	42,554	43,558	2.4	15,230	299,076	392,218	9,004	25,753	1,292	23,961	26,050
St. Marys	8,414	8,881	5.6	3,134	64,056	78,609	8,851	25,083	*	*	*
Wapakoneta	8,402	9,008	7.2	3,320	65,288	80,391	8,924	24,214	*	*	*
BELMONT	82,569	82,574		30,905	690,450	790,116	9,569	25,566	758	1,381	
Bellaire	8,241	7,776	–5.7	3,172	60,729	71,035	9,135	22,394	*	*	*
Martins Ferry	9,331	8,853	–5.1	3,658	85,356	116,569	13,167	31,867	*	*	*
BROWN	31,920	32,706	2.5	11,248	212,549	260,991	7,980	23,203	1,845	21,535	8,429
BUTLER	258,787	266,589	3.0	93,106	1,926,382	2,693,247	10,103	28,927	1,118	14,613	13,437
Hamilton	63,189	63,644	.7	24,565	439,476	638,560	10,033	25,995	*	*	*
Middletown	43,719	43,447	–.6	17,324	341,683	498,317	11,470	28,765	*	*	*
CARROLL	25,598	25,746	.6	8,877	158,255	219,312	8,518	24,706	765	3,054	8,781
CHAMPAIGN	33,649	34,664	3.0	12,383	204,678	318,421	9,186	25,714	1,111	30,462	
Urbana	10,762	10,902	1.3	4,284	74,859	131,372	12,050	30,666	*	*	*
CLARK	150,236	152,337	1.4	55,338	887,675	1,358,636	8,919	24,552	932	30,806	29,125
Springfield	72,563	70,226	–3.2	27,574	412,684	689,832	9,823	25,017	*	*	*
CLERMONT	128,483	135,491	5.5	45,055	1,101,907	1,447,607	10,684	32,130	1,162	10,570	4,590
CLINTON	34,603	34,983	1.1	12,556	264,521	308,285	8,812	24,553	1,043	27,808	
Wilmington	10,431	10,689	2.5	4,114	93,686	125,686	11,758	30,551	*	*	*
COLUMBIANA	113,572	114,125	.5	41,118	776,559	1,036,421	9,081	25,206	1,110	9,179	18,148
East Liverpool	16,687	15,685	–6.0	6,208	112,361	167,265	10,664	26,943	*	*	*
Lisbon	3,159	3,045	–3.6	1,175	22,630	26,821	8,808	22,826	*	*	*
Salem	12,869	12,453	–3.2	4,883	102,953	158,452	12,724	32,450	*	*	*
COSHOCTON	36,024	36,982	2.7	13,705	258,493	335,955	9,084	24,513	974	6,760	14,833
Coshocton	13,405	13,629	1.7	5,524	110,970	162,355	11,912	29,391	*	*	*
CRAWFORD	50,075	50,595	1.0	18,781	387,237	483,390	9,554	25,738	1,057	27,572	14,240
Bucyrus	13,433	13,693	1.9	5,487	109,425	148,688	10,859	27,098	*	*	*
Galion	12,391	12,257	–1.1	4,981	106,587	145,667	11,884	29,245	*	*	*
CUYAHOGA	1,498,295	1,511,641	.9	581,225	13,529,134	17,695,163	11,706	30,445	215	15,560	
Cleveland	573,822	521,373	–9.2	211,768	4,777,695	6,213,900	11,918	29,343	*	*	*
DARKE	55,096	55,119		19,278	426,167	485,454	8,807	25,182	2,352	49,322	37,268
Greenville	12,999	13,236	1.8	5,152	118,498	157,498	11,899	30,570	*	*	*
Union City	1,716	1,684	–1.9	664	13,591	16,552	9,829	24,928	*	*	*
DEFIANCE	39,987	39,804	–.5	13,560	299,070	381,683	9,589	28,148	1,118	21,676	10,605
Defiance	16,810	16,931	.7	6,058	140,886	199,693	11,795	32,964	*	*	*
DELAWARE	53,840	55,504	3.1	18,625	457,310	557,552	10,045	29,936	1,010	26,146	10,176
Delaware	18,780	20,761	10.5	7,052	157,447	225,278	10,851	31,945	*	*	*
ERIE	79,655	79,632		28,353	654,562	812,269	10,200	28,648	551	16,102	5,868
Sandusky	31,360	30,877	–1.6	11,743	248,190	346,139	11,210	29,476	*	*	*
FAIRFIELD	93,678	97,497	4.1	33,808	765,593	941,103	9,653	27,837	1,289	21,653	16,679
Lancaster	34,953	37,168	6.3	14,256	299,467	415,940	11,191	29,176	*	*	*
FAYETTE	27,467	27,782	1.1	10,003	198,128	221,505	7,973	22,144	743	35,422	14,223
Washington	12,682	12,903	1.7	5,000	103,416	126,458	9,801	25,292	*	*	*
FRANKLIN	869,109	889,330	2.3	337,845	8,010,927	9,571,423	10,763	28,331	739	26,250	4,954
Columbus	564,987	578,374	2.4	230,551	4,883,696	6,022,546	10,413	26,122	*	*	*
FULTON	37,751	38,010	.7	12,959	288,873	368,216	9,687	28,414	1,322	33,288	37,630
GALLIA	30,098	30,419	1.1	10,615	211,744	240,808	7,916	22,686	875	2,658	
Gallipolis	5,576	5,065	–9.2	1,913	47,331	61,848	12,211	32,330	*	*	*
GEAUGA	74,474	74,686	.3	23,464	611,712	836,877	11,205	35,666	591	2,249	7,603
Chardon	4,434	4,614	4.1	1,660	39,015	49,354	10,697	29,731	*	*	*
GREENE	129,769	134,228	3.4	45,552	911,948	1,330,839	9,915	29,216	994	24,238	16,188
Beaver Creek	31,589	34,601	9.5	10,931	261,164	317,846	9,186	29,077	*	*	*
Fairborn	29,702	29,784	.3	11,440	216,064	351,163	11,790	30,696	*	*	*
Xenia	24,653	25,210	2.3	9,171	163,987	268,171	10,637	29,241	*	*	*
GUERNSEY	42,024	42,832	1.9	15,734	274,608	359,434	8,392	22,844	879	1,109	
Cambridge	13,573	13,799	1.7	5,659	97,515	145,299	10,530	25,676	*	*	*
HAMILTON	873,136	886,462	1.5	334,717	8,129,415	10,152,959	11,453	30,333	390	9,387	
Cincinnati	385,457	367,848	–4.6	159,491	3,339,705	4,528,818	12,312	28,395	*	*	*
HANCOCK	64,581	65,082	.8	23,777	549,395	692,276	10,637	29,115	1,364	43,594	10,803
Findlay	35,594	35,796	.6	13,752	323,477	442,002	12,348	32,141	*	*	*
HARDIN	32,719	33,283	1.7	11,543	227,915	286,641	8,612	24,832	1,263	32,882	13,379
Kenton	8,605	8,862	3.0	3,437	64,207	77,711	8,769	22,610	*	*	*
HARRISON	18,152	18,131	–.1	6,424	117,191	149,322	8,236	23,244	503	817	
HENRY	28,363	29,038	2.3	10,221	207,298	273,636	9,423	26,772	1,322	39,436	14,954
Napoleon	8,614	9,127	6.0	3,396	71,080	85,715	9,391	25,240	*	*	*
HIGHLAND	33,477	34,797	3.9	12,701	225,846	275,780	7,925	21,713	1,561	22,362	15,148
Greenfield	5,150	5,495	6.7	1,863	34,036	42,334	7,704	22,724	*	*	*
Hillsboro	6,356	6,905	8.6	2,668	43,793	54,723	7,925	20,511	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HOCKING	24,304	24,998	2.9	9,002	178,745	200,689	8,028	22,294	414	1,239	1,531
Logan	6,557	6,854	4.5	2,624	44,623	55,708	8,128	21,230	*	*	*
HOLMES	29,416	30,170	2.6	8,590	159,132	199,391	6,609	23,212	1,527	3,102	32,606
HURON	54,608	55,962	2.5	19,631	413,888	518,260	9,261	26,400	1,117	38,843	10,158
Bellevue	8,187	8,235	.6	2,995	63,308	76,499	9,289	25,542	*	*	*
Norwalk	14,358	15,084	5.1	5,548	116,775	169,858	11,261	30,616	*	*	*
JACKSON	30,592	31,153	1.8	11,134	201,712	225,366	7,234	20,241	522	5,178	4,337
JEFFERSON	91,564	92,247	.7	33,676	832,792	905,400	9,815	26,886	476	1,284	3,414
Steubenville	26,400	25,120	–4.9	9,964	256,617	318,781	12,690	31,993	*	*	*
KNOX	46,309	47,545	2.7	16,671	314,146	415,971	8,749	24,952	1,358	12,408	18,027
Mount Vernon	14,323	15,067	5.2	5,903	110,489	167,976	11,149	28,456	*	*	*
LAKE	212,801	218,292	2.6	75,566	1,825,297	2,443,269	11,193	32,333	294	16,187	761
Mentor	42,065	45,009	7.0	14,839	392,449	576,051	12,799	38,820	*	*	*
Mentor-On-The-Lake	7,919	8,639	9.1	2,734	85,841	105,164	12,173	38,465	*	*	*
Painesville	16,391	16,713	2.0	6,505	127,805	180,925	10,825	27,813	*	*	*
Willoughby	19,329	20,041	3.7	7,876	209,425	302,831	15,111	38,450	*	*	*
LAWRENCE	63,849	64,052	.3	22,650	344,878	509,594	7,956	22,499	551	1,562	2,737
Ironton	14,290	14,064	–1.6	5,681	90,292	153,982	10,949	27,105	*	*	*
LICKING	120,981	125,773	4.0	44,970	910,571	1,215,822	9,667	27,036	1,572	21,469	16,239
Newark	41,200	42,589	3.4	17,023	318,236	482,492	11,329	28,344	*	*	*
LOGAN	39,155	39,540	1.0	14,697	285,273	348,508	8,814	23,713	1,143	25,430	17,269
Bellefontaine	11,888	12,248	3.0	3,971	80,843	112,026	9,146	28,211	*	*	*
LORAIN	274,909	278,484	1.3	94,128	1,851,491	2,570,440	9,230	27,308	1,087	28,534	10,150
Elyria	57,504	59,821	4.0	22,158	410,315	617,203	10,317	27,855	*	*	*
Lorain	75,416	75,408		26,714	492,010	719,742	9,545	26,943	*	*	*
LUCAS	471,741	473,492	.4	176,714	3,990,464	5,062,228	10,691	28,646	600	23,819	
Toledo	354,635	345,182	–2.7	133,131	2,874,941	3,736,270	10,824	28,065	*	*	*
MADISON	33,004	33,822	2.5	11,144	256,796	316,433	9,356	28,395	809	40,447	16,102
London	6,958	7,313	5.1	2,820	53,540	67,174	9,186	23,821	*	*	*
MAHONING	289,487	290,668	.4	105,292	1,984,976	2,592,435	8,919	24,621	767	7,442	9,104
Youngstown	115,436	107,374	–7.0	40,603	710,712	1,011,079	9,416	24,902	*	*	*
MARION	67,974	67,657	–.5	24,164	520,268	629,173	9,299	26,038	873	29,387	11,025
Marion	37,040	36,284	–2.1	13,905	283,958	371,713	10,244	26,732	*	*	*
MEDINA	113,150	117,744	4.1	38,213	912,267	1,218,700	10,350	31,892	1,107	8,218	15,641
Medina	15,268	17,409	14.0	6,582	147,288	218,360	12,543	33,175	*	*	*
MEIGS	23,641	23,718	.3	8,673	154,396	169,594	7,150	19,554	587	2,105	4,672
Middleport	2,971	3,049	2.6	1,240	17,271	21,534	7,063	17,366	*	*	*
Pomeroy	2,728	2,756	1.0	1,096	15,882	19,707	7,151	17,981	*	*	*
MERCER	38,334	38,845	1.3	12,558	284,512	353,232	9,093	28,128	1,634	29,420	38,860
Celina	9,137	9,657	5.7	3,354	77,509	112,495	11,649	33,541	*	*	*
MIAMI	90,381	92,625	2.5	33,433	584,585	851,412	9,192	25,466	1,293	30,293	15,958
Piqua	20,480	20,886	2.0	7,861	128,060	205,976	9,862	26,202	*	*	*
Troy	19,086	20,287	6.3	7,704	131,074	218,478	10,769	28,359	*	*	*
MONROE	17,382	17,320	–.4	6,118	127,638	141,488	8,169	23,127	798	582	5,281
MONTGOMERY	571,697	579,071	1.3	219,595	4,129,524	5,970,056	10,310	27,187	1,149	20,197	7,425
Dayton	193,444	179,608	–7.2	77,385	1,224,455	1,850,172	10,301	23,909	*	*	*
MORGAN	14,241	14,293	.4	5,000	97,985	108,450	7,588	21,690	635	951	5,105
MORROW	26,480	27,111	2.4	9,200	177,234	231,166	8,527	25,127	1,065	15,874	11,092
MUSKINGUM	83,340	84,376	1.2	30,525	561,101	717,694	8,506	23,512	1,132	4,538	12,729
Zanesville	28,655	27,489	–4.1	11,096	184,821	264,126	9,608	23,804	*	*	*
NOBLE	11,310	11,578	2.4	4,192	81,004	89,966	7,770	21,461	609	378	3,782
OTTAWA	40,076	40,233	.4	14,588	317,466	407,597	10,131	27,941	698	15,322	2,238
Oak Harbor	2,678	2,643	–1.3	685	22,745	27,421	10,375	40,031	*	*	*
Port Clinton	7,223	7,260	.5	1,799	60,729	73,550	10,131	40,884	*	*	*
PAULDING	21,302	21,385	.4	7,142	139,718	183,570	8,584	25,703	817	26,779	4,400
PERRY	31,032	32,263	4.0	11,168	183,569	237,761	7,369	21,289	714	3,632	4,910
PICKAWAY	43,662	43,994	.8	14,593	321,560	385,941	8,795	26,516	932	38,239	17,827
Circleville	11,700	11,798	.8	4,424	97,221	135,151	11,455	30,550	*	*	*
PIKE	22,802	23,946	5.0	8,309	150,232	170,015	7,100	20,462	567	4,655	3,524
PORTAGE	135,856	140,063	3.1	46,455	936,196	1,307,781	9,337	28,152	891	8,033	10,048
Kent	26,164	26,242	.3	8,753	172,322	270,762	10,318	30,934	*	*	*
Ravenna	11,987	12,435	3.7	4,713	90,002	145,458	11,697	30,863	*	*	*
PREBLE	38,223	38,744	1.4	13,579	230,805	333,151	8,599	24,534	1,394	27,154	21,624
PUTNAM	32,991	33,470	1.5	10,516	200,936	262,388	7,839	24,951	1,630	41,490	15,681
RICHLAND	131,205	132,411	.9	47,866	825,470	1,187,259	8,966	24,804	1,190	14,179	14,650
Mansfield	53,927	54,003	.1	21,719	356,213	568,347	10,524	26,168	*	*	*
Shelby	9,645	9,658	.1	3,656	73,374	86,477	8,954	23,653	*	*	*
ROSS	65,004	66,277	2.0	22,989	493,585	599,130	9,040	26,062	943	19,753	12,236
Chillicothe	23,420	23,354	–.3	9,292	217,498	296,424	12,693	31,901	*	*	*
SANDUSKY	63,267	63,654	.6	22,142	456,907	592,805	9,313	26,773	1,077	37,847	9,290
Fremont	17,834	17,705	–.7	6,480	128,639	192,691	10,883	29,736	*	*	*
SCIOTO	84,545	85,593	1.2	30,627	589,337	658,173	7,690	21,490	715	4,975	4,138
Portsmouth	25,943	25,645	–1.2	10,668	211,394	266,123	10,377	24,946	*	*	*
SENECA	61,901	62,016	.2	21,320	455,285	572,340	9,229	26,845	1,517	40,152	15,308
Fostoria	15,743	15,645	–.6	5,927	129,063	176,753	11,298	29,822	*	*	*
Tiffin	19,549	18,866	–3.5	6,870	156,717	209,057	11,081	30,430	*	*	*
SHELBY	43,089	43,948	2.0	14,815	339,117	386,933	8,804	26,118	1,268	23,547	23,371
Sidney	17,657	18,507	4.8	6,689	151,424	194,704	10,521	29,108	*	*	*
STARK	378,823	385,011	1.6	139,306	2,746,125	3,746,048	9,730	26,891	1,303	14,746	17,478
Alliance	24,315	23,861	–1.9	9,205	175,855	265,725	11,136	28,867	*	*	*
Canton	93,077	88,860	–4.5	36,007	642,200	955,539	10,753	26,538	*	*	*
Massillon	30,557	30,256	–1.0	11,687	213,343	322,934	10,673	27,632	*	*	*
SUMMIT	524,472	528,903	.8	195,852	3,874,153	5,395,488	10,201	27,549	311	3,905	1,155
Akron	237,177	225,703	–4.8	89,600	1,623,779	2,359,678	10,455	26,336	*	*	*
TRUMBULL	241,863	246,280	1.8	87,646	1,753,862	2,354,129	9,559	26,860	992	6,158	10,289
Niles	23,088	24,052	4.2	9,123	178,307	277,280	11,528	30,394	*	*	*
Warren	56,629	55,249	–2.4	21,318	412,892	614,179	11,117	28,810	*	*	*

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TUSCARAWAS	84,614	86,861	2.7	32,007	589,673	779,802	8,978	24,363	1,099	4,971	15,351
Dennison	3,398	3,447	1.4	1,266	24,735	29,996	8,702	23,694	*	*	*
Dover	11,526	11,831	2.6	4,509	94,134	140,098	11,842	31,071	*	*	*
New Philadelphi	16,883	17,977	6.5	7,258	155,896	207,304	11,532	28,562	*	*	*
Uhrichsville	6,130	6,444	5.1	2,525	44,445	54,410	8,444	21,549	*	*	*
UNION	29,536	30,272	2.5	10,533	231,412	293,082	9,682	27,825	1,127	30,518	
Marysville	7,414	8,225	10.9	3,208	62,667	80,173	9,747	24,992	*	*	*
VAN WERT	30,458	30,497	.1	11,220	208,030	264,130	8,661	23,541	1,039	38,745	7,137
Van Wert	11,035	10,950	−.8	4,405	85,797	122,659	11,202	27,845	*	*	*
VINTON	11,584	11,883	2.6	4,090	79,881	80,879	6,806	19,775	246	501	
WARREN	99,276	104,116	4.9	33,947	875,465	1,135,290	10,904	33,443	1,048	18,836	
WASHINGTON	64,266	64,997	1.1	23,172	425,794	612,153	9,418	26,418	998	2,967	8,671
Marietta	16,467	16,511	.3	6,400	125,281	205,644	12,455	32,132	*	*	*
WAYNE	97,408	99,138	1.8	33,506	743,808	930,157	9,382	27,761	1,874	15,470	59,547
Wooster	19,289	19,854	2.9	7,553	181,609	266,453	13,421	35,278	*	*	*
WILLIAMS	36,369	36,918	1.5	13,375	260,743	342,929	9,289	25,640	1,135	21,844	18,103
Bryan	7,879	8,330	5.7	3,305	63,880	77,996	9,363	23,599	*	*	*
WOOD	107,372	109,632	2.1	36,993	866,697	1,107,535	10,102	29,939	1,560	49,604	8,211
Bowling Green	25,728	27,774	8.0	7,724	174,071	260,088	9,364	33,673	*	*	*
WYANDOT	22,651	23,257	2.7	8,282	162,448	205,880	8,852	24,859	866	30,143	8,732
Upper Sandusky	5,967	6,255	4.8	2,432	47,008	56,534	9,038	23,246	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1982 Cash Receipts as follows: From Crops $2,122,503,000; from Livestock & Livestock Products $1,551,303,000; Total $3,673,806,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	HOUSE-HOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	INCOME Income per capita	E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,289,079	8.7	1,244,964	23,417,809	33,357,896	10,142	26,794	79,530	624,910	1,651,526
METROPOLITAN STATISTICAL AREAS											
Enid, Ok	62,820	67,918	8.1	26,360	483,004	774,742	11,407	29,391	1,327	25,754	26,659
Fort Smith, Ar-Ok	162,571	165,807	2.0	61,322	1,038,047	1,434,497	8,652	23,393	2,490	8,522	18,518
Lawton, Ok	112,456	120,319	7.0	38,457	973,490	840,752	6,988	21,862	1,044	5,458	18,784
Oklahoma City, O	860,969	937,786	8.9	358,077	8,203,998	10,497,897	11,194	29,317	6,093	34,236	94,427
Tulsa, Ok	657,367	711,474	8.2	272,561	4,686,169	8,457,654	11,888	31,030	5,047	26,423	22,243
COUNTIES, Cities											
ADAIR	18,575	19,686	6.0	6,674	132,257	110,506	5,613	16,558	943	1,019	10,903
ALFALFA	7,077	7,319	3.4	3,070	49,252	82,235	11,236	26,787	888	19,287	
ATOKA	12,748	13,702	7.5	4,735	67,486	87,214	6,365	18,419	1,037	1,237	18,970
BEAVER	6,806	7,483	9.9	2,889	70,607	89,094	11,906	30,839	919	9,812	46,376
BECKHAM	19,243	22,994	19.5	9,175	148,238	213,443	9,283	23,264	898	12,239	11,446
Elk City	9,579	11,440	19.4	4,510	86,751	108,433	9,478	24,043	*	*	*
BLAINE	13,443	14,998	11.6	5,791	83,375	139,400	9,295	24,072	938	12,514	18,709
BRYAN	30,535	33,046	8.2	12,874	192,430	264,903	8,016	20,577	1,374	5,611	14,746
Durant	11,972	13,291	11.0	5,228	85,651	132,749	9,988	25,392	*	*	*
CADDO	30,905	34,391	11.3	12,608	196,917	280,689	8,162	22,263	1,812	39,094	30,745
Anadarko	6,378	6,975	9.4	2,562	44,880	56,273	8,068	21,964	*	*	*
CANADIAN	56,452	65,401	15.9	22,015	526,236	688,828	10,532	31,289	1,078	12,917	38,915
El Reno	15,486	18,280	18.0	6,584	135,563	189,129	10,346	28,726	*	*	*
CARTER	43,610	46,685	7.1	17,893	321,654	437,985	9,382	24,478	1,005	1,181	
Ardmore	23,689	26,406	11.5	10,453	194,239	288,256	10,916	27,576	*	*	*
CHEROKEE	30,684	33,248	8.4	11,741	281,779	232,938	7,006	19,840	1,032	17,999	10,426
Tahlequah	9,708	10,519	8.4	3,670	56,273	74,286	7,062	20,241	*	*	*
CHOCTAW	17,203	18,383	6.9	6,991	97,526	128,929	7,013	18,442	889	1,075	
Hugo	7,172	7,893	10.1	3,101	44,545	56,946	7,215	18,364	*	*	*
CIMARRON	3,648	4,121	13.0	1,659	34,603	45,724	11,095	27,561	490	12,645	52,924
CLEVELAND	133,173	147,885	11.0	52,174	1,230,853	1,605,758	10,858	30,777	908	1,876	8,732
Norman	68,020	81,445	19.7	30,362	658,918	955,576	11,733	31,473	*	*	*
COAL	6,041	6,203	2.7	2,354	30,495	43,221	6,968	18,361	559	473	9,159
COMANCHE	112,456	120,319	7.0	38,457	973,490	840,752	6,988	21,862	1,044	5,458	18,784
Lawton	80,054	85,652	7.0	30,716	759,073	669,121	7,812	21,784	*	*	*
COTTON	7,338	7,873	7.3	3,088	51,747	69,900	8,878	22,636	627	9,331	15,358
CRAIG	15,014	16,269	8.4	6,078	73,772	133,643	8,215	21,988	1,117	4,084	29,247
Vinita	6,740	7,648	13.5	2,844	50,467	62,655	8,192	22,031	*	*	*
CREEK	59,210	64,383	8.7	23,287	330,829	590,716	9,175	25,367	1,058	765	
Sapulpa	15,853	17,519	10.5	6,643	99,510	206,578	11,792	31,097	*	*	*
CUSTER	25,995	30,007	15.4	11,211	236,409	311,421	10,378	27,778	980	17,820	27,610
Clinton	8,796	10,217	16.2	4,002	88,706	114,136	11,171	28,520	*	*	*
Weatherford	9,640	11,787	22.3	4,169	86,699	112,579	9,551	27,004	*	*	*
DELAWARE	23,946	26,469	10.5	10,019	222,806	180,197	6,808	17,986	1,170	1,562	14,189
DEWEY	5,922	6,570	10.9	2,584	51,405	69,674	10,605	26,964	765	6,779	
ELLIS	5,596	6,149	9.9	2,476	50,128	65,837	10,707	26,590	684	3,697	16,502

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GARFIELD	62,820	67,918	8.1	26,360	483,004	774,742	11,407	29,391	1,327	25,754	26,659
Enid	50,363	54,450	8.1	21,422	398,548	661,596	12,151	30,884	*	*	*
GARVIN	27,856	32,169	15.5	12,455	212,150	279,619	8,692	22,450	1,338	6,405	
Pauls Valley	5,664	6,500	14.8	2,834	44,270	56,352	8,670	19,884	*	*	*
GRADY	39,490	44,403	12.4	16,451	301,776	414,031	9,324	25,168	1,542	11,416	35,402
Chickasha	15,828	17,797	12.4	7,116	132,431	204,881	11,512	28,792	*	*	*
GRANT	6,518	7,179	10.1	2,994	43,228	73,132	10,187	24,426	1,004	27,366	18,606
GREER	6,877	7,584	10.3	3,198	46,536	64,050	8,445	20,028	583	10,203	
HARMON	4,519	4,682	3.6	1,844	29,429	39,207	8,374	21,262	423	9,779	
HARPER	4,715	5,236	11.0	2,171	45,351	62,643	11,964	28,854	530	5,365	47,918
HASKELL	11,010	11,860	7.7	4,632	55,584	81,333	6,858	17,559	815	1,251	
HUGHES	14,338	15,325	6.9	6,171	80,853	118,929	7,760	19,272	916	4,176	9,139
Holdenville	5,469	5,954	8.9	2,532	37,530	47,268	7,939	18,668	*	*	*
JACKSON	30,356	31,536	3.9	11,162	199,077	266,849	8,462	23,907	727	26,413	21,832
Altus	23,101	23,934	3.6	8,243	157,343	220,109	9,196	26,703	*	*	*
JEFFERSON	8,183	8,786	7.4	3,497	50,658	68,637	7,812	19,627	581	4,279	20,475
JOHNSTON	10,356	11,252	8.7	4,222	54,351	73,625	6,543	17,438	607	1,987	10,373
KAY	49,852	54,365	9.1	21,749	371,522	629,185	11,573	28,929	1,086	21,344	17,046
Blackwell	8,400	9,066	7.9	3,779	79,920	99,111	10,932	26,227	*	*	*
Ponca City	26,238	28,744	9.6	11,718	218,463	402,488	14,003	34,348	*	*	*
KINGFISHER	14,187	15,927	12.3	6,000	112,772	177,983	11,175	29,664	1,060	16,232	49,500
KIOWA	12,711	14,054	10.6	5,680	81,283	112,531	8,007	19,812	859	19,533	15,078
Hobart	4,735	5,273	11.4	2,117	34,769	43,061	8,166	20,341	*	*	*
LATIMER	9,840	10,878	10.5	3,822	52,583	72,331	6,649	18,925	530	113	
LE FLORE	40,698	43,039	5.8	15,709	183,828	299,424	6,957	19,061	1,421	3,098	12,463
LINCOLN	26,601	30,029	12.9	11,181	184,513	247,373	8,238	22,124	1,591	1,872	16,133
LOGAN	26,881	30,334	12.8	10,868	194,864	260,138	8,576	23,936	949	7,129	15,101
Guthrie	10,312	11,946	15.8	4,474	74,944	101,832	8,524	22,761	*	*	*
LOVE	7,469	7,724	3.4	2,967	48,228	66,581	8,620	22,441	603	2,752	11,951
MCCLAIN	20,291	23,170	14.2	8,293	152,430	201,552	8,699	24,304	888	4,465	21,060
MCCURTAIN	36,151	38,006	5.1	13,334	176,310	246,007	6,473	18,450	1,317	2,638	12,780
Idabell	7,622	8,013	5.1	3,066	43,813	53,942	6,732	17,594	*	*	*
MCINTOSH	15,495	16,659	7.5	6,482	76,341	113,327	6,803	17,483	872	1,844	6,895
MAJOR	8,772	9,511	8.4	3,604	58,697	98,172	10,322	27,240	896	9,227	18,930
MARSHALL	10,550	11,689	10.8	4,748	71,451	97,603	8,350	20,557	410	1,447	8,289
MAYES	32,261	35,458	9.9	13,102	224,242	306,006	8,630	23,356	1,258	1,821	16,848
Pryor	8,483	9,906	16.8	3,612	65,448	89,944	9,080	24,901	*	*	*
MURRAY	12,147	13,680	12.6	5,281	85,536	115,948	8,476	21,956	400	656	7,807
MUSKOGEE	66,939	71,724	7.1	27,154	417,559	595,258	8,299	21,922	1,319	7,306	13,833
Fort Gibson	2,483	3,002	20.9	1,008	19,976	24,914	8,299	24,716	*	*	*
Muskogee	40,011	43,868	9.6	17,551	278,970	423,778	9,660	24,146	*	*	*
NOBLE	11,573	12,821	10.8	4,956	75,819	126,258	9,848	25,476	775	10,756	13,427
Perry	5,796	6,608	14.0	2,715	50,840	66,037	9,993	24,323	*	*	*
NOWATA	11,486	12,485	8.7	4,842	53,352	104,929	8,404	21,671	711	1,462	12,529
Nowata	4,270	4,877	14.2	1,993	31,567	41,267	8,462	20,706	*	*	*
OKFUSKEE	11,125	11,844	6.5	4,522	55,160	83,418	7,043	18,447	764	1,118	
OKLAHOMA	568,933	608,675	7.0	241,536	5,694,933	7,207,830	11,842	29,842	1,002	4,754	
Edmond	34,637	36,514	5.4	12,523	353,547	464,560	12,723	37,097	*	*	*
Midwest City	49,559	52,776	6.5	19,358	482,188	610,361	11,565	31,530	*	*	*
Oklahoma City	403,136	438,522	8.8	179,721	4,050,354	5,183,090	11,819	28,840	*	*	*
OKMULGEE	39,169	42,573	8.7	15,968	218,226	315,798	7,418	19,777	981	1,668	
Henryetta	6,432	6,989	8.7	2,904	41,906	53,009	7,585	18,254	*	*	*
Okmulgee	16,263	18,111	11.4	6,983	100,566	163,053	9,003	23,350	*	*	*
OSAGE	39,327	42,675	8.5	15,968	236,208	433,422	10,156	27,143	1,012	2,921	
Pawhuska	4,771	5,392	13.0	2,312	39,300	53,339	9,892	23,071	*	*	*
OTTAWA	32,870	34,424	4.7	13,124	161,360	307,946	8,946	23,464	927	5,960	
Miami	14,237	15,054	5.7	5,671	79,722	170,614	11,333	30,085	*	*	*
PAWNEE	15,310	16,574	8.3	6,385	115,187	150,608	9,087	23,588	648	2,101	13,953
PAYNE	62,435	67,160	7.6	24,388	473,699	614,629	9,152	25,202	1,071	2,712	
Cushing	7,720	8,380	8.5	3,651	62,591	82,090	9,796	22,484	*	*	*
Stillwater	38,268	41,163	7.6	14,109	294,054	411,360	9,993	29,156	*	*	*
PITTSBURG	40,524	43,188	6.6	16,343	251,374	343,447	7,952	21,015	1,315	1,528	15,230
McAlester	17,255	17,797	3.1	6,335	115,719	173,551	9,752	27,396	*	*	*
PONTOTOC	32,598	35,176	7.9	13,588	214,395	324,035	9,212	23,847	1,011	990	16,479
Ada	15,902	17,160	7.9	7,141	119,742	197,798	11,527	27,699	*	*	*
POTTAWATOMIE	55,239	62,321	12.8	23,191	404,682	533,791	8,565	23,017	1,268	3,095	10,619
Shawnee	26,506	29,904	12.8	11,993	214,004	309,651	10,355	25,819	*	*	*
PUSHMATAHA	11,773	12,906	9.6	4,846	58,853	79,364	6,149	16,377	781	174	10,551
ROGER MILLS	4,799	6,394	33.2	2,427	44,297	63,591	9,945	26,201	769	4,324	16,684
ROGERS	46,436	52,340	12.7	18,012	284,446	520,497	9,945	28,897	1,201	2,174	14,330
Claremore	12,085	14,857	22.9	5,652	102,449	145,722	9,808	25,782	*	*	*
SEMINOLE	27,473	29,534	7.5	11,213	162,024	241,815	8,188	21,566	941	1,358	
Seminole	8,590	9,517	10.8	3,934	63,410	80,790	8,489	20,536	*	*	*
Wewoka	5,480	5,968	8.9	2,363	37,485	47,603	7,976	20,145	*	*	*
SEQUOYAH	30,749	32,897	7.0	11,519	137,131	226,692	6,891	19,680	921	2,474	6,679
STEPHENS	43,419	47,890	10.3	18,685	355,312	492,789	10,290	26,374	1,146	4,166	17,868
Duncan	22,517	24,836	10.3	10,093	215,831	327,174	13,173	32,416	*	*	*
TEXAS	17,727	19,008	7.2	6,893	174,796	221,824	11,670	32,181	877	28,651	289,315
Guymon	8,492	9,417	10.9	3,409	92,278	117,304	12,457	34,410	*	*	*
TILLMAN	12,398	13,163	6.2	5,136	84,624	110,333	8,382	21,482	785	30,949	18,107
Frederick	6,153	6,542	6.3	2,571	46,315	56,201	8,591	21,860	*	*	*
TULSA	470,593	505,340	7.4	199,578	3,603,966	6,492,687	12,848	32,532	890	5,107	7,913
Broken Arrow	35,761	38,402	7.4	12,928	245,654	475,716	12,388	36,797	*	*	*
Tulsa	360,919	387,567	7.4	159,656	2,912,777	5,361,156	13,833	33,579	*	*	*
WAGONER	41,801	46,736	11.8	15,716	230,720	420,332	8,994	26,745	886	15,456	
WASHINGTON	48,113	52,305	8.7	20,917	345,527	693,059	13,250	33,134	628	2,088	7,153
Bartlesville	34,568	37,579	8.7	15,301	261,808	564,249	15,015	36,877	*	*	*
WASHITA	13,798	16,695	21.0	6,368	107,056	158,054	9,467	24,820	1,262	28,123	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WOODS	10,923	11,993	9.8	4,953	109,749	139,614	11,641	28,188	849	13,980	27,404
Alva	6,416	6,643	3.5	2,663	64,454	76,436	11,506	28,703	*	*	*
WOODWARD	21,172	24,201	14.3	8,916	216,461	281,911	11,649	31,619	772	5,521	20,036
Woodward	13,610	15,557	14.3	5,871	139,005	200,267	12,873	34,111	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1982 Cash Receipts as follows: From Crops $1,040,012,000; from Livestock & Livestock Products $2,091,014,000; Total $3,131,026,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,701,559	2.6	1,040,520	20,608,732	26,240,874	9,713	25,219	34,875	694,155	531,047
METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Or	275,226	278,350	1.1	107,081	2,095,691	2,512,368	9,026	23,462	1,708	24,440	13,100
Medford, Or	132,456	137,671	3.9	52,135	875,788	1,177,442	8,553	22,584	1,228	16,663	
Portland, Or	1,105,292	1,137,427	2.9	449,780	9,695,833	12,640,546	11,113	28,104	6,360	114,804	39,255
Salem, Or	249,895	258,988	3.6	96,159	1,810,476	2,258,558	8,721	23,488	3,573	11,640	30,491
COUNTIES, Cities											
BAKER	16,134	16,447	1.9	6,439	105,542	124,707	7,582	19,367	628	3,767	22,301
Baker	9,471	9,692	2.3	3,570	63,863	80,576	8,314	22,570	*	*	*
BENTON	68,211	70,814	3.8	25,504	565,867	673,377	9,509	26,403	589	4,677	
Corvallis	40,960	44,562	8.8	16,295	335,453	434,714	9,755	26,678	*	*	*
CLACKAMAS	241,919	250,035	3.4	89,561	2,085,363	2,824,685	11,297	31,539	2,659	34,645	13,517
Oregon City	14,673	17,005	15.9	6,214	118,523	192,335	11,310	30,952	*	*	*
CLATSOP	32,489	33,197	2.2	13,387	228,823	305,128	9,191	22,793	233	146	3,206
Astoria	9,998	10,125	1.3	3,753	66,191	101,809	10,055	27,127	*	*	*
COLUMBIA	35,646	35,779	.4	13,060	240,840	323,377	9,038	24,761	577	1,935	4,570
COOS	64,047	63,600	–.7	24,263	441,259	566,362	8,905	23,343	672	2,243	
Coos Bay	14,424	14,667	1.7	5,739	115,153	172,406	11,755	30,041	*	*	*
North Bend	9,779	10,158	3.9	3,746	73,735	90,629	8,922	24,194	*	*	*
CROOK	13,091	13,286	1.5	5,105	88,281	108,707	8,182	21,294	335	4,451	
CURRY	16,992	17,828	4.9	7,282	120,112	159,117	8,925	21,851	162	1,743	
DESCHUTES	62,142	66,738	7.4	25,207	469,842	589,849	8,838	23,400	617	2,564	7,563
Bend	17,263	18,540	7.4	7,038	131,517	195,546	10,547	27,784	*	*	*
DOUGLAS	93,748	94,050	.3	34,278	611,177	794,918	8,452	23,190	1,434	3,262	15,509
Roseburg	16,644	17,512	5.2	6,786	134,604	208,411	11,901	30,712	*	*	*
GILLIAM	2,057	2,021	–1.8	814	14,329	18,090	8,951	22,224	171	11,032	5,249
GRANT	8,210	8,099	–1.4	3,057	55,378	63,907	7,891	20,905	309	884	
HARNEY	8,314	8,200	–1.4	2,955	57,906	69,716	8,502	23,593	343	3,192	18,156
HOOD RIVER	15,835	15,807	–.2	6,120	126,247	146,368	9,260	23,916	519	30,260	
JACKSON	132,456	137,671	3.9	52,135	875,768	1,177,442	8,553	22,584	1,228	16,663	
Ashland	14,943	16,464	10.2	6,668	103,801	156,221	9,489	23,428	*	*	*
Medford	39,603	45,171	14.1	18,053	292,812	453,374	10,037	25,113	*	*	*
JEFFERSON	11,599	12,117	4.5	4,202	79,215	94,741	7,819	22,547	364	24,873	9,217
JOSEPHINE	58,820	60,223	2.4	22,900	337,047	457,522	7,597	19,979	455	2,013	6,918
Grants Pass	14,997	16,314	8.8	6,608	98,348	157,528	9,656	23,839	*	*	*
KLAMATH	59,117	58,958	–.3	22,129	407,019	485,852	8,241	21,955	904	20,738	
Klamath Falls	16,661	16,616	–.3	6,425	115,514	159,775	9,616	24,868	*	*	*
LAKE	7,532	7,841	4.1	2,973	52,557	63,067	8,043	21,213	306	3,344	13,698
LANE	275,226	278,350	1.1	107,081	2,095,691	2,512,368	9,026	23,462	1,708	24,440	13,100
Eugene	105,624	106,860	1.2	43,263	884,427	1,168,594	10,936	27,011	*	*	*
LINCOLN	35,264	37,093	5.2	15,696	254,353	338,217	9,118	21,548	232	632	1,804
LINN	89,495	90,891	1.6	34,108	678,232	814,683	8,963	23,885	1,695	43,138	18,095
Albany	26,678	30,027	12.6	12,059	231,904	327,262	10,899	27,138	*	*	*
MALHEUR	26,896	27,517	2.3	9,710	159,894	195,794	7,115	20,164	1,276	51,855	87,166
Ontario	8,814	9,862	11.9	3,589	62,530	87,929	8,916	24,500	*	*	*
MARION	204,692	213,363	4.2	79,215	1,491,978	1,860,667	8,721	23,489	2,559	91,436	23,479
1Salem	89,233	93,013	4.2	36,921	724,614	1,015,792	10,921	27,513	*	*	*
MORROW	7,519	7,724	2.7	2,762	59,784	69,375	8,982	25,118	335	60,139	10,238
MULTNOMAH	562,640	569,622	1.2	241,442	4,805,305	6,131,933	10,765	25,397	522	20,552	
Portland	366,383	367,229	.2	163,315	3,136,625	4,226,784	11,510	25,881	*	*	*
POLK	45,203	45,625	.9	16,944	318,498	397,891	8,721	23,483	1,014	20,204	7,012
SHERMAN	2,172	2,231	2.7	919	15,826	17,904	8,025	19,482	192	11,474	
TILLAMOOK	21,164	21,392	1.1	8,675	138,044	186,986	8,741	21,555	388	235	
UMATILLA	58,861	61,264	4.1	22,436	428,820	512,694	8,369	22,851	1,252	79,324	50,241
Pendleton	14,521	15,631	7.6	5,987	124,287	171,897	10,997	28,712	*	*	*
UNION	23,921	24,710	3.3	9,213	158,682	195,802	7,924	21,253	655	13,930	13,571
La Grande	11,354	12,348	8.8	4,723	76,108	95,341	7,721	20,187	*	*	*
WALLOWA	7,273	7,522	3.4	2,967	52,487	61,263	8,145	20,648	442	5,962	12,920
WASCO	21,732	22,361	2.9	8,594	175,183	205,163	9,175	23,873	461	21,132	6,086
The Dalles	10,820	12,438	15.0	4,571	88,825	115,284	9,269	25,221	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	245,401	260,627	6.2	98,511	2,383,888	3,172,876	12,174	32,208	1,634	36,803	13,000
WHEELER	1,513	1,413	–6.6	610	8,198	9,274	6,563	15,203	115	660	4,055
YAMHILL	55,332	57,143	3.3	20,266	421,277	511,052	8,943	25,217	1,545	22,804	12,738

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1982 Cash Receipts as follows: From Crops $1,123,470,000; from Livestock & Livestock Products $651,843,000; Total $1,775,313,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,866,728	12,064,040	1.7	4,389,271	92,658,849	124,382,828	10,310	28,338	59,973	648,474	1,208,707
STANDARD METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	654,092	2.7	242,706	5,171,857	7,221,403	11,040	29,754	1,992	37,521	35,087
Altoona, Pa	136,621	138,896	1.7	51,065	909,072	1,195,800	8,609	23,417	533	4,891	17,649
Beaver, Pa	204,441	205,778	.7	73,883	1,656,086	2,198,603	10,684	29,758	589	2,731	5,112
Erie, Pa.	279,780	283,017	1.2	100,140	1,995,394	2,684,274	9,484	26,805	1,532	28,010	22,216
Harrisburg-Lebanon-Carlisle, Pa	555,901	567,697	2.1	210,462	5,784,402	6,522,117	11,489	30,990	3,603	29,992	94,393
Johnstown, Pa	264,506	265,641	.4	94,474	1,706,007	2,188,394	8,238	23,164	1,731	10,151	33,735
Lancaster, Pa	362,346	373,675	3.1	130,682	2,875,764	3,770,893	10,091	28,855	4,915	50,054	224,901
Philadelphia, Pa-N.J.	4,716,818	4,828,794	2.4	1,715,819	38,796,698	53,999,759	11,183	31,472	5,208	229,230	85,894
Pittsburgh, Pa	2,219,848	2,238,925	.9	839,647	18,744,104	24,527,296	10,955	29,211	4,366	23,334	35,365
Reading, Pa	312,509	320,232	2.5	120,033	2,368,465	3,452,182	10,780	28,760	1,944	44,720	56,248
Scranton-Wilkes Barre, Pa	728,796	738,706	1.4	272,871	4,638,944	6,578,755	8,906	24,109	2,396	22,554	23,617
Sharon, Pa	128,299	130,829	2.0	46,589	932,482	1,292,405	9,879	27,741	1,459	7,566	17,318
State College, Pa	112,760	114,876	1.9	37,698	883,624	1,019,638	8,876	27,048	824	5,806	19,957
Williamsport, Pa	118,416	119,212	.7	43,371	768,066	1,056,856	8,865	24,368	939	8,452	13,811
York, Pa	381,255	392,358	2.9	142,499	2,936,602	3,968,705	10,115	27,851	3,515	49,568	62,355
COUNTIES, Cities											
ADAMS	68,292	71,619	4.9	24,614	474,662	641,816	8,962	26,075	1,166	23,171	25,756
Gettysgurg	7,194	7,513	4.4	2,635	52,129	82,612	10,996	31,352	*	*	*
ALLEGHENY	1,450,085	1,466,580	1.1	559,193	12,866,895	16,855,268	11,493	30,142	450	6,401	2,878
Brackenridge	4,297	4,157	–3.3	1,712	39,075	45,101	10,849	26,344	*	*	*
Clairton	12,188	11,395	–6.5	4,613	95,936	135,870	11,924	29,454	*	*	*
Duquesne	10,094	9,722	–3.7	4,051	79,930	115,779	11,909	28,580	*	*	*
McKeesport	31,012	29,073	–6.3	12,029	228,388	322,948	11,108	26,847	*	*	*
Pittsburgh	423,959	397,217	–6.3	163,261	3,398,176	4,771,685	12,013	29,227	*	*	*
Tarentum	6,419	6,147	–4.2	2,596	57,028	65,617	10,675	25,276	*	*	*
ARMSTRONG	77,768	78,798	1.3	29,096	500,044	688,221	8,734	23,653	812	29,488	8,123
Kittanning	5,432	5,238	–3.6	2,176	39,950	63,635	12,149	29,244	*	*	*
BEAVER	204,441	205,778	.7	73,883	1,656,086	2,198,603	10,684	29,758	589	2,731	5,112
Aliquippa	17,094	15,652	–8.4	5,968	133,748	200,130	12,786	33,534	*	*	*
Ambridge	9,575	9,048	–5.5	4,011	84,013	129,927	14,360	32,393	*	*	*
Beaver	5,441	5,237	–3.8	2,328	49,643	59,076	11,281	25,376	*	*	*
Rochester	4,759	4,752	–.2	1,999	40,339	48,482	10,202	24,253	*	*	*
BEDFORD	46,784	47,466	1.5	16,949	325,573	378,973	7,984	22,360	1,136	4,705	24,734
Bedford	3,326	3,384	1.7	1,340	22,039	27,126	8,016	20,243	*	*	*
BERKS	312,509	320,232	2.5	120,033	2,368,465	3,452,182	10,780	28,760	1,944	44,720	56,248
Reading	78,686	77,450	–1.6	32,882	544,659	903,253	11,662	27,470	*	*	*
BLAIR	136,621	138,896	1.7	51,065	909,072	1,195,800	8,609	23,417	533	4,891	17,649
Altoona	57,078	55,844	–2.2	21,271	377,595	556,090	9,958	26,143	*	*	*
Tyrone	6,346	6,192	–2.4	2,431	43,616	51,811	8,367	21,313	*	*	*
BRADFORD	62,919	65,555	4.2	22,849	420,401	546,210	8,332	23,905	1,610	5,209	51,853
Athens	3,622	3,582	–1.1	1,297	24,797	30,174	8,424	23,264	*	*	*
Sayre	6,951	7,042	1.3	2,416	47,930	58,774	8,346	24,327	*	*	*
Towanda	3,526	3,442	–2.4	1,237	24,428	29,594	8,598	23,924	*	*	*
BUCKS	479,211	497,868	3.9	166,649	4,079,963	5,927,297	11,905	35,568	990	21,916	13,367
Bristol	10,867	17,800	63.8	4,168	104,282	167,932	9,434	40,291	*	*	*
Doylestown	8,717	9,228	5.9	3,729	86,216	150,322	16,290	40,312	*	*	*
Langhorne	1,697	1,772	4.4	566	16,594	21,096	11,905	37,272	*	*	*
Levittown	54,174	58,657	8.3	18,910	543,563	698,331	11,905	36,929	*	*	*
Quakertown	8,867	9,829	10.8	3,866	78,674	142,192	14,467	36,780	*	*	*
Warminster	35,463	37,051	4.5	10,796	347,083	441,105	11,905	40,858	*	*	*
BUTLER	147,912	150,474	1.7	51,377	1,056,227	1,462,273	9,718	28,462	1,271	21,432	11,301
Butler	17,026	16,735	–1.7	7,019	130,261	211,772	12,654	30,171	*	*	*
CAMBRIA	183,263	183,723	.3	64,979	1,198,322	1,529,823	8,327	23,543	600	4,591	6,444
Johnstown	35,496	33,317	–6.1	13,783	226,567	335,245	10,002	24,178	*	*	*
CAMERON	6,674	6,795	1.8	2,655	45,747	62,823	9,245	23,662	26	50	112
CARBON	53,285	54,176	1.7	20,425	360,190	496,744	9,169	24,320	192	1,343	893
Jim Thorpe	5,263	5,276	.2	1,749	38,921	47,781	9,056	27,319	*	*	*
Lansford	4,466	4,307	–3.6	1,753	30,771	37,374	8,678	21,320	*	*	*
Lehighton	5,826	5,821	–.1	1,964	43,876	53,816	9,245	27,401	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Mouch Chunk-East Mouch Chunk											
Palmerton	5,455	5,481	.5	1,930	40,911	50,256	9,169	26,039	*	*	*
CENTRE	112,760	114,876	1.9	37,698	883,624	1,019,638	8,876	27,048	824	5,806	19,957
Bellefonte	6,300	6,231	−1.1	2,384	50,880	63,260	10,152	26,535	*	*	*
State College	36,130	37,700	4.3	9,915	244,163	320,595	8,504	32,334	*	*	*
CHESTER	316,660	330,241	4.3	111,803	2,882,993	4,113,470	12,456	36,792	1,771	127,811	42,465
Coatesville	10,698	10,598	−.9	4,033	84,838	143,167	13,509	35,499	*	*	*
Phoenixville	14,165	14,520	2.5	5,704	122,890	214,033	14,741	37,523	*	*	*
West Chester	17,435	17,516	.5	5,936	138,048	229,798	13,119	38,713	*	*	*
CLARION	43,362	43,908	1.3	14,699	319,698	383,128	8,726	26,065	602	2,600	
CLEARFIELD	83,578	84,243	.8	30,105	603,243	734,276	8,716	24,390	464	1,859	4,498
Clearfield	7,580	7,429	−2.0	2,923	68,948	96,638	13,008	33,061	*	*	*
Curwensville	3,116	3,112	−.1	1,122	21,813	27,203	8,741	24,245	*	*	*
Du Bois	9,290	9,075	−2.3	3,390	78,496	109,834	12,103	32,399	*	*	*
CLINTON	38,971	40,141	3.0	14,219	225,193	326,357	8,130	22,952	288	2,455	6,606
Lock Haven	9,617	9,272	−3.6	2,856	52,360	83,540	9,010	29,251	*	*	*
Renovo	1,812	1,642	−9.4	635	10,964	12,588	7,666	19,824	*	*	*
COLUMBIA	61,967	63,586	2.6	22,700	374,348	530,684	8,346	23,378	906	11,327	7,932
Berwick	11,850	12,003	1.3	4,756	75,224	122,646	10,218	25,788	*	*	*
Bloomsburg	11,717	12,049	2.8	3,711	71,130	109,672	9,102	29,553	*	*	*
CRAWFORD	88,869	89,728	1.0	32,150	593,562	817,055	9,106	25,414	1,540	6,656	26,652
Meadville	15,544	15,325	−1.4	5,173	102,775	159,085	10,381	30,753	*	*	*
Titusville	6,884	6,790	−1.4	2,145	38,718	61,940	9,122	28,876	*	*	*
CUMBERLAND	178,037	183,701	3.2	66,108	2,094,103	2,310,578	12,578	34,952	1,139	10,089	30,366
Carlisle	18,314	18,975	3.6	7,367	222,731	290,416	15,305	39,421	*	*	*
DAUPHIN	232,317	237,483	2.2	92,093	2,564,245	2,759,825	11,621	29,968	801	7,192	15,835
Harrisburg	53,264	49,749	−6.6	22,994	521,551	641,618	12,897	27,904	*	*	*
DELAWARE	555,007	563,952	1.6	199,973	4,836,812	6,748,279	11,966	33,746	118	5,542	1,226
Chester	45,794	43,186	−5.7	16,439	288,708	463,441	10,731	28,192	*	*	*
ELK	38,338	38,735	1.0	13,372	234,642	330,552	8,534	24,720	160	307	
Ridgeway	5,604	5,503	−1.8	1,749	39,430	47,125	8,564	26,944	*	*	*
St. Marys	6,417	6,128	−4.5	1,851	44,496	52,551	8,576	28,391	*	*	*
ERIE	279,780	283,017	1.2	100,140	1,995,394	2,684,274	9,484	26,805	1,532	28.010	22,216
Corry	7,149	7,120	−.4	2,749	53,050	64,700	9,087	23,536	*	*	*
Erie	119,123	116,844	−1.9	43,920	831,679	1,246,213	10,666	28,375	*	*	*
FAYETTE	160,395	157,879	−1.6	57,362	1,139,282	1,349,065	8,545	23,518	944	4,265	
Brownsville	4,043	3,725	−7.9	1,591	25,531	30,531	8,196	19,190	*	*	*
Connellsville	10,319	9,713	−5.9	3,626	75,405	103,654	10,672	28,586	*	*	*
South Connelsville	2,296	2,226	−3.1	781	15,642	19,021	8,545	24,355	*	*	*
Uniontown	14,510	13,684	−5.7	5,662	119,962	166,794	12,189	29,458	*	*	*
FOREST	5,072	5,173	2.0	[illegible]	27,872	41,987	8,117	21,643	52	81	501
FRANKLIN	113,629	115,687	1.8	41,520	796,242	1,108,641	9,583	26,663	1,514	15,842	61,576
Chambersburg	16,174	16,054	−.8	6,605	128,760	207,243	12,909	31,377	*	*	*
Waynesboro	9,726	9,793	.7	3,998	70,552	111,616	11,398	27,918	*	*	*
FULTON	12,842	13,334	3.8	4,714	86,641	102,729	7,704	21,792	520	1,797	8,378
GREENE	40,355	40,320	−.1	14,379	288,238	345,336	8,565	24,017	821	1,193	5,359
Waynesburg	4,482	4,258	−5.0	1,677	27,929	34,307	8,057	20,457	*	*	*
HUNTINGDON	42,253	43,020	1.8	15,015	295,548	332,940	7,739	22,174	659	2,661	
Huntingdon	7,042	7,189	2.1	2,404	43,650	53,451	7,435	22,234	*	*	*
Mt. Union	3,101	2,975	−4.1	1,134	19,119	22,964	7,719	20,250	*	*	*
INDIANA	92,281	93,504	1.3	31,137	702,263	842,604	9,011	27,061	973	6,933	15,065
Indiana	16,051	16,247	1.2	4,536	123,903	170,780	10,511	37,650	*	*	*
JEFFERSON	48,303	48,332	.1	17,646	367,173	435,403	9,009	24,674	544	2,285	7,031
Punxsutawney	7,479	7,370	−1.5	2,725	56,412	79,575	10,797	29,202	*	*	*
JUNIATA	19,188	19,708	2.7	7,056	135,269	160,155	8,126	22,698	619	3,169	13,446
LACKAWANNA	227,908	229,175	.6	84,387	1,446,596	2,045,499	8,925	24,240	359	2,628	
Carbondale	11,255	10,758	−4.4	4,033	70,654	108,224	10,060	26,835	*	*	*
Scranton	88,117	83,306	−5.5	32,080	555,952	845,828	10,153	26,366	*	*	*
LANCASTER	362,346	373,675	3.1	130,682	2,875,764	3,770,893	10,091	28,855	4,915	50,054	224,901
Columbia	10,466	10,513	.4	4,027	84,498	128,464	12,220	31,901	*	*	*
Lancaster	54,725	55,334	1.1	21,757	383,513	584,948	10,571	26,886	*	*	*
LAWRENCE	107,150	108,179	1.0	38,782	742,971	1,009,654	9,333	26,034	776	4,199	10,844
Ellwood City	9,998	9,772	−2.3	3,876	73,443	113,833	11,649	29,369	*	*	*
New Castle	33,621	32,240	−4.1	12,430	222,141	335,046	10,392	26,955	*	*	*
LEBANON	109,829	110,415	.5	39,501	815,872	1,116,800	10,115	28,273	929	8,340	36,017
Lebanon	25,711	24,851	−3.4	10,184	193,125	306,501	12,334	30,096	*	*	*
LEHIGH	273,582	280,075	2.4	106,629	2,349,901	3,200,651	11,428	30,017	615	15,822	5,416
Allentown	103,758	104,079	.3	43,184	868,108	1,323,981	12,721	30,659	*	*	*
LUZERNE	343,079	346,780	1.1	129,742	2,155,327	3,054,977	8,810	23,547	550	5,721	4,941
Hazleton	27,318	26,494	−3.0	10,499	181,834	290,455	10,963	27,665	*	*	*
Pittston	9,930	9,615	−3.2	3,529	63,134	100,152	10,416	28,380	*	*	*
West Hazleton	4,871	4,551	−6.6	1,886	34,836	40,918	8,991	21,696	*	*	*
Wilkes-Barre	51,551	49,567	−3.9	19,415	320,078	507,660	10,242	26,148	*	*	*
LYCOMING	118,416	119,212	.7	43,371	768,066	1,056,856	8,865	24,368	939	8,452	13,811
Jersey Shore	4,631	4,427	−4.4	1,547	32,760	39,365	8,892	25,446	*	*	*
Williamsport	33,401	32,058	−4.0	11,911	208,536	325,465	10,152	27,325	*	*	*
MCKEAN	50,635	50,773	.3	18,771	333,115	453,102	8,924	24,138	262	564	
Bradford	11,211	10,739	−4.2	4,054	74,745	115,879	10,790	28,584	*	*	*
Kane	4,916	4,891	−.5	1,790	36,230	43,071	8,806	24,062	*	*	*
MERCER	128,299	130,829	2.0	46,589	932,482	1,292,405	9,879	27,741	1,459	7,566	17,318
Farrell	8,645	8,071	−6.6	3,066	62,527	98,750	12,235	32,208	*	*	*
Greenville	7,730	7,522	−2.7	2,780	56,341	67,611	8,988	24,321	*	*	*
Sharon	19,057	18,205	−4.5	7,108	149,254	234,585	12,886	33,003	*	*	*
Sharpsville	5,375	5,209	−3.1	1,943	44,884	53,804	10,329	27,691	*	*	*
Wheatland	1,132	1,062	−6.2	412	8,843	10,491	9,879	25,464	*	*	*
MIFFLIN	46,908	47,567	1.4	17,459	360,253	412,498	8,672	23,627	641	2,159	18,761
Lewistown	9,830	9,529	−3.1	4,123	82,885	109,494	11,491	26,557	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONROE	69,409	72,499	4.5	26,856	493,151	723,867	9,985	26,954	187	1,182	
East Stroudsber	8,039	8,452	5.1	1,881	55,952	75,739	8,961	40,265	*	*	*
Stroudsburg	5,148	5,265	2.3	1,759	29,488	52,175	9,910	29,662	*	*	*
MONTGOMERY	643,621	671,181	4.3	238,363	6,512,709	9,103,139	13,563	38,190	747	11,214	12,880
Hatboro	7,579	7,463	−1.5	2,829	72,334	74,624	9,999	26,378	*	*	*
Jenkintown	4,942	4,812	−2.6	2,018	59,871	96,715	20,099	47,926	*	*	*
Lansdale	16,526	16,545	.1	6,377	152,284	258,002	15,594	40,458	*	*	*
Norristown	34,684	34,900	.6	13,095	255,259	427,244	12,242	32,626	*	*	*
Pottstown	22,729	22,762	.1	9,291	188,466	315,557	13,863	33,964	*	*	*
MONTOUR	16,675	17,172	3.0	5,830	105,433	152,901	8,904	26,227	332	2,861	4,785
Danville	5,239	5,075	−3.1	2,088	37,242	44,397	8,748	21,263	*	*	*
NORTHAMPTON	225,418	232,128	3.0	84,409	1,812,477	2,490,505	10,729	29,505	636	12,423	14,387
Bangor	5,006	4,999	−.1	2,029	43,406	52,862	10,575	26,053	*	*	*
1Bethlehem	70,419	71,570	1.6	27,116	607,421	932,918	13,035	34,405	*	*	*
Easton	26,027	25,363	−2.6	9,568	176,080	258,638	10,197	27,032	*	*	*
Wilson	7,564	7,463	−1.3	2,979	64,744	78,589	10,530	26,381	*	*	*
NORTHUMBERLAN	100,381	102,766	2.4	39,662	577,552	826,893	8,046	20,848	793	9,758	12,477
Milton	6,730	6,547	−2.7	2,522	45,956	54,296	8,293	21,529	*	*	*
Mount Carmel	8,190	7,990	−2.5	3,595	52,148	61,680	7,720	17,157	*	*	*
Shamokin	10,357	10,125	−2.3	4,672	62,504	103,022	10,175	22,051	*	*	*
Sunbury	12,292	12,298		5,151	74,583	124,519	10,125	24,174	*	*	*
PERRY	35,718	36,098	1.1	12,760	310,182	334,914	9,278	26,247	734	4,371	12,175
PHILADELPHIA	1,688,210	1,687,638		633,713	11,299,781	15,593,988	9,240	24,607	N.A.	N.A.	N.A.
Philadelphia	1,688,210	1,687,638		633,713	11,299,781	15,593,988	9,240	24,607	*	*	*
PIKE	18,271	19,499	6.7	7,810	133,037	193,938	9,946	24,832	34	305	176
POTTER	17,726	17,952	1.3	6,330	106,963	135,995	7,575	21,484	349	2,055	
SCHUYLKILL	160,630	160,810	.1	61,408	934,095	1,321,132	8,215	21,514	773	8,344	10,341
Ashland	4,235	4,068	−4.0	1,649	27,139	32,020	7,871	19,418	*	*	*
Mahanoy City	6,167	5,821	−5.6	2,702	39,946	46,780	8,036	17,313	*	*	*
Pottsville	18,195	17,671	−2.9	6,830	118,240	194,808	11,024	28,522	*	*	*
Shenandoah	7,589	7,350	−3.2	3,433	47,572	56,302	7,660	16,400	*	*	*
SNYDER	33,584	34,078	1.5	11,129	246,852	285,006	8,363	25,609	758	5,020	13,551
SOMERSET	81,243	81,918	.8	29,495	507,685	658,571	8,039	22,328	1,131	5,560	27,291
Somerset	6,474	6,604	2.0	2,683	54,383	83,660	12,668	31,182	*	*	*
SULLIVAN	6,349	7,211	13.6	2,489	35,649	50,598	7,017	20,329	196	664	3,827
SUSQUEHANNA	37,876	38,909	2.7	13,703	212,849	308,699	7,934	22,528	1,027	2,765	30,492
TIOGA	40,973	42,405	3.5	14,638	263,490	341,417	8,051	23,324	970	3,614	27,134
UNION	32,870	33,720	2.6	10,531	248,500	286,723	8,503	27,227	505	3,865	13,008
VENANGO	64,444	65,208	1.2	23,481	432,478	602,179	9,235	25,645	506	1,395	3,985
Franklin	8,146	8,062	−1.0	203	4,014	1,659	206	8,172	*	*	*
Oil City	13,881	13,629	−1.8	4,824	92,656	150,857	11,069	31,272	*	*	*
WARREN	47,449	49,130	3.5	17,715	330,725	470,170	9,570	26,541	477	1,178	
Warren	12,146	12,257	.9	4,085	78,288	128,543	10,487	31,467	*	*	*
WASHINGTON	217,074	218,660	.7	79,394	1,629,903	2,188,722	10,010	27,568	1,577	5,368	17,188
Charleroi	5,717	5,429	−5.0	2,554	51,458	77,567	14,288	30,371	*	*	*
Donora	7,524	7,151	−5.0	2,882	57,138	68,373	9,561	23,724	*	*	*
Monongahela	5,950	5,619	−5.6	2,384	46,286	55,261	9,835	23,180	*	*	*
Washington	18,363	17,964	−2.2	7,243	136,976	215,195	11,979	29,711	*	*	*
WAYNE	35,237	36,639	4.0	13,217	237,473	302,269	8,250	22,870	804	1,970	20,359
WESTMORELAND	392,294	395,806	.9	143,698	3,108,024	4,134,241	10,445	28,770	1,395	7,300	15,299
Arnold	6,853	6,485	−5.4	2,880	52,970	63,944	9,860	22,203	*	*	*
Greensburg	17,558	18,323	4.4	7,502	161,134	253,943	13,859	33,850	*	*	*
Irwin	4,995	5,385	7.8	2,478	55,785	87,882	16,320	35,465	*	*	*
Latrobe	10,799	10,548	−2.3	4,208	95,380	146,628	13,901	34,845	*	*	*
Monessen	11,928	11,040	−7.5	4,503	97,483	146,917	13,308	32,626	*	*	*
New Kensington	17,660	16,916	−4.2	6,893	146,073	221,893	13,117	32,191	*	*	*
Vandergrift	6,823	6,529	−4.3	2,681	53,544	64,848	9,932	24,188	*	*	*
WYOMING	26,433	26,666	.9	9,186	169,522	223,728	8,390	24,355	394	1,696	10,744
YORK	312,963	320,739	2.5	117,885	2,461,940	3,326,889	10,373	28,221	2,349	26,397	36,599
Hanover	14,890	14,980	.6	6,260	128,230	202,631	13,527	32,369	*	*	*
York	44,619	43,746	−2.0	18,552	311,237	487,812	11,151	26,294	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1982 Cash Receipts as follows: From Crops $825,390,000; from Livestock & Livestock Products $2,165,564,000; Total $2,990,954,000.* —Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

RHODE ISLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	947,154	978,880	3.3	358,161	7,379,049	9,866,841	10,080	27,549	865	15,678	7,493
METROPOLITAN STATISTICAL AREAS											
Fall River, Ma-R.I.	127,253	128,423	.9	48,324	1,155,963	1,166,591	9,084	24,141	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	160,401	166,138	3.6	59,866	1,973,325	2,043,904	12.302	34,141	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.	307,403	333,843	8.6	121,605	3,010,265	3,269,180	9,793	26,884	N.A.	N.A.	N.A.
Providence, R.I	631,204	691,870	9.6	246,304	6,169,565	6,762,531	9,774	27,456	N.A.	N.A.	N.A.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
BRISTOL	46,942	48,622	3.6	16,281	371,887	528,521	10,870	32,462	37	676	582
KENT	154,163	159,797	3.7	57,444	1,251,380	1,760,515	11,017	30,648	55	316	
West Warwick	27,026	28,749	6.4	10,800	198,285	283,917	9,876	26,289	*	*	*
NEWPORT	81,383	83,028	2.0	29,428	847,610	839,898	10,116	28,541	142	5,341	2,264
Newport	29,259	27,404	-6.3	9,718	277,446	303,020	11,058	31,181	*	*	*
PROVIDENCE	571,349	590,106	3.3	221,699	4,199,588	5,740,550	9,728	25,893	267	2,251	2,003
Central Falls	16,995	16,909	-.5	7,079	110,495	151,552	8,963	21,409	*	*	*
Pawtucket	71,204	71,307	.1	28,486	502,815	696,518	9,768	24,451	*	*	*
Providence	156,804	154,032	-1.8	63,395	1,103,853	1,490,261	9,675	23,508	*	*	*
Woonsocket	45,914	46,969	2.3	17,942	295,022	408,591	8,699	22,773	*	*	*
WASHINGTON	93,317	97,327	4.3	33,309	708,584	997,357	10,247	29,943	172	6,640	
Westerly	18,580	19,734	6.2	6,829	149,258	227,675	11,537	33,339	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1982 Cash Receipts as follows: From Crops $18,678,000; from Livestock & Livestock Products $14,010,000; Total $32,688,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,287,379	5.4	1,110,104	19,595,356	26,645,822	8,105	24,003	33,450	550,797	183,794
METROPOLITAN STATISTICAL AREAS											
Anderson, S.C.	133,235	140,258	5.3	50,587	732,737	1,128,888	8,049	22,316	1,153	5,521	9,112
Augusta, Ga-S.C	345,918	370,315	7.1	125,972	2,443,189	3,106,065	8,388	24,657	1,278	11,586	4,387
Charleston, S.C.	430,301	455,548	5.9	149,190	3,000,751	4,035,592	8,859	27,050	1,296	25,096	896
Charlotte-Gastonia-Rock Hill, N.C-S.C.	971,391	1,025,103	5.5	369,709	6,903,984	10,168,827	9,920	27,505	4,878	39,352	45,313
Columbia, S.C	408,176	433,720	6.3	144,132	3,072,614	3,933,918	9,070	27,294	1,293	11,585	4,245
Florence, S.C	110,163	114,937	4.3	38,126	716,192	870,320	7,572	22,827	1,575	51,790	2,954
Greenville-Spartanburg, S.C.	568,758	603,411	6.1	214,462	3,875,685	5,477,566	9,078	25,541	2,281	17,249	15,029
COUNTIES, Cities											
ABBEVILLE	22,627	23,743	4.9	8,206	128,274	172,370	7,260	21,005	474	1,094	2,638
AIKEN	105,625	111,327	5.4	39,308	703,805	1,101,028	9,890	28,010	745	8,338	4,387
Aiken	14,978	16,391	9.4	6,326	123,959	217,738	13,284	34,420	*	*	*
ALLENDALE	10,700	11,322	5.8	3,697	48,633	63,014	5,566	17,045	207	10,081	
ANDERSON	133,235	140,258	5.3	50,587	732,737	1,128,888	8,049	22,316	1,153	5,521	9,112
Anderson	27,965	29,597	5.8	10,762	156,925	281,096	9,497	26,119	*	*	*
BAMBERG	18,118	18,827	3.9	5,942	82,627	108,338	5,754	18,233	332	7,221	
BARNWELL	19,868	20,417	2.8	6,749	105,934	137,866	6,753	20,428	342	9,016	2,704
BEAUFORT	65,364	71,963	10.1	22,806	502,243	565,216	7,854	24,784	162	9,413	
Beaufort	8,634	9,201	6.6	2,856	63,326	82,413	8,957	28,856	*	*	*
BERKELEY	94,727	102,853	8.6	32,145	619,108	853,899	8,302	26,564	522	4,001	
CALHOUN	12,206	12,491	2.3	4,089	58,486	76,242	6,104	18,646	396	10,128	
CHARLESTON	277,308	287,816	3.8	96,273	2,008,761	2,660,543	9,244	27,635	256	15,922	896
Charleston	69,510	72,144	3.8	26,273	547,298	799,462	11,081	30,429	*	*	*
CHEROKEE	40,983	42,405	3.5	14,536	218,408	325,324	7,672	22,381	450	6,487	2,256
CHESTER	30,148	31,702	5.2	10,774	152,945	228,097	7,195	21,171	393	1,849	3,602
CHESTERFIELD	38,161	39,799	4.3	13,731	206,287	272,155	6,838	19,820	618	13,590	1,873
CLARENDON	27,464	28,126	2.4	8,790	110,353	148,388	5,276	16,881	648	25,819	3,898
COLLETON	31,676	33,325	5.2	11,080	185,249	207,355	6,222	18,714	675	7,172	3,578
DARLINGTON	62,717	63,592	1.4	20,828	338,290	446,233	7,017	21,425	688	28,674	4,258
DILLON	31,083	31,777	2.2	9,709	150,360	178,793	5,626	18,415	563	29,786	
DORCHESTER	58,266	64,879	11.3	20,772	372,882	521,150	8,033	25,089	518	5,173	
EDGEFIELD	17,528	18,571	6.0	5,957	86,554	117,688	6,337	19,756	264	13,201	
FAIRFIELD	20,700	21,229	2.6	6,646	91,735	125,176	5,896	18,835	201	132	1,415
FLORENCE	110,163	114,937	4.3	38,126	716,192	870,320	7,572	22,827	1,575	51,790	2,954
Florence	29,176	31,675	8.6	11,110	227,052	318,951	10,069	28,708	*	*	*
GEORGETOWN	42,461	43,809	3.2	14,018	267,114	304,678	6,955	21,735	326	6,614	621
GREENVILLE	287,913	306,780	6.6	110,892	2,079,304	2,938,928	9,580	26,503	700	3,671	5,770
Greenville	58,242	60,835	4.5	23,610	435,221	705,688	11,600	29,889	*	*	*
GREENWOOD	57,847	60,969	5.4	21,863	324,768	491,286	8,058	22,471	342	1,107	2,498
Greenwood	21,613	22,987	6.4	8,408	122,453	209,413	9,110	24,906	*	*	*
HAMPTON	18,159	18,693	2.9	6,239	85,772	113,730	6,084	18,229	388	11,053	
HORRY	101,419	109,296	7.8	38,392	671,296	851,371	7,790	22,176	1,878	61,028	7,248
Myrtle Beach	18,758	20,211	7.7	7,169	183,752	274,752	13,594	38,325	*	*	*
JASPER	14,504	15,410	6.2	4,931	77,452	85,181	5,528	17,275	206	1,858	
KERSHAW	39,015	40,493	3.8	13,929	245,514	325,066	8,028	23,337	342	2,179	1,312
LANCASTER	53,361	56,507	5.9	19,304	302,766	470,278	8,322	24,362	432	1,843	1,561
LAURENS	52,214	55,642	6.6	18,602	273,088	411,172	7,390	22,104	648	2,039	6,114
LEE	18,929	19,059	.7	5,715	79,923	100,877	5,293	17,651	363	22,862	1,965
LEXINGTON	140,353	149,555	6.6	51,896	1,098,536	1,422,566	9,512	27,412	937	7,563	2,591
MCCORMICK	7,797	7,911	1.5	2,553	33,210	45,492	5,750	17,819	99	118	
MARION	34,179	35,273	3.2	11,358	175,344	211,697	6,002	18,639	471	23,194	
MARLBORO	31,634	33,223	5.0	10,567	148,175	193,075	5,811	18,272	275	18,554	

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NEWBERRY	31,111	32,598	4.8	11,588	186,257	249,551	7,655	21,535	628	2,513	10,604
OCONEE	48,611	50,583	4.1	18,545	257,093	412,699	8,159	22,254	549	3,385	2,966
ORANGEBURG	92,276	87,343	6.2	27,838	407,631	547,489	6,268	19,667	1,493	25,777	23,405
Orangeburg	14,933	16,520	10.6	5,196	105,474	164,281	9,944	31,617	*	*	*
PICKENS	79,292	83,831	5.7	28,129	513,344	731,064	8,721	25,990	449	675	1,632
RICHLAND	267,823	284,165	6.1	92,236	1,974,078	2,511,352	8,838	27,227	356	4,022	1,654
Columbia	99,969	101,081	1.1	31,081	676,916	966,977	9,566	31,112	*	*	*
SALUDA	16,150	17,134	6.1	5,750	82,163	108,688	6,343	18,902	649	5,943	7,079
SPARTANBURG	201,553	212,800	5.6	75,441	1,283,037	1,807,574	8,494	23,960	1,132	12,903	7,627
Spartanburg	43,826	45,994	4.9	17,065	307,793	501,978	10,914	29,416	*	*	*
SUMTER	88,243	91,683	3.9	28,990	449,817	590,005	6,435	20,352	683	22,251	7,190
Sumter	24,890	25,986	4.4	9,071	154,179	230,097	8,855	25,366	*	*	*
UNION	30,751	31,708	3.1	11,151	155,410	238,300	7,515	21,370	299	368	
Union	10,523	10,761	2.3	3,973	59,841	103,578	9,625	26,070	*	*	*
WILLIAMSBURG	38,226	38,526	.8	11,635	176,908	212,800	5,524	18,290	1,267	33,932	4,148
YORK	106,720	113,029	5.9	37,791	627,493	962,820	8,518	25,477	620	3,884	4,779
Rock Hill	35,344	38,022	7.6	12,778	204,795	358,572	9,431	28,062	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1982 Cash Receipts as follows: From Crops $761,005,00; from Livestock & Livestock Products $394,939,000; Total $1,155,944,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	690,178	698,410	1.2	250,982	4,550,896	6,772,991	9,698	26,986	39,667	568,071	1,315,918
METROPOLITAN STATISTICAL AREAS											
Sioux Falls, S.D	109,435	113,538	3.7	42,605	732,148	1,356,096	11,944	31,830	1,490	22,087	47,068
COUNTIES, Cities											
AURORA	3,628	3,769	3.9	1,333	19,711	27,026	7,171	20,275	501	3,877	18,578
BEADLE	19,195	19,146	–.3	7,444	159,789	233,774	12,210	31,404	933	10,857	36,101
Huron	13,000	12,498	–3.9	4,931	111,734	174,185	13,937	35,324	*	*	*
BENNETT	3,236	3,032	–6.3	1,017	14,798	23,898	7,882	23,499	298	4,418	10,408
BON HOMME	8,059	7,997	–.8	2,853	48,951	61,842	7,733	21,676	879	8,959	30,042
BROOKINGS	24,332	25,232	3.7	8,501	190,328	241,999	9,591	28,467	1,114	14,262	37,601
Brookings	14,951	15,943	6.6	4,990	122,241	164,627	10,326	32,991	*	*	*
BROWN	36,962	37,996	2.8	14,011	265,631	385,063	10,134	27,483	1,235	27,894	52,327
Aberdeen	25,851	26,345	1.9	9,799	195,400	296,969	11,272	30,306	*	*	*
BRULE	5,245	5,274	.6	1,940	34,306	43,420	8,233	22,381	455	3,691	19,245
BUFFALO	1,795	1,717	–4.4	407	5,971	7,574	4,411	18,609	101	1,420	6,433
BUTTE	8,372	8,410	.5	3,162	45,918	79,624	9,468	25,182	487	4,139	22,911
Belle Fourche	4,692	4,879	4.0	1,865	35,912	46,932	9,619	25,165	*	*	*
CAMPBELL	2,243	2,349	4.7	823	14,643	20,133	8,571	24,463	381	5,362	8,745
CHARLES MIX	9,680	9,956	2.9	3,375	52,989	67,648	6,795	20,044	922	12,009	41,993
CLARK	4,894	4,970	1.6	1,940	29,084	40,480	8,145	20,866	714	13,154	
CLAY	13,135	12,958	–1.4	4,252	92,035	120,738	9,318	28,396	609	17,781	21,502
CODINGTON	20,885	21,432	2.6	8,078	173,778	218,828	10,210	27,089	699	9,642	18,192
Watertown	15,649	16,059	2.6	6,326	135,134	181,008	11,271	28,613	*	*	*
CORSON	5,196	5,056	–2.7	1,425	19,472	32,433	6,415	22,760	489	5,904	16,140
CUSTER	6,000	6,320	5.3	2,257	41,205	63,581	10,060	28,171	272	521	
DAVISON	17,820	18,288	2.6	6,955	156,309	199,934	10,933	28,747	508	4,689	18,824
Mitchell	13,916	14,449	3.8	5,683	129,376	170,587	11,806	30,017	*	*	*
DAY	8,133	8,106	–.3	3,060	45,726	64,532	7,961	21,089	851	13,712	15,924
DEUEL	5,289	5,267	–.4	1,937	37,891	49,088	9,320	25,342	747	9,681	19,708
DEWEY CO.	5,366	5,594	4.2	1,638	20,490	36,031	6,441	21,997	372	4,166	10,770
DOUGLAS	4,181	4,151	–.7	1,427	20,872	26,498	6,384	18,569	529	4,689	19,582
EDMUNDS	5,159	5,165	.1	1,835	27,714	41,111	7,960	22,404	563	8,878	17,877
FALL RIVER	8,439	8,637	2.3	3,171	53,675	86,793	10,049	27,371	307	2,200	37,935
FAULK	3,327	3,465	4.1	1,334	22,354	28,766	8,302	21,564	399	7,356	15,000
GRANT	9,013	9,246	2.6	3,375	63,370	81,314	8,795	24,093	735	10,545	22,880
GREGORY	6,015	6,320	5.1	2,360	34,500	43,132	6,825	18,276	689	5,829	25,708
HAAKON	2,794	2,731	–2.3	1,018	17,424	26,188	9,589	25,725	313	6,447	12,406
HAMLIN	5,261	5,267	.1	1,937	34,580	42,684	8,104	22,036	581	8,964	
HAND	4,948	5,087	2.8	1,844	34,013	46,887	9,217	25,427	650	8,798	26,627
HANSON	3,415	3,448	1.0	1,225	18,418	23,522	6,822	19,202	462	4,845	15,683
HARDING	1,700	1,724	1.4	613	9,627	15,130	8,776	24,682	308	2,965	14,986
HUGHES	14,220	14,293	.5	5,306	121,333	177,720	12,434	33,494	244	5,400	5,269
Pierre	11,973	12,513	4.5	4,661	117,788	157,501	12,587	33,791	*	*	*
HUTCHINSON	9,350	9,316	–.4	3,466	60,170	72,767	7,811	20,995	1,120	13,046	40,043
HYDE	2,069	2,130	2.9	715	10,891	15,444	7,251	21,600	246	2,373	9,653
JACKSON	3,437	3,340	–2.8	917	13,587	22,662	6,785	24,713	154	2,515	
JERAULD	2,929	2,833	–3.3	1,120	16,017	21,863	7,717	19,521	362	2,599	14,180
JONES	1,463	1,521	4.0	613	8,865	14,504	9,536	23,661	222	4,794	5,610
KINGSBURY	6,679	6,795	1.7	2,655	47,228	60,300	8,874	22,712	768	11,757	24,793
LAKE	10,724	11,087	3.4	4,198	76,795	93,753	8,456	22,333	753	10,119	24,819
Madison	6,210	6,375	2.7	2,088	43,251	53,530	8,397	25,637	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAWRENCE	18,339	18,560	1.2	6,943	109,653	182,836	9,851	26,334	258	686	5,698
Deadwood	2,035	1,928	–5.3	776	14,993	18,993	9,851	24,476	*	*	*
Lead	4,330	4,025	–7.1	1,505	33,714	42,406	10,536	28,177	*	*	*
LINCOLN	13,942	13,770	–1.2	4,791	105,234	122,423	8,891	25,553	1,187	20,436	34,501
LYMAN	3,864	3,847	–.4	1,223	20,626	33,896	8,811	27,715	437	8,878	12,137
MCCOOK	6,444	6,491	.7	2,348	38,981	49,547	7,633	21,102	793	8,190	22,259
MCPHERSON	4,027	3,948	–2.0	1,529	22,986	30,626	7,757	20,030	522	6,956	16,596
MARSHALL	5,404	5,368	–.7	2,039	29,516	43,677	8,137	21,421	551	10,682	17,941
MEADE	20,717	20,995	1.3	6,637	119,225	197,725	9,418	29,791	722	4,919	28,419
MELLETTE	2,249	2,231	–.8	715	9,293	15,637	7,009	21,870	250	2,502	9,545
MINER	3,739	3,644	–2.6	1,325	21,705	25,781	7,075	19,457	546	4,608	13,466
MINNEHAHA	109,435	113,538	3.7	42,605	732,148	1,356,096	11,944	31,830	1,490	22,087	47,068
Sioux Falls	81,343	84,393	3.7	32,927	580,623	1,120,336	13,275	34,025	*	*	*
MOODY	6,692	6,913	3.3	2,559	48,887	57,278	8,286	22,383	782	16,889	24,434
PENNINGTON	70,133	67,420	–3.9	24,619	440,226	757,386	11,234	30,764	570	4,390	15,929
Rapid City	46,492	44,694	–3.9	16,328	301,184	555,662	12,433	34,031	*	*	*
PERKINS	4,700	4,767	1.4	1,838	28,807	48,232	10,118	26,242	645	6,815	19,397
POTTEP	3,674	3,753	2.2	1,327	22,399	31,927	8,507	24,060	365	7,434	17,659
ROBERTS	10,911	10,837	–.7	3,772	66,181	81,560	7,526	21,622	1,112	20,284	20,614
SANBORN	3,213	3,246	1.0	1,225	17,795	22,497	6,931	18,365	493	3,345	20,505
SHANNON	11,323	11,578	2.3	2,454	30,795	51,567	4,454	21,013	155	1,594	
SPINK	9,201	9,113	–1.0	3,262	56,071	81,301	8,921	24,924	898	22,449	26,497
STANLEY	2,533	2,653	4.7	925	14,067	26,219	9,883	28,345	177	6,175	13,229
SULLY	1,990	2,146	7.8	720	11,480	18,337	8,545	25,468	314	11,790	7,126
TODD	7,328	7,522	2.6	1,944	25,640	43,746	5,816	22,503	250	1,864	11,392
TRIPP	7,268	7,077	–2.6	2,545	50,069	63,187	8,929	24,828	772	10,875	25,737
TURNER	9,255	9,784	5.7	3,796	61,044	79,246	8,100	20,876	1,155	17,559	43,532
UNION	10,938	11,055	1.1	4,084	84,027	100,951	9,132	24,719	784	19,681	24,925
WALWORTH	7,011	6,991	–.3	2,550	45,065	63,999	9,154	25,098	416	7,453	9,449
1WASHABAUGH											
YANKTON	18,952	19,622	3.5	7,062	170,190	215,378	10,976	30,498	788	11,338	24,952
Yankton	12,011	12,482	3.9	4,669	113,886	154,952	12,414	33,187	*	*	*
ZIEBACH	2,308	2,116	–8.3	608	8,328	13,252	6,263	21,796	212	2,413	7,360

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1982 Cash Receipts as follows. From Crops $951,667,000; from Livestock & Livestock Products $1,635,733,000; Total $2,587,400,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,752,997	3.5	1,713,924	30,451,438	40,398,634	8,500	23,571	96,792	673,812	650,361
METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tn-Ga.	426,540	439,607	3.1	158,798	2,488,112	3,769,103	8,574	23,735	2,000	6,009	14,613
Clarksville-Hopkinsville, Tn-Ky	150,220	154,834	3.1	49,438	854,235	1,039,091	6,711	21,018	2,694	50,726	9,238
Johnson City-Kingsport-Bristol, Tn-Va	433,638	449,007	3.5	163,094	2,290,080	3,525,549	7,852	21,617	10,771	37,449	26,830
Knoxville, Tn	565,970	589,542	4.2	219,375	4,638,223	5,418,008	9,190	24,697	7,190	22,221	18,871
Memphis, Tn-Ar-Ms.	912,887	947,160	3.8	331,114	6,459,150	8,931,434	9,430	26,974	2,564	135,484	3,525
Nashville, Tn	850,505	885,835	4.2	321,396	7,150,845	8,794,358	9,928	27,363	11,014	69,670	81,111
COUNTIES, Cities											
ANDERSON	67,346	69,431	3.1	25,993	583,246	734,982	10,586	28,276	440	488	2,150
Oak Ridge	27,662	28,260	2.2	11,452	338,827	465,655	16,478	40,661	*	*	*
BEDFORD	27,916	28,883	3.5	10,545	182,592	208,872	7,232	19,808	1,30[illegible]	4,699	13,657
Shelbyville	13,530	14,468	6.9	5,445	91,818	118,251	8,173	21,717	*	*	*
BENTON	14,901	15,698	5.3	5,952	89,319	111,745	7,118	18,774	459	2,094	2,585
BLEDSOE	9,478	9,753	2.9	3,170	46,474	55,747	5,716	17,586	467	2,791	5,703
BLOUNT	77,770	81,840	5.2	30,370	653,511	746,536	9,122	24,581	1,066	4,260	
Alcoa	6,870	6,923	.8	2,594	66,595	84,574	12,216	32,604	*	*	*
Maryville	17,480	18,386	5.2	7,045	165,238	223,020	12,130	31,656	*	*	*
BRADLEY	67,547	69,634	3.1	24,253	408,176	578,425	8,307	23,850	672	958	7,895
Cleveland	26,415	29,338	11.1	11,162	182,887	294,185	10,027	26,356	*	*	*
CAMPBELL	34,841	35,647	2.3	12,677	150,187	210,513	5,905	16,606	464	1,005	
CANNON	10,234	10,815	5.7	3,903	55,109	71,156	6,579	18,231	747	2,692	5,965
CARROLL	28,285	28,937	2.3	10,835	170,788	208,645	7,210	19,257	1,234	8,885	8,229
CARTER	50,205	52,674	4.9	19,179	221,456	359,094	6,817	18,723	874	2,631	2,485
Elizabethton	12,431	13,106	5.4	5,069	69,650	130,945	9,991	25,833	*	*	*
CHEATHAM	21,616	22,729	5.1	7,592	157,694	196,011	8,624	25,818	617	4,171	
CHESTER	12,727	12,998	2.1	4,396	67,298	83,316	6,410	18,953	528	3,729	2,111
CLAIBORNE	24,595	25,536	3.8	8,308	104,010	147,905	5,792	16,792	1,651	5,917	5,936
CLAY	7,676	7,927	3.3	2,865	30,668	40,216	5,073	14,037	629	1,939	3,552
COCKE	28,792	29,210	1.5	10,516	131,260	179,446	6,143	17,064	1,203	5,971	5,442

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COFFEE	38,311	40,018	4.5	14,556	250,091	336,682	8,413	23,130	942	7,038	10,699
CROCKETT	14,941	14,894	-.3	5,508	78,190	95,046	6,381	17,256	644	24,716	2,685
CUMBERLAND	28,676	30,282	5.6	10,675	162,237	202,510	6,687	18,970	605	3,178	6,570
DAVIDSON	477,811	491,521	2.9	186,993	4,306,004	5,248,627	10,678	28,069	668	2,553	
Nashville	455,651	470,976	3.4	179,530	4,184,771	5,099,407	10,827	28,404	*	*	*
DECATUR	10,857	11,173	2.9	4,295	64,191	77,326	6,921	18,004	523	1,431	4,995
DE KALB	13,589	14,028	3.2	5,219	73,618	91,226	6,503	17,480	962	5,523	4,228
DICKSON	30,037	31,483	4.8	11,180	199,845	247,641	7,866	22,150	1,087	3,700	6,117
DYER	34,663	35,780	3.2	13,405	197,417	253,311	7,080	18,897	855	33,190	6,855
Dyersburg	15,856	16,873	6.4	6,649	108,965	153,460	9,095	23,080	*	*	*
FAYETTE	25,305	26,130	3.3	7,881	101,819	133,006	5,090	16,877	835	22,674	9,151
FENTRESS	14,826	15,363	3.6	5,326	66,354	76,440	4,976	14,352	500	2,438	4,500
FRANKLIN	31,983	33,159	3.7	11,468	177,758	236,769	7,140	20,646	1,094	9,220	14,011
GIBSON	49,467	50,323	1.7	18,996	278,921	356,705	7,088	18,778	1,518	27,728	13,783
Milan	8,083	8,517	5.4	3,251	52,354	62,588	7,349	19,252	*	*	*
GILES	24,625	25,654	4.2	9,428	141,548	168,530	6,569	17,875	1,560	3,729	
GRAINGER	16,751	17,157	2.4	6,029	77,775	105,608	6,155	17,517	1,302	4,074	
GREENE	54,406	56,817	4.4	20,500	294,990	410,156	7,219	20,008	3,505	13,487	20,119
Greeneville	14,097	14,868	5.5	5,665	97,972	156,644	10,536	27,651	*	*	*
GRUNDY	13,787	13,778	-.1	4,589	63,287	76,335	5,540	16,634	384	919	2,316
HAMBLEN	49,300	50,705	2.8	18,106	289,391	403,855	7,965	22,305	885	2,825	7,108
Morristown	19,683	20,004	1.6	7,599	121,653	188,532	9,425	24,810	*	*	*
HAMILTON	287,740	294,375	2.3	108,150	1,792,339	2,726,876	9,263	25,214	540	2,143	3,511
Chattanooga	164,344	168,131	2.3	65,313	969,231	1,593,849	9,480	24,403	*	*	*
HANCOCK	6,887	6,890		2,448	22,208	29,360	4,261	11,993	832	3,008	2,099
HARDEMAN	23,873	23,913	.2	7,752	106,454	136,196	5,695	17,569	673	10,298	4,799
HARDIN	22,280	22,290		8,160	121,862	145,678	6,536	17,853	701	4,749	5,107
HAWKINS	43,751	44,893	2.6	16,052	191,731	312,985	6,972	19,498	2,051	6,493	
HAYWOOD	20,318	20,823	2.5	6,851	86,547	109,190	5,244	15,938	681	28,634	2,779
HENDERSON	21,390	22,526	5.3	8,311	117,800	146,443	6,501	17,620	1,035	6,248	9,056
HENRY	28,656	29,578	3.2	11,563	175,833	213,734	7,226	18,484	1,069	9,604	11,143
Paris	10,728	11,398	6.2	4,150	67,170	84,183	7,386	20,285	*	*	*
HICKMAN	15,151	16,003	5.6	5,541	55,420	116,458	7,277	21,018	677	1,654	
HOUSTON	6,871	7,116	3.6	2,558	23,879	55,582	7,811	21,729	248	652	1,797
HUMPHREYS	15,957	15,900	-.4	5,709	70,866	148,709	9,353	26,048	592	1,857	4,284
JACKSON	9,398	9,651	2.7	3,580	42,389	53,153	5,508	14,847	827	2,554	2,196
JEFFERSON	31,284	32,919	5.2	11,491	169,927	237,563	7,217	20,674	1,315	4,496	8,981
JOHNSON	13,745	14,013	1.9	5,009	58,427	80,323	5,732	16,036	947	3,242	
KNOX	319,694	331,524	3.7	125,140	2,853,863	3,180,407	9,593	25,415	1,252	3,623	5,851
Knoxville	175,045	181,701	3.8	76,384	1,626,362	1,965,364	10,816	25,730	*	*	*
LAKE	7,455	7,280	-2.4	2,545	35,172	43,159	5,928	16,958	134	14,611	54
LAUDERDALE	24,555	25,302	3.0	8,695	109,163	138,860	5,488	15,970	726	23,914	
LAWRENCE	34,110	34,476	1.1	12,250	129,161	271,659	7,880	22,176	1,508	7,483	11,694
LEWIS	9,700	9,620	-.8	3,058	35,562	67,789	7,047	22,168	225	448	1,264
LINCOLN	26,483	27,347	3.3	10,029	154,515	184,266	6,738	18,373	1,727	8,239	17,764
LOUDON	28,553	29,593	3.6	10,954	169,766	243,380	8,224	22,218	704	10,329	6,740
MCMINN	41,878	43,552	4.0	15,673	242,004	338,046	7,762	21,569	1,028	2,333	15,617
Athens	12,080	12,678	5.0	4,789	81,108	131,611	10,381	27,482	*	*	*
MCNAIRY	22,525	23,406	3.9	8,708	118,103	148,246	6,334	17,024	912	6,146	
MACON	15,700	16,041	2.2	5,928	80,028	105,809	6,596	17,849	1,302	5,911	4,962
MADISON	74,546	77,437	3.9	28,375	468,675	598,038	7,723	21,076	839	15,745	4,132
Jackson	49,131	51,036	3.9	19,074	324,114	442,177	8,664	23,182	*	*	*
MARION	24,416	24,981	2.3	8,690	111,700	164,247	6,655	19,131	327	1,129	2,109
MARSHALL	19,698	20,332	3.2	7,574	125,701	146,565	7,209	19,351	1,038	2,381	14,601
MAURY	51,095	53,001	3.7	19,252	333,460	397,959	7,509	20,671	1,704	7,283	16,190
Columbia	26,571	29,358	10.5	10,541	183,257	242,880	8,273	23,041	*	*	*
MEIGS	7,431	7,287	-1.9	2,547	38,993	54,177	7,435	21,271	317	1,198	2,837
MONROE	28,700	29,812	3.9	10,243	145,089	200,990	6,742	19,622	946	3,057	9,888
MONTGOMERY	83,342	87,419	4.9	29,232	473,945	605,278	6,924	20,706	1,231	14,668	9,238
Clarksville	54,777	57,457	4.9	19,090	320,227	442,669	7,704	23,189	*	*	*
MOORE	4,510	4,564	1.2	1,634	27,115	31,072	6,808	19,016	424	650	7,499
MORGAN	16,604	17,306	4.2	5,739	76,860	95,706	5,530	16,676	269	1,744	1,448
OBION	32,781	33,267	1.5	12,558	193,505	245,630	7,384	19,560	966	25,366	11,932
South Fulton	2,735	2,640	-3.5	1,051	16,127	19,161	7,258	18,231	*	*	*
Union City	10,436	10,070	-3.5	3,914	73,720	105,288	10,456	26,900	*	*	*
OVERTON	17,575	18,320	4.2	6,557	77,030	102,180	5,578	15,563	912	2,266	
PERRY	6,111	6,187	1.2	2,348	22,473	45,889	7,417	19,544	288	1,118	1,872
PICKETT	4,358	4,697	7.8	1,747	18,218	25,110	5,346	14,373	408	1,165	2,458
POLK	13,602	13,466	-1.0	4,689	67,803	91,747	6,828	19,609	220	543	3,060
PUTNAM	47,601	49,920	4.9	17,845	275,301	369,820	7,408	20,724	1,180	3,131	6,768
Cookeville	20,350	21,341	4.9	7,531	140,975	213,160	9,988	28,304	*	*	*
RHEA	24,235	24,896	2.7	8,695	123,594	176,691	7,097	20,321	325	2,882	
ROANE	48,425	49,323	1.9	17,776	302,823	424,526	8,607	23,882	498	747	
Harriman	8,303	8,297	-.1	3,124	53,722	67,728	8,163	21,680	*	*	*
ROBERTSON	37,021	39,522	6.8	13,673	243,536	305,648	7,734	22,354	1,756	32,374	13,494
RUTHERFORD	84,058	90,577	7.8	30,875	608,896	763,636	8,431	24,733	1,599	3,970	18,248
Murfreesboro	32,845	35,393	7.8	12,571	265,656	377,024	10,653	29,992	*	*	*
SCOTT	19,259	19,575	1.6	6,432	89,881	109,878	5,613	17,083	219	207	1,227
SEQUATCHIE	8,605	9,074	5.5	3,079	35,660	54,196	5,973	17,602	167	682	1,358
SEVIER	41,418	44,101	6.5	16,031	241,020	343,204	7,782	21,409	1,157	3,302	
SHELBY	777,113	807,048	3.9	286,078	5,607,875	7,871,291	9,753	27,514	762	22,573	
Memphis	646,174	671,051	3.8	244,166	4,632,889	6,684,135	9,961	27,375	*	*	*
SMITH	14,935	15,698	5.1	5,747	94,375	109,201	6,956	19,001	1,255	5,255	
STEWART	8,665	8,941	3.2	3,273	30,654	62,712	7,014	19,160	457	3,360	1,925
SULLIVAN	143,968	148,396	3.1	54,744	803,807	1,323,743	8,920	24,181	1,590	4,380	6,752
Bristol, Tenn.-Bristol, Va.	43,028	44,816	4.2	17,639	256,506	416,727	9,299	23,625	*	*	*
Kingsport	32,027	33,049	3.2	13,247	215,068	393,900	11,919	29,735	*	*	*

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SUMNER	85,790	89,368	4.2	30,433	684,185	850,058	9,512	27,932	2,038	12,876	14,105
TIPTON	32,747	34,573	5.6	11,601	158,709	232,306	6,719	20,025	809	29,096	3,525
TROUSDALE	6,137	6,421	4.6	2,360	36,124	44,008	6,854	18,647	467	3,088	2,561
UNICOI	16,362	17,103	4.5	6,354	74,893	120,527	7,047	18,969	365	1,117	
UNION	11,707	12,570	7.4	4,321	58,881	69,708	5,546	16,132	658	1,978	1,889
VAN BUREN	4,728	4,549	−3.8	1,526	24,851	29,697	6,528	19,461	214	570	2,190
WARREN	32,653	33,283	1.9	12,360	183,018	239,127	7,185	19,347	1,293	23,238	13,707
WASHINGTON	88,755	91,471	3.1	32,843	463,553	754,666	8,250	22,978	2,006	7,953	14,699
Johnson City	39,753	40,970	3.1	14,662	224,742	404,826	9,881	27,611	*	*	*
WAYNE	13,946	14,684	5.3	5,133	48,291	103,300	7,035	20,125	671	1,395	4,136
WEAKLEY	32,896	33,954	3.2	12,178	191,497	231,647	6,822	19,022	1,293	15,005	17,097
WHITE	19,567	20,231	3.4	7,369	100,519	133,264	6,587	18,084	1,087	3,197	11,838
WILLIAMSON	58,108	61,742	6.3	20,341	512,486	637,125	10,319	31,322	1,462	6,199	16,947
WILSON	56,064	58,893	5.0	20,309	438,199	545,612	9,264	26,866	1,787	3,827	12,200
Lebanon	11,872	12,239	3.1	4,554	94,388	138,022	11,277	30,308	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1982 Cash Receipts as follows: From Crops $1,227,256,000; from Livestock & Livestock Products $885,251,000; Total $2,112,507,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,228,383	15,781,907	10.9	5,596,729	116,110,200	170,154,170	10,782	30,402	194,461	2,711,318	5,213,805
METROPOLITAN STATISTICAL AREAS											
Abilene, Tx	110,932	121,043	9.1	43,092	1,024,635	1,332,385	11,008	30,920	905	4,185	
Amarillo, Tx	173,699	188,844	8.7	71,707	1,619,924	2,249,765	11,913	31,374	719	10,882	
Austin, Tx	536,450	599,532	11.8	224,232	5,361,932	6,091,685	10,161	27,167	3,235	33,075	15,726
Beaumont-Port Arthur, Tx	375,497	406,088	8.1	145,811	2,765,420	4,730,923	11,650	32,446	949	25,135	975
Brazoria, Tx	169,587	189,849	11.9	61,843	1,665,548	2,577,267	13,575	41,674	1,161	30,882	10,958
Brownsville-Harlingen, Tx	209,680	240,376	14.6	68,561	1,065,039	1,511,127	6,287	22,041	1,236	67,845	
Bryan-College Station, Tx	93,588	108,073	15.5	38,723	997,780	1,013,847	9,381	26,182	802	5,855	9,991
Corpus Christi, Tx	326,228	354,777	8.8	116,331	2,120,133	3,351,686	9,447	28,812	1,358	78,894	
Dallas, Tx	1,957,451	2,162,093	10.5	803,682	17,834,871	28,684,461	13,267	35,691	6,571	54,573	25,115
El Paso, Tx	479,899	527,561	9.9	158,488	2,559,517	3,506,627	6,647	22,126	380	18,313	33,353
Fort Worth-Arlington, Tx	973,138	1,092,309	12.2	401,201	7,272,228	12,065,139	11,046	30,073	3,895	16,590	18,557
Galveston-Texas City, Tx	195,940	214,880	9.7	77,879	1,386,576	2,293,257	10,672	29,446	363	3,816	2,190
Houston, Tx	2,735,763	3,078,286	12.5	1,120,091	28,942,786	43,306,551	14,068	38,663	4,764	107,959	36,279
Killeen-Temple, Tx	214,656	229,723	7.0	73,220	1,442,423	1,625,097	7,074	22,195	2,547	14,806	22,364
Laredo, Tx	99,258	111,390	12.2	29,689	499,183	679,843	6,103	22,899	442	4,106	22,341
Longview-Marshall, Tx	151,752	166,632	9.8	60,656	1,068,529	1,697,095	10,185	27,979	1,258	1,204	3,147
Lubbock, Tx	211,651	225,037	6.3	79,010	1,618,617	2,007,997	8,923	25,414	1,227	64,248	59,309
McAllen-Edinburg-Mission, Tx	283,229	328,177	15.9	90,044	1,273,271	1,923,222	5,860	21,359	2,814	197,565	10,915
Midland, Tx	82,636	98,090	18.7	36,040	862,659	1,578,213	16,089	43,791	301	5,162	
Odessa, Tx	115,374	134,408	16.5	48,218	1,019,653	1,792,138	13,334	37,167	169	93	
San Angelo, Tx	84,784	96,097	13.3	35,317	746,302	921,571	9,590	26,094	783	12,119	
San Antonio, Tx	1,071,954	1,169,989	9.1	390,294	7,746,575	10,099,418	8,632	25,876	3,861	22,579	15,278
Sherman-Denison, Tx	89,796	98,939	10.2	38,292	706,912	985,620	9,962	25,740	1,512	9,296	22,043
Texarkana, Tx-Ar	113,067	115,932	2.5	42,962	522,024	1,065,247	9,189	24,795	1,576	10,709	21,628
Tyler, Tx	128,366	141,609	10.3	52,024	1,093,686	1,530,460	10,808	29,418	1,504	6,948	12,047
Victoria, Tx	68,807	76,701	11.5	26,255	568,639	788,161	10,276	30,019	965	10,789	
Waco, Tx	170,755	184,964	8.3	68,281	1,100,363	1,622,967	8,775	23,769	1,788	11,681	24,010
Wichita Falls, Tx	121,082	129,159	6.7	47,075	1,112,725	1,355,603	10,496	28,797	569	6,352	7,732
COUNTIES, Cities											
ANDERSON	38,381	42,349	10.3	14,038	265,803	357,289	8,437	25,452	1,198	1,916	
Palestine	15,948	18,174	14.0	6,773	139,795	209,551	11,530	30,939	*	*	*
ANDREWS	13,323	15,132	13.6	5,182	113,917	155,856	10,300	30,076	106	4,606	
ANGELINA	64,172	71,567	11.5	24,911	440,014	642,348	8,975	25,786	618	320	
Lufkin	28,562	31,854	11.5	11,076	212,258	351,039	11,020	31,694	*	*	*
ARANSAS	14,260	15,795	10.8	5,885	117,667	162,993	10,319	27,696	49	306	540
ARCHER	7,266	7,873	8.4	2,985	73,313	97,054	12,327	32,514	425	2,083	
ARMSTRONG	1,994	2,146	7.6	823	16,698	20,982	9,777	25,495	236	2,996	17,535
Poteet	3,086	3,442	11.5	972	18,746	25,396	7,378	26,128	*	*	*
ATASCOSA	25,055	27,686	10.5	9,084	154,308	215,302	7,777	23,701	1,212	12,716	23,013
AUSTIN	17,726	20,181	13.8	7,463	132,698	180,626	8,950	24,203	1,516	4,041	14,751
BAILEY	8,168	8,786	7.6	2,983	57,926	74,812	8,515	25,079	494	35,675	
BANDERA	7,084	8,023	13.3	3,210	56,498	72,430	9,028	22,564	429	211	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BASTROP	24,726	28,572	15.6	10,280	227,174	272,913	9,552	26,548	1,298	1,743	
BAYLOR	4,919	5,556	12.9	2,382	38,760	52,099	9,377	21,872	346	5,903	
BEE	26,030	27,895	7.2	8,949	164,967	225,981	8,101	25,252	656	7,572	
BELL	157,889	169,534	7.4	57,919	1,137,037	1,270,404	7,494	21,934	1,570	12,124	11,590
Belton	10,660	12,172	14.2	4,110	69,554	92,670	7,613	22,547	*	*	*
Killeen	46,296	53,765	16.1	20,564	356,749	429,654	7,991	20,894	*	*	*
Temple	42,354	45,232	6.8	16,631	354,160	427,207	9,445	25,687	*	*	*
BEXAR	988,800	1,076,320	8.9	357,273	7,135,716	9,290,353	8,632	26,004	1,841	13,323	
San Antonio	786,023	855,595	8.9	287,239	5,387,463	7,360,869	8,603	25,625	*	*	*
BLANCO	4,681	5,001	6.8	2,055	38,163	44,837	8,966	21,818	440	1,913	5,548
BORDEN	859	913	6.3	306	7,633	9,612	10,528	31,412	143	2,033	4,422
BOSQUE	13,401	15,234	13.7	6,425	98,797	138,526	9,093	21,560	974	1,696	13,013
BOWIE	75,301	78,249	3.9	29,195	303,436	782,726	10,003	26,810	1,041	3,257	15,350
1Texarkana	52,730	54,130	2.7	21,129	272,866	549,102	10,144	25,988	*	*	*
BRAZORIA	169,587	189,849	11.9	61,843	1,665,548	2,577,267	13,375	41,674	1,161	30,882	10,958
Alvin	16,515	20,652	25.0	7,100	180,763	328,356	15,899	46,247	*	*	*
Angleton	11,091	13,877	25.1	4,605	28,647	114,825	8,274	24,935	*	*	*
Clute	9,577	12,010	25.4	3,994	109,149	155,574	12,954	38,952	*	*	*
Freeport	13,444	15,667	16.5	5,294	125,330	225,287	14,380	42,555	*	*	*
Lake Jackson	19,102	21,397	12.0	7,136	369,025	419,347	19,598	58,765	*	*	*
BRAZOS	93,588	108,073	15.5	38,723	997,780	1,013,847	9,381	26,182	802	5,855	9,991
Bryan	44,337	51,199	15.5	18,863	489,319	506,258	9,888	26,839	*	*	*
College Station	37,272	43,040	15.5	14,085	376,634	402,887	9,361	28,604	*	*	*
BREWSTER	7,573	8,178	8.0	2,984	36,330	64,521	7,890	21,622	111	88	
BRISCOE	2,579	2,637	2.2	1,021	19,066	23,197	8,797	22,720	287	11,539	
BROOKS	8,428	9,106	8.0	2,884	43,579	54,622	5,998	18,940	283	1,416	
BROWN	33,057	36,974	11.8	14,164	240,662	336,811	9,109	23,779	1,120	3,101	18,270
Brownwood	19,203	22,202	15.6	7,995	137,371	209,131	9,419	26,158	*	*	*
BURLESON	12,313	14,587	18.5	5,415	111,792	138,150	9,471	25,512	1,174	5,670	14,780
BURNET	17,803	19,931	12.0	7,963	134,676	182,331	9,148	22,897	740	1,109	9,011
CALDWELL	23,637	26,751	13.2	8,597	162,751	210,662	7,875	24,504	878	3,810	9,214
CALHOUN	19,574	21,756	11.1	7,335	159,413	223,214	10,260	30,431	258	11,821	3,208
Port Lavaca	10,911	12,304	12.8	3,345	78,534	121,451	9,871	36,308	*	*	*
CALLAHAN	10,992	12,330	12.2	4,758	84,474	114,485	9,285	24,062	776	1,846	
CAMERON	209,680	240,376	14.6	68,561	1,065,039	1,511,127	6,287	22,041	1,236	67,845	
Brownsville	84,997	97,419	14.6	25,395	398,189	607,592	6,237	23,926	*	*	*
Harlingen	43,543	49,906	14.6	15,098	255,530	389,274	7,800	25,783	*	*	*
CAMP	9,275	9,667	4.2	3,585	64,615	82,466	8,531	23,003	387	390	5,041
CARSON	6,672	7,382	10.6	2,683	55,222	77,010	10,432	28,703	359	12,200	
CASS	29,430	31,930	8.5	11,641	211,859	287,756	9,012	24,719	840	604	5,202
CASTRO	10,556	11,103	5.2	3,384	63,416	83,262	7,499	24,605	557	66,926	203,617
CHAMBERS	18,538	20,875	12.6	7,246	166,353	224,372	10,748	30,965	301	23,194	
CHEROKEE	38,127	41,223	8.1	15,035	268,949	355,143	8,615	23,621	1,308	7,642	15,030
Jacksonville	12,264	13,260	8.1	4,679	92,343	115,848	8,737	24,759	*	*	*
CHILDRESS	6,950	7,334	5.5	2,974	51,733	68,818	9,383	23,140	376	7,552	
CLAY	9,582	10,323	7.7	4,013	78,843	105,471	10,217	26,282	825	4,065	19,591
COCHRAN	4,825	5,103	5.8	1,644	30,635	37,621	7,372	22,884	311	22,745	
COKE	3,196	3,480	8.9	1,442	20,106	35,074	10,079	24,323	342	227	
COLEMAN	10,439	11,486	10.0	4,749	70,757	95,285	8,296	20,064	857	2,164	
COLLIN	144,490	165,683	14.7	54,455	1,250,727	2,101,040	12,681	38,583	1,408	16,378	
McKinney	16,249	18,633	14.7	6,648	123,537	215,082	11,543	32,353	*	*	*
Plano	72,331	82,940	14.7	25,821	619,028	643,212	7,755	24,910	*	*	*
COLLINGSWORTH	4,648	5,135	10.5	1,964	32,732	39,686	7,729	20,207	456	9,087	11,585
COLORADO	18,823	21,063	11.9	7,964	146,125	193,241	9,174	24,264	1,289	24,374	14,235
COMAL	36,446	41,728	14.5	15,144	278,239	378,273	9,065	24,978	528	821	3,297
New Braunfels	22,402	25,649	14.5	8,296	151,495	230,116	8,972	27,738	*	*	*
COMANCHE	12,617	13,953	10.6	5,680	89,408	121,006	8,672	21,304	1,256	15,878	
CONCHO	2,915	2,941	.9	1,123	21,829	24,877	8,459	22,152	396	2,823	12,103
COOKE	27,656	31,379	13.5	11,703	224,254	312,476	9,958	26,701	1,191	4,744	
Gainesville	14,081	16,091	14.3	6,194	120,080	184,109	11,442	29,724	*	*	*
CORYELL	56,767	60,189	6.0	15,301	305,386	354,693	5,893	23,181	977	2,682	10,774
COTTLE	2,947	3,176	7.8	1,237	23,129	29,221	9,201	23,622	244	10,081	3,819
CRANE	4,600	5,252	14.2	1,762	38,533	49,063	9,342	27,845	30		1,032
CROCKETT	4,608	5,017	8.9	1,752	29,746	50,436	10,053	28,788	160	114	13,922
CROSBY	8,859	9,261	4.5	3,176	56,491	75,201	8,120	23,678	465	40,070	
CULBERSON	3,315	3,465	4.5	1,026	14,406	25,591	7,386	24,942	74	2,290	4,288
DALLAM	6,531	6,944	6.3	2,570	40,733	54,430	7,838	21,179	385	23,400	116,341
Dalhart	6,854	7,093	3.5	2,579	45,873	57,155	8,058	22,162	*	*	*
DALLAS	1,556,549	1,700,324	9.2	646,030	14,581,134	23,306,089	13,707	36,076	982	8,991	11,221
Dallas	904,078	984,940	8.9	402,778	8,507,338	13,358,093	13,562	33,165	*	*	*
Garland	138,857	151,277	8.9	49,858	1,226,670	2,056,544	13,595	41,248	*	*	*
Grand Prairie	71,462	85,945	20.3	28,575	581,773	971,888	11,308	34,012	*	*	*
Irving	109,943	119,776	8.9	44,464	1,060,373	1,736,415	14,497	39,052	*	*	*
Mesquite	67,053	73,051	8.9	22,957	526,825	886,819	12,140	38,630	*	*	*
Richardson	72,496	78,980	8.9	26,194	842,246	1,411,377	17,870	53,882	*	*	*
DAWSON	16,184	17,252	6.6	5,960	116,471	155,753	9,028	26,133	687	28,867	3,490
DEAF SMITH	21,165	21,736	2.7	6,850	141,963	180,109	8,286	26,293	652	39,201	376,304
Hereford	15,853	16,994	7.2	5,369	106,973	142,090	8,361	26,465	*	*	*
DELTA	4,839	5,220	7.9	2,164	26,150	38,470	7,370	17,777	435	2,927	
DENTON	143,126	167,077	16.7	58,938	1,213,785	1,987,608	11,896	33,724	1,265	8,816	13,894
Denton	48,063	56,106	16.7	20,736	381,044	686,152	12,230	33,090	*	*	*
Lewisville	24,273	28,335	16.7	9,347	356,765	405,969	14,327	43,433	*	*	*
DE WITT	18,903	21,164	12.0	8,067	134,549	179,530	8,483	22,255	1,533	1,813	16,140
DICKENS	3,539	3,441	−2.8	1,325	21,719	27,091	7,873	20,446	378	6,500	12,066
DIMMIT	11,367	11,797	3.8	3,276	46,553	62,317	5,282	19,022	208	3,732	
DONLEY	4,075	4,393	7.8	1,748	29,664	40,516	9,223	23,178	380	6,803	20,744
DUVAL	12,517	13,734	9.7	4,230	66,426	89,318	6,503	21,115	977	5,434	
EASTLAND	19,480	21,655	11.2	8,782	132,053	179,782	8,302	20,472	1,074	8,807	

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ECTOR	115,374	134,408	16.5	48,218	1,019,653	1,792,138	13,334	37,167	169	93	
Odessa	90,027	104,879	16.5	37,852	814,596	1,497,591	14,279	39,564	*	*	*
EDWARDS	2,033	2,028	−.3	715	11,057	15,984	7,882	22,355	214	21	10,853
ELLIS	59,743	66,768	11.8	22,750	401,893	653,339	9,785	28,718	1,471	15,591	
Ennis	12,110	13,964	15.3	4,771	82,468	150,722	10,794	31,591	*	*	*
Waxahachie	14,624	16,816	15.0	5,910	106,337	193,019	11,478	32,660	*	*	*
EL PASO	479,899	527,561	9.9	158,488	2,559,517	3,506,627	6,647	22,126	380	18,313	33,353
El Paso	425,259	467,494	9.9	143,925	2,345,798	3,271,150	6,997	22,728	*	*	*
ERATH	22,560	25,385	12.5	10,035	156,328	224,791	8,855	22,401	1,451	4,829	48,401
Stephenville	11,881	14,352	20.8	5,548	92,785	124,473	8,673	22,436	*	*	*
FALLS	17,946	19,562	9.0	7,733	87,269	137,360	7,022	17,763	1,110	9,927	23,501
Martin	7,099	8,029	13.1	3,206	46,558	58,898	7,336	18,371	*	*	*
FANNIN	24,285	25,819	6.3	10,068	134,318	208,893	8,091	20,748	1,513	11,129	17,811
Bonham	7,338	7,664	4.4	2,967	51,192	64,345	8,396	21,687	*	*	*
FAYETTE	18,832	21,649	15.0	8,821	153,453	193,396	8,933	21,924	2,379	3,914	17,469
FISHER	5,891	6,218	5.6	2,360	43,115	57,852	9,304	24,514	714	10,458	
FLOYD	9,834	10,526	7.0	3,601	63,968	82,216	7,811	22,831	691	56,975	39,672
FOARD	2,158	2,231	3.4	919	14,453	19,705	8,832	21,442	288	5,458	
FORT BEND	130,846	157,301	20.2	49,133	1,211,821	1,901,192	12,086	38,695	1,126	36,521	7,322
Richmond Rosenberg	17,995	24,059	33.7	7,790	191,770	372,205	15,471	47,780	*	*	*
FRANKLIN	6,893	7,350	6.6	2,877	49,797	66,132	8,998	22,986	465	259	11,053
FREESTONE	14,830	17,006	14.7	6,640	142,199	175,868	10,342	26,486	980	638	
FRIO	13,785	14,348	4.1	4,302	73,315	98,071	6,835	22,797	517	21,514	
GAINES	13,150	14,679	11.6	4,753	94,539	128,753	8,771	27,089	707	55,261	12,102
GALVESTON	195,940	214,880	9.7	77,879	1,386,576	2,293,257	10,672	29,446	363	3,816	2,190
Galveston	61,902	67,919	9.7	26,220	397,489	684,025	10,071	26,088	*	*	*
League City	16,578	20,282	22.3	6,244	131,327	257,137	12,678	41,181	*	*	*
Texas City	41,403	45,427	9.7	14,143	263,765	464,982	10,236	32,877	*	*	*
GARZA	5,336	5,845	9.5	2,065	36,903	52,690	9,015	25,516	258	4,846	
GILLESPIE	13,532	15,218	12.5	6,004	107,083	134,183	8,817	22,349	1,180	1,870	
GLASSCOCK	1,304	1,436	10.1	413	7,617	12,607	8,779	30,525	198	7,545	
GOLIAD	5,193	5,860	12.8	2,070	37,472	47,901	8,174	23,141	596	1,601	14,526
GONZALES	16,883	19,135	13.3	6,939	109,715	147,748	7,721	21,292	1,559	2,150	22,639
Gonzales	7,152	8,631	20.7	2,783	53,638	68,329	7,917	24,552	*	*	*
GRAY	26,386	29,475	11.7	11,683	235,745	313,986	10,653	26,875	361	5,151	82,935
Pampa	21,396	23,767	11.1	9,324	192,450	266,869	11,229	28,622	*	*	*
GRAYSON	89,796	98,939	10.2	38,292	706,912	985,620	9,962	25,740	1,512	9,296	22,043
Denison	23,884	25,900	8.4	9,738	183,454	277,028	10,696	28,448	*	*	*
Sherman	30,413	33,504	10.2	12,495	259,164	388,544	11,597	31,096	*	*	*
GREGG	99,487	108,308	8.9	40,086	736,240	1,172,050	10,821	29,238	338	449	3,147
Kilgore	11,006	12,596	14.4	4,897	83,968	139,520	11,077	28,491	*	*	*
Longview	62,762	68,305	8.8	25,441	493,881	831,884	12,179	32,699	*	*	*
GRIMES	13,580	16,140	18.9	5,937	120,474	145,219	8,997	24,460	1,020	805	
GUADALUPE	46,708	51,941	11.2	17,877	332,620	430,792	8,294	24,098	1,492	8,435	11,981
Sequin	17,854	20,634	15.6	6,412	112,697	166,684	8,078	25,996	*	*	*
HALE	37,592	41,068	9.2	13,815	256,265	335,515	8,170	24,286	936	90,499	52,856
Plainview	22,187	25,375	14.4	8,325	157,893	222,985	8,788	26,785	*	*	*
HALL	5,594	5,571	−.4	2,243	40,695	52,107	9,353	23,231	408	15,073	
HAMILTON	8,297	8,888	7.1	3,702	53,332	73,068	8,221	19,737	1,001	1,308	14,303
HANSFORD	6,209	6,874	10.7	2,582	55,714	75,792	11,026	29,354	355	21,851	207,533
HARDEMAN	6,368	7,195	13.0	2,897	49,219	68,127	9,469	23,516	403	8,698	
HARDIN	40,721	44,800	10.0	15,480	255,259	441,497	9,855	28,520	252	1,293	
HARRIS	2,409,544	2,693,235	11.8	995,194	26,042,745	38,800,536	14,407	38,988	1,632	26,862	12,377
Baytown	56,923	69,053	21.3	23,966	588,816	940,855	13,625	39,258	*	*	*
Houston	1,594,086	1,781,851	11.8	685,169	17,026,907	26,952,005	15,126	39,336	*	*	*
Pasadena	112,560	125,819	11.8	44,844	1,227,450	1,970,755	15,663	43,947	*	*	*
HARRISON	52,265	58,324	11.6	20,570	332,289	525,045	9,002	25,525	920	755	
Marshall	24,921	28,619	14.8	9,992	167,643	292,383	10,216	29,262	*	*	*
HARTLEY	3,987	4,057	1.8	1,429	36,893	46,107	11,365	32,265	202	13,024	
HASKELL	7,725	8,162	5.7	3,184	58,140	76,772	9,406	24,112	740	16,677	5,518
HAYS	40,594	46,223	13.9	14,819	334,554	384,043	8,308	25,916	530	1,927	6,586
San Marcos	23,420	28,365	21.1	7,887	167,273	216,457	7,631	27,445	*	*	*
HEMPHILL	5,304	6,431	21.2	2,297	45,564	60,530	9,412	26,352	214	1,372	
HENDERSON	42,606	47,313	11.0	18,287	329,580	449,539	9,501	24,582	1,362	2,673	15,801
Athens	10,197	11,578	13.5	3,410	76,421	108,984	9,413	31,960	*	*	*
HIDALGO	283,229	328,177	15.9	90,044	1,273,271	1,923,222	5,860	21,359	2,814	197,565	10,915
Edinburg	24,075	30,725	27.6	8,103	115,795	189,378	6,164	23,371	*	*	*
McAllen	67,042	77,516	15.6	22,207	396,817	668,902	8,629	30,121	*	*	*
HILL	25,024	27,937	11.6	11,063	141,706	225,208	8,061	20,357	1,470	16,021	
Hillsboro	7,397	8,327	12.6	3,025	50,766	65,072	7,815	21,511	*	*	*
HOCKLEY	23,230	24,821	6.8	8,226	166,245	217,697	8,771	26,465	721	36,025	19,183
HOOD	17,714	21,120	19.2	8,234	128,605	223,834	10,598	27,184	528	3,648	9,570
HOPKINS	25,247	28,257	11.9	10,964	196,884	270,068	9,558	24,632	1,578	1,201	68,705
Sulphur Springs	12,804	14,330	11.9	5,473	106,103	161,776	11,289	29,559	*	*	*
HOUSTON	22,299	24,495	9.8	8,151	125,162	170,293	6,952	20,892	1,346	3,864	
HOWARD	33,142	36,270	9.4	13,408	276,705	363,030	10,009	27,076	434	10,906	
Big Spring	24,804	25,585	3.1	9,668	209,217	284,800	11,132	29,458	*	*	*
HUDSPETH	2,728	2,856	4.7	821	10,671	18,531	6,488	22,571	139	11,235	6,783
HUNT	55,248	62,204	12.6	23,494	351,153	573,938	9,227	24,429	1,645	6,810	11,490
Greenville	22,161	24,993	12.8	9,210	153,200	282,607	11,307	30,685	*	*	*
HUTCHINSON	26,304	29,373	11.7	11,269	243,129	315,356	10,736	27,984	167	6,480	
Borger	15,837	18,313	15.6	7,045	150,238	209,977	11,466	29,805	*	*	*
IRION	1,386	1,538	11.0	619	8,150	14,133	9,139	22,832	117	175	
JACK	7,408	8,092	9.2	3,196	53,071	73,790	9,119	23,088	608	507	9,735
JACKSON	13,352	14,529	8.8	5,253	99,901	133,919	9,217	25,494	751	30,285	7,381
JASPER	30,781	33,233	8.0	11,838	201,248	283,778	8,539	23,972	476	345	2,457

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1985 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JEFF DAVIS	1,647	1,857	12.8	727	7,523	14,001	7,540	19,259	68	179	
JEFFERSON	250,938	270,194	7.7	99,316	1,894,643	3,225,232	11.937	32,474	469	22,677	
Beaumont	118,102	127,904	8.3	48,062	912,455	1,563,485	12,224	32,531	*	*	*
Port Arthur	61,195	65,821	7.6	24,475	401,672	694,340	10,549	28,369	*	*	*
JIM HOGG	5,168	5,392	4.3	1,639	23,287	32,176	5,967	19,631	177	1,035	8,893
JIM WELLS	36,498	40,422	10.8	12,703	244,827	334,205	8,268	26,309	692	7,879	
Alice	20,961	23,554	12.4	7,171	142,026	213,037	9,045	29,708	*	*	*
JOHNSON	67,649	77,009	13.8	26,947	430,147	708,587	9,201	26,296	1,416	5,339	
Cleburne	19,218	21,877	13.8	8,441	133,382	253,633	11,594	30,048	*	*	*
JONES	17,268	18,720	8.4	7,105	143,806	183,002	9,776	25,757	953	16,608	12,294
KARNES	13,593	14,849	9.2	5,051	90,500	121,463	8,180	24,047	1,051	2,747	11,771
KAUFMAN	39,015	45,305	16.1	15,687	258,051	422,776	9,332	26,951	1,276	3,532	
Terrell	13,269	15,026	13.2	4,906	86,973	161,002	10,715	32,817	*	*	*
KENDALL	10,635	12,276	15.4	4,465	97,590	119,760	9,756	26,822	512	414	6,901
KENEDY	543	507	-6.6	204	3,696	4,531	8,937	22,211	24	33	3,708
KENT	1,145	1,233	7.7	414	8,288	10,234	8,300	24,720	164	2,117	
KERR	28,780	33,786	17.4	13,417	266,375	334,524	9,901	24,933	415	709	6,022
Kerrville	15,276	17,933	17.4	6,559	135,141	191,429	10,675	29,186	*	*	*
KIMBLE	4,063	4,276	5.2	1,742	21,427	38,309	8,959	21,991	382	252	
KING	425	406	-4.5	204	1,689	5,296	13,044	25,961	48	2,931	
KINNEY	2,279	2,450	7.5	822	7,124	14,345	5,855	17,451	108	2,294	9,335
KLEBERG	33,358	35,753	7.2	11,312	211,570	286,595	8,016	25,335	218	9,419	
KNOX	5,329	5,962	11.9	2,276	37,695	50,302	8,437	22,101	407	12,845	5,428
LAMAR	42,156	45,616	8.2	17,400	232,288	371,246	8,139	21,336	1,393	5,753	16,185
Paris	25,498	28,377	11.3	11,116	146,661	253.293	8,926	22,786	*	*	*
LAMB	18,669	20,032	7.2	6,993	126,432	163,608	8,171	23,396	918	69,985	86,734
LAMPASAS	12,005	12,640	5.3	4,721	79,685	106,973	8,463	22,659	569	542	8,633
LA SALLE	5,514	5,696	3.3	1,843	23,648	32,338	5,677	17,546	264	1,932	
LAVACA	19,004	20,796	9.4	7,940	139,127	174,185	8,376	21,938	2,166	4,884	12,928
LEE	10,952	13,738	25.4	4,924	101,688	127,437	9,276	25,881	1,289	2,985	10,011
LEON	9,594	10,792	12.5	4,449	91,265	106,017	9,824	23,829	1,088	1,172	11,764
LIBERTY	47,088	53,168	12.9	18,739	384,625	552,915	10,399	29,506	753	28,801	4,033
LIMESTONE	20,224	22,013	8.8	8,349	100,491	164,006	7,450	19,644	1,195	2,451	13,799
Mexia	7,094	8,174	15.2	3,139	46,058	59,712	7,305	19,023	*	*	*
LIPSCOMB	3,766	4,676	24.2	1,778	34,317	45,347	9,698	25,504	331	4,703	21,638
LIVE OAK	9,606	10,440	8.7	3,709	74,895	100,882	9,663	27,199	723	5,640	9,376
LLANO	10,144	11,300	11.4	5,067	87,881	110,330	9,764	21,774	469	468	
LOVING	91	100	9.9	35	1,800	2,000	20,000	57,143	13		
LUBBOCK	211,651	225,037	6.3	79,010	1,618,617	2,007,997	8,923	25,414	1,227	64,248	59,309
Lubbock	173,979	184,982	6.3	65,704	1,428,935	1,775,352	9,597	27,020	*	*	*
LYNN	8,605	8,504	-1.2	2,854	56,853	70,797	8,325	24,806	650	35,178	
MCCULLOCH	8,735	9,880	13.1	3,937	63,573	78,149	7,910	19,850	537	1,867	14,356
MCLENNAN	170,755	184,964	8.3	68,281	1,100,363	1,622,967	8.775	23,762	1,788	11,681	24,010
Mart	2,324	2,575	10.8	1,042	17,465	22,594	8,774	21,683	*	*	*
Waco	101,261	109,687	8.3	41,418	663,736	1,054,696	9,616	25,465	*	*	*
MCMULLEN	789	811	2.8	306	6,287	7,692	9,485	25,137	210	366	
MADISON	10,649	11,689	9.8	3,510	81,583	98,941	8,464	28,188	665	12,874	
MARION	10,360	11,134	7.5	4,216	64,011	84,445	7,584	20,030	197	154	2,227
MARTIN	4,684	5,236	11.8	1,757	34,449	48,807	9,321	27,779	412	14,848	
MASON	3,683	3,870	5.1	1,538	25,462	31,137	8,046	20,245	569	4,371	21,381
MATAGORDA	37,828	40,567	7.2	14,401	308,040	422,256	10,409	29,321	704	44,244	7,916
Bay City	17,837	21,150	18.6	6,774	135,820	215,148	10,172	31,761	*	*	*
MAVERICK	31,398	37,127	18.2	9,162	150,839	219,254	5,906	23,931	190	2,386	
MEDINA	23,164	24,938	7.7	8,231	153,957	188,320	7,552	22,879	1,337	10,576	
MENARD	2,346	2,567	9.4	1,034	11,320	18,905	7,365	18,283	268	259	
MIDLAND	82,636	98,090	18.7	36,040	862,659	1,578,213	16,089	43,791	301	5,162	
Midland	70,525	83,714	18.7	30,969	757,652	1,418,808	16,948	45,814	*	*	*
MILAM	22,732	24,900	9.5	9,284	125,275	193,864	7,786	20,882	1,430	10,228	15,244
MILLS	4,477	4,916	9.8	1,959	28,243	38,113	7,753	19,455	689	2,917	24,279
MITCHELL	9,088	10,051	10.6	3,717	64,148	87,922	8,748	23,654	411	11,014	
MONTAGUE	17,410	19,291	10.8	7,747	124,843	175,792	9,113	22,692	1,018	2,377	16,476
MONTGOMERY	128,487	151,801	18.1	50,177	1,190,132	1,852,110	12,201	36,912	595	2,968	4,608
Conroe	18,034	23,738	31.6	8,698	194,581	373,035	15,715	42,887	*	*	*
MOORE	16,575	18,479	11.5	6,407	139,972	184,796	10,000	28,843	265	19,378	160,720
MORRIS	14,629	15,746	7.6	5,661	125,568	158,014	10,035	27,913	364	1,140	2,562
MOTLEY	1,950	2,028	4.0	919	14,520	18,030	8,891	19,619	257	5,419	
NACOGDOCHES	46,786	51,455	10.0	18,573	344,186	470,718	9,148	25,344	1,177	915	13,315
Nacogdoches	27,149	29,858	10.0	10,201	208,023	308,846	10,344	30,276	*	*	*
NAVARRO	35,323	39,323	11.3	15,193	208,814	331,821	8,438	21,840	1,436	9,035	15,527
Corsicana	21,712	24,841	14.4	9,385	142,269	242,223	9,751	25,810	*	*	*
NEWTON	13,254	14,663	10.6	5,058	76,042	108,244	7,382	21,401	264	304	1,220
NOLAN	17,359	19,291	11.1	7,334	128,624	176,631	9,156	24,084	473	7,279	23,111
Sweetwater	12,242	13,705	12.0	5,166	91,354	133,577	9,747	25,857	*	*	*
NUECES	268,215	290,789	8.4	96,510	1,775,149	2,802,546	9,638	29,039	750	37,646	
Corpus Christi	231,999	251,515	8.4	83,455	1,574,960	2,528,386	10,053	30,296	*	*	*
OCHILTREE	9,588	11,732	22.4	4,389	101,546	133,320	11,364	30,376	403	15,424	
OLDHAM	2,283	2,567	12.4	827	17,376	21,118	8,227	25,536	148	2,957	
ORANGE	83,838	91,094	8.7	31,015	615,518	1,064,194	11,682	34,312	228	1,165	975
Orange	23,628	25,339	7.2	9,189	184,707	356,353	14,063	38,780	*	*	*
PALO PINTO	24,062	26,672	10.8	10,224	193,421	269,864	10,118	26,395	623	914	7,339
Mineral Wells	14,468	14,566	.7	4,650	102,252	152,837	10,493	32,868	*	*	*
PANOLA	20,724	22,872	10.4	8,364	152,060	203,274	8,887	24,303	879	614	7,710
PARKER	44,609	50,397	13.0	18,119	304,934	506,910	10,058	27,977	1,452	5,733	18,557
Weatherford	12,049	13,738	14.0	5,524	87,252	166,555	12,124	30,151	*	*	*
PARMER	11,038	12,212	10.6	3,926	73,784	98,613	8,075	25,118	753	76,426	
PECOS	14,618	16,685	14.1	5,298	80,818	149,139	8,939	28,203	239	4,133	28,173

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
POLK	24,407	27,094	11.0	10,125	151,146	205,170	7,573	20,264	456	526	2,603
POTTER	98,637	105,753	7.2	41,451	792,774	1,095,309	10,357	26,424	168	1,438	
Amarillo	149,230	188,844	26.5	71,707	1,467,228	2,249,765	11,913	31,374	*	*	*
PRESIDIO	5,188	5,274	1.7	1,736	18,835	29,940	5,677	17,247	156	3,888	6,346
RAINS	4,839	5,455	12.7	2,176	32,893	44,481	8,154	20,442	460	538	7,673
RANDALL	75,062	83,091	10.7	30,256	827,150	1,154,456	13,894	38,136	551	9,444	
REAGAN	4,135	4,745	14.8	1,558	23,410	44,989	9,481	28,876	114	3,403	4,028
REAL	2,469	2,770	12.2	1,033	9,265	17,627	6,364	17,064	144	26	
RED RIVER	16,101	17,033	5.8	6,571	98,351	126,760	7,442	19,291	1,051	3,516	14,240
REEVES	15,801	16,025	1.4	5,003	74,182	131,027	8,176	26,190	153	6,175	
Pecos	12,855	13,100	1.9	3,932	61,720	113,558	8,669	28,880	*	*	*
REFUGIO	9,289	9,784	5.3	3,386	73,158	94,025	9,610	27,769	247	11,458	4,991
ROBERTS	1,187	1,335	12.5	517	10,201	12,663	9,485	24,493	96	1,400	
ROBERTSON	14,653	15,847	8.1	6,073	121,383	140,963	8,895	23,211	1,029	6,924	
ROCKWALL	14,528	16,936	16.6	5,822	129,281	213,609	12,613	36,690	169	1,265	
RUNNELS	11,872	12,773	7.6	4,938	81,612	110,727	8,669	22,423	941	10,370	
RUSK	41,382	44,336	7.1	16,454	303,555	406,158	9,161	24,684	1,285	1,534	10,326
Henderson	11,473	12,804	11.6	4,664	95,199	145,957	11,399	31,294	*	*	*
SABINE	8,702	9,410	8.1	3,707	47,677	66,748	7,093	18,006	239	49	1,142
SAN AUGUSTINE	8,785	9,511	8.3	3,501	45,625	67,617	7,109	19,314	343	248	2,223
SAN JACINTO	11,434	12,970	13.4	4,767	62,977	93,345	7,197	19,581	276	287	1,478
SAN PATRICIO	58,013	63,988	10.3	19,821	344,984	549,140	8,582	27,705	608	41,248	
SAN SABA	5,693	6,603	16.0	2,596	39,148	47,724	7,228	18,384	651	2,930	14,320
SCHLEICHER	2,820	3,309	17.3	1,145	15,617	30,114	9,101	26,300	257	513	
SCURRY	18,192	19,750	8.6	7,108	146,756	206,872	10,475	29,104	631	9,883	
Snyder	12,705	14,320	12.7	4,960	103,158	156,206	10,908	31,493	*	*	*
SHACKELFORD	3,915	4,542	16.0	1,[illegible]	34,617	45,000	9,908	25,481	256	664	
SHELBY	23,084	25,072	8.6	9,[illegible]78	146,196	198,076	7,900	20,899	1,118	876	6,269
SHERMAN	3,174	3,363	6.0	1,231	26,469	35,281	10,491	28,660	283	24,515	150,214
SMITH	128,366	141,609	10.3	52,024	1,093,686	1,530,460	10,808	29,418	1,504	6,948	12,047
Tyler	70,508	77,782	10.3	28,887	[illegible]61,937	1,003,948	12,907	34,754	*	*	*
SOMERVELL	4,154	4,846	16.7	1,868	35,979	47,902	9,885	25,643	217	462	1,336
STARR	27,266	31,443	15.3	8,095	92,502	129,641	4,123	16,015	735	9,049	20,359
STEPHENS	9,926	11,332	14.2	4,563	78,771	105,126	9,277	23,039	429	343	6,557
STERLING	1,206	1,335	10.7	517	7,455	12,574	9,419	24,321	74	61	5,240
STONEWALL	2,406	2,786	15.8	1,143	20,083	28,462	10,216	24,901	339	3,961	
SUTTON	5,130	5,876	14.5	1,972	28,706	53,524	9,109	27,142	160		9,583
SWISHER	9,723	9,728	.1	3,367	64,377	80,582	8,284	23,933	628	35,546	129,540
TARRANT	860,880	964,903	12.1	356,135	6,537,147	10,849,642	11,244	30,465	1,027	5,518	
Arlington	160,123	179,610	12.2	68,935	1,398,798	2,522,381	14,044	36,591	*	*	*
Euless	24,002	28,894	20.4	11,021	256,578	344,580	11,926	31,266	*	*	*
Fort Worth	385,141	428,587	11.3	163,264	2,681,439	4,508,907	10,520	27,617	*	*	*
Haltom City	29,014	32,919	13.5	11,828	201,453	343,679	10,440	29,056	*	*	*
Hurst	31,420	37,013	17.8	13,615	288,754	517,754	13,988	38,028	*	*	*
TAYLOR	110,932	121,043	9.1	43,092	1,024,635	1,332,385	11,008	30,920	905	4,185	
Abilene	98,315	109,511	11.4	38,649	916,382	1,216,504	11,109	31,476	*	*	*
TERRELL	1,595	1,623	1.8	613	8,860	15,563	9,589	25,388	75		6,422
TERRY	14,581	15,394	5.6	5,234	106,522	138,654	9,007	26,491	599	35,232	
THROCKMORTON	2,053	2,364	15.1	1,035	15,729	22,904	9,689	22,129	316	1,707	
TITUS	21,442	23,934	11.6	8,893	168,457	227,509	9,506	25,583	726	481	8,377
Mount Pleasant	11,003	13,082	18.9	4,820	94,104	126,654	9,682	26,277	*	*	*
TOM GREEN	84,784	96,097	13.3	35,317	746,302	921,571	9,590	26,094	783	12,119	
San Angelo	73,240	83,013	13.3	30,442	638,682	814,116	9,807	26,743	*	*	*
TRAVIS	419,335	463,518	10.5	179,455	4,335,653	4,903,489	10,579	27,324	916	7,434	9,140
Austin	345,496	381,899	10.5	150,206	3,522,385	4,139,276	10,839	27,557	*	*	*
TRINITY	9,450	10,457	10.7	4,128	56,185	78,341	7,492	18,978	480	346	
TYLER	16,223	17,838	10.0	6,605	102,220	146,205	8,196	22,136	383	408	
UPSHUR	28,595	32,058	12.1	11,585	205,742	283,406	8,840	24,463	912	640	12,211
UPTON	4,619	5,369	16.2	1,871	24,766	49,160	9,156	26,275	82	3,448	3,816
UVALDE	22,441	23,892	6.5	7,606	94,210	171,864	7,193	22,596	511	11,926	
VAL VERDE	35,910	39,344	9.6	11,655	148,671	270,605	6,878	23,218	214	52	
Del Rio	30,034	32,906	9.6	9,227	114,784	219,725	6,677	23,813	*	*	*
VAN ZANDT	31,426	35,367	12.5	13,455	243,991	331,110	9,362	24,609	2,115	6,617	18,522
VICTORIA	68,807	76,701	11.5	26,255	568,639	788,161	10,276	30,019	965	10,789	
Victoria	50,695	59,388	17.1	20,396	429,652	625,488	10,532	30,667	*	*	*
WALKER	41,789	49,317	18.0	14,675	258,009	372,423	7,552	25,378	532	1,081	
Huntsville	23,936	30,595	27.8	8,122	150,132	235,412	7,694	28,984	*	*	*
WALLER	19,798	22,781	15.1	6,848	133,463	199,798	8,770	29,176	658	12,807	7,939
WARD	13,976	16,780	20.1	5,839	85,831	166,270	9,909	28,476	70	241	
WASHINGTON	21,998	24,777	12.6	9,004	193,723	234,909	9,481	26,089	1,685	2,488	15,969
Brenham	10,966	13,144	19.9	4,133	93,998	124,530	9,474	30,131	*	*	*
WEBB	99,258	111,390	12.2	29,689	499,183	679,843	6,103	22,899	442	4,196	22,341
Laredo	91,449	105,439	15.3	27,863	437,891	611,615	5,801	21,951	*	*	*
WHARTON	40,242	44,175	9.8	15,581	289,901	403,171	9,127	25,876	1,328	72,578	6,642
WHEELER	7,137	8,257	15.7	3,221	62,441	81,403	9,859	25,273	510	3,696	
WICHITA	121,082	129,159	6.7	47,075	1,112,725	1,355,603	10,496	28,797	569	6,352	7,732
Wichita Falls	94,201	99,669	5.8	36,650	885,445	1,122,858	11,266	30,637	*	*	*
WILBARGER	15,931	17,769	11.5	6,824	113,720	160,269	9,020	23,486	599	23,397	12,111
Vernon	12,695	14,555	14.7	5,627	91,378	132,938	9,133	23,625	*	*	*
WILLACY	17,495	18,687	6.8	5,243	79,511	92,597	4,955	17,661	340	37,703	843
WILLIAMSON	76,521	89,791	17.3	29,958	691,725	804,153	8,956	26,843	1,789	23,714	
Taylor	10,619	12,900	21.5	4,592	77,343	113,728	8,816	24,767	*	*	*
WILSON	16,756	19,034	13.6	6,318	112,282	153,900	8,086	24,359	1,457	10,707	17,624
WINKLER	9,944	11,684	17.5	4,060	78,484	111,020	9,502	27,345	31		
WISE	26,575	30,264	13.9	10,984	170,842	287,001	9,483	26,129	1,365	2,820	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WOOD	24,697	27,515	11.4	10,542	187,631	253,293	9,206	24,027	1,191	2,803	17,808
YOAKUM	8,299	9,240	11.3	3,100	66,824	88,164	9,542	28,440	331	17,697	
YOUNG	19,001	21,265	11.9	8,377	157,671	217,184	10,213	25,926	690	3,155	9,313
ZAPATA	6,628	7,632	15.1	2,388	30,844	42,826	5,611	17,934	318	2,485	
ZAVALA	11,666	12,688	8.8	3,399	42,944	58,830	4,637	17,308	257	20,084	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1982 Cash Receipts as follows: From Crops $4,248,953,000; from Livestock & Livestock Products $5,430,712,000. Total $9,679,665,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1976)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,599,590	9.5	502,413	9,286,498	13,405,054	8,380	26,681	13,843	104,529	313,236
METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Ut	218,106	237,160	8.7	65,122	1,093,310	1,573,556	6,635	24,163	1,612	12,789	26,252
Salt Lake City-Ogden, Ut	910,222	990,148	8.8	321,783	6,017,011	8,880,692	8,969	27,598	2,005	18,537	10,699
COUNTIES, Cities											
BEAVER	4,378	4,815	10.0	1,650	30,152	37,559	7,800	22,763	189	2,781	8,759
BOX ELDER	33,222	36,958	11.2	11,161	236,926	316,903	8,575	28,394	1,108	19,892	32,431
CACHE	57,176	64,232	12.3	20,174	355,514	475,583	7,404	23,574	1,214	6,467	
Logan	26,844	30,157	12.3	10,580	182,255	272,639	9,041	25,769	*	*	*
CARBON	22,179	24,276	9.5	8,146	172,807	232,262	9,568	28,512	174	178	
DAGGETT	769	1,046	36.0	316	4,277	8,089	7,733	25,598	28	6	
DAVIS	146,540	161,960	10.5	45,122	908,504	1,385,748	8,556	30,711	565	8,103	10,699
DUCHESNE	12,565	14,070	12.0	4,032	80,446	108,776	7,731	26,978	590	1,469	12,565
EMERY	11,451	12,955	13.1	3,829	76,441	103,917	8,021	27,139	378	478	3,478
GARFIELD	3,673	4,222	14.9	1,451	22,749	33,001	7,816	22,744	216	341	
GRAND	8,241	8,786	6.6	2,983	65,980	89,620	10,200	30,044	59	293	
IRON	17,349	18,837	8.6	5,771	110,469	145,558	7,727	25,222	349	7,107	8,256
JUAB	5,530	5,930	7.2	1,853	36,004	45,455	7,665	24,530	225	1,192	4,471
KANE	4,024	4,409	9.6	1,445	25,535	35,065	7,953	24,266	128	213	
MILLARD	8,970	10,653	18.8	3,332	54,177	73,080	6,860	21,933	676	17,046	
MORGAN	4,917	5,439	10.6	1,550	35,518	48,142	8,851	31,059	198	301	6,065
PIUTE	1,329	1,436	8.1	516	6,898	10,745	7,483	20,824	115	284	
RICH	2,100	2,599	23.8	837	14,595	21,251	8,177	25,389	162	527	
SALT LAKE	619,066	671,793	8.5	223,941	4,167,630	6,085,560	9,059	27,175	663	7,074	
Salt Lake City	163,697	172,938	5.6	74,164	1,214,313	1,994,280	11,532	26,890	*	*	*
SAN JUAN	12,253	13,297	8.5	3,398	56,246	74,877	5,631	22,036	213	2,733	
SANPETE	14,620	15,746	7.7	4,940	77,822	101,626	6,454	20,572	757	2,290	18,807
SEVIER	14,727	15,965	8.4	5,048	87,565	117,642	7,369	23,305	458	2,259	23,538
SUMMIT	10,198	11,636	14.1	3,939	79,028	110,701	9,514	28,104	352	477	
TOOELE	26,033	28,013	7.6	8,748	170,016	254,033	9,068	29,039	265	2,474	
UINTAH	20,506	23,960	16.8	7,070	145,864	196,275	8,192	27,762	526	1,139	
UTAH	218,106	237,160	8.7	65,122	1,093,310	1,573,556	6,635	24,163	1,612	12,789	26,252
Provo	73,907	80,412	8.8	22,234	356,186	560,846	6,975	25,225	*	*	*
WASATCH	8,523	10,029	17.7	3,122	54,157	75,868	7,565	24,301	261	310	6,239
WASHINGTON	26,065	30,812	18.2	9,472	167,004	220,112	7,144	23,238	340	1,757	
St. George	11,350	13,370	17.8	4,110	78,348	102,289	7,651	24,888	*	*	*
WAYNE	1,911	2,161	13.1	725	9,987	14,666	6,787	20,229	181	205	
WEBER	144,616	156,395	8.1	52,720	940,877	1,409,384	9,012	26,733	777	3,360	
Ogden	64,407	67,686	5.1	26,131	425,412	676,843	10,000	25,902	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1982 Cash Receipts as follows: From Crops $130,138,000; from Livestock & Livestock Products $411,499,000; Total $541,637,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

VERMONT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	511,456	518,499	1.4	185,155	3,379,495	4,785,251	9,229	25,845	7,304	17,556	250,925
METROPOLITAN STATISTICAL AREAS											
Burlington, Vt	115,308	115,991	.6	39,969	1,375,485	1,239,556	10,687	31,013	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,406	29,891	1.6	9,842	196,315	267,463	8,948	27,176	701	3,868	
BENNINGTON	33,345	34,664	4.0	12,689	207,719	309,540	8,930	24,394	175	758	4,332
Bennington	15,815	18,662	18.0	5,514	79,413	137,336	7,359	24,907	*	*	*
CALEDONIA	25,808	25,336	−1.8	9,255	142,108	202,718	8,001	21,904	454	936	
St. Johnsbury	7,938	7,625	−4.0	2,632	48,060	62,302	8,171	23,671	*	*	*
CHITTENDEN	115,534	116,220	.6	39,567	929,895	1,260,438	10,845	31,856	447	1,394	20,057
Burlington	37,712	37,569	−.4	13,051	276,728	402,030	10,701	30,805	*	*	*
ESSEX	6,313	6,284	−.5	2,259	32,436	46,468	7,395	20,570	92	221	
FRANKLIN	34,788	34,916	.4	11,868	215,372	298,598	8,552	25,160	752	954	46,893
St. Albans	7,308	7,067	−3.3	2,433	46,747	74,528	10,546	30,632	*	*	*
GRAND ISLE	4,613	4,723	2.4	1,698	35,825	45,350	9,602	26,708	129	704	5,221
LAMOILLE	16,767	16,959	1.1	6,106	99,277	147,024	8,669	24,079	245	574	
ORANGE	22,739	22,672	−.3	7,910	124,067	177,755	7,840	22,472	535	1,023	17,749
ORLEANS	23,440	23,944	2.2	8,488	137,707	189,101	7,898	22,279	637	1,026	
Newport	4,756	4,890	2.8	1,537	29,369	38,864	7,948	25,286	*	*	*
RUTLAND	58,347	59,093	1.3	21,374	349,705	516,708	8,744	24,175	525	1,313	18,858
Rutland	18,436	18,351	−.5	5,977	102,991	173,725	9,467	29,066	*	*	*
WASHINGTON	52,393	53,382	1.9	19,460	327,294	476,171	8,920	24,469	374	751	9,591
Barre	9,824	9,866	.4	3,602	56,836	97,292	9,861	27,011	*	*	*
Montpelier	8,241	8,260	.2	2,976	57,785	75,148	9,098	25,251	*	*	*
WINDHAM	36,933	38,014	2.9	14,605	236,222	344,919	9,073	23,617	272	2,435	
Bellows Falls	3,456	3,537	2.3	1,118	24,142	31,438	8,888	28,120	*	*	*
Brattleboro	11,886	12,096	1.8	3,588	61,297	101,056	8,354	28,165	*	*	*
WINDSOR	51,030	52,401	2.7	20,035	345,553	502,998	9,599	25,106	522	840	9,422
Springfield	10,190	10,503	3.1	3,383	60,290	106,440	10,134	31,463	*	*	*
White River Junction	2,582	2,727	5.6	960	14,961	26,176	9,599	27,267	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1982 Cash Receipts as follows: From Crops $33,696,000; from Livestock & Livestock Products $373,821,000. Total $407,517,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,346,279	5,661,000	5.9	2,016,573	41,951,679	58,270,364	10,293	28,896	56,685	528,877	556,698
METROPOLITAN STATISTICAL AREAS											
Charlottesville, Va	113,568	121,934	7.4	44,055	707,000	1,181,029	9,686	26,808	1,257	3,724	3,592
Danville, Va	111,789	117,161	4.8	42,458	571,042	879,588	7,508	20,717	2,127	36,907	7,049
Johnson City-Kingsport-Bristol, Tn-Va	433,638	449,007	3.5	163,094	2,290,080	3,525,549	7,852	21,617	10,771	37,449	26,830
Lynchburg, Va	141,289	147,785	4.6	51,469	892,506	1,341,433	9,077	26,063	1,215	6,231	9,351
Norfolk-Virginia Beach-Newport News, Va	1,160,051	1,223,903	5.5	416,282	7,962,589	10,889,295	8,897	26,158	1,225	41,941	22,833
Richmond-Petersburg, Va	761,311	808,851	6.2	292,315	5,510,668	8,218,775	10,161	28,116	2,396	33,724	15,916
Roanoke, Va	220,600	230,778	4.6	87,764	1,580,431	2,372,570	10,281	27,034	830	3,053	7,733
Washington, D.C-Md-Va	3,250,392	3,402,865	4.7	1,254,199	39,599,992	51,793,243	15,220	41,296	5,723	59,245	89,111
COUNTIES, Cities											
ACCOMAC	31,268	32,332	3.4	12,283	203,777	228,263	7,060	18,584	450	25,586	1,145
ALBEMARLE	50,689	60,808	20.0	21,066	358,867	636,658	10,470	30,222	751	2,941	
ALLEGHANY	14,333	15,795	10.2	5,472	60,584	113,661	7,196	20,771	155	62	
AMELIA	8,405	8,871	5.5	2,977	38,425	56,851	6,409	19,097	445	4,688	6,637
AMHERST	29,122	30,922	6.2	9,760	162,943	246,251	7,964	25,231	431	433	2,967
APPOMATTOX	11,971	12,523	4.6	4,304	71,397	102,722	8,203	23,867	438	1,538	
ARLINGTON	152,599	158,878	4.1	76,331	2,435,505	2,959,151	18,625	38,767	N.A.	N.A.	N.A.
AUGUSTA	53,732	57,163	6.4	19,523	307,661	463,902	8,115	23,762	1,483	3,571	31,429
BATH	5,860	5,875	.3	2,040	23,087	39,346	6,697	19,287	145	128	
BEDFORD	34,927	37,392	7.1	13,164	185,679	282,588	7,557	21,467	1,246	1,875	
BLAND	6,349	6,976	9.9	2,375	26,631	43,090	6,177	18,143	363	256	3,973
BOTETOURT	23,270	23,983	3.1	8,389	137,138	206,283	8,601	24,590	547	1,695	5,944
BRUNSWICK	15,632	16,174	3.5	5,325	61,602	91,574	5,662	17,197	658	10,378	
BUCHANAN	37,989	38,541	1.5	12,252	222,071	299,400	7,768	24,437	92	194	123
BUCKINGHAM	11,751	12,320	4.8	4,100	46,986	71,111	5,772	17,344	421	811	2,825

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAMPBELL	45,424	46,398	2.1	15,841	284,375	431,778	9,306	27,257	784	5,798	6,384
CAROLINE	17,904	18,976	6.0	6,265	95,677	136,932	7,216	21,857	272	4,754	
CARROLL	27,270	29,448	8.0	10,808	112,157	185,461	6,298	17,160	1,037	2,998	9,301
CHARLES CITY	6,692	7,265	8.6	2,163	33,269	49,340	6,791	22,811	70	2,963	
CHARLOTTE	12,266	12,827	4.6	4,304	45,597	73,006	5,692	16,962	739	7,565	5,3[illegible]
CHESTERFIELD	141,372	154,559	9.3	51,349	1,157,561	1,781,844	11,529	34,701	201	2,662	420
CLARKE	9,965	10,729	7.7	3,909	65,887	98,059	9,140	25,085	256	9,387	
CRAIG	3,948	4,073	3.2	1,538	20,298	29,127	7,151	18,938	186	156	1,719
CULPEPER	22,620	23,743	5.0	8,206	119,452	195,714	8,243	23,850	501	3,530	
Culpeper	6,621	7,168	8.3	2,776	45,455	59,984	8,368	21,608	*	*	*
CUMBERLAND	7,881	8,247	4.6	2,767	31,474	47,355	5,742	17,114	331	1,369	4,002
DICKENSON	19,806	20,199	2.0	6,642	106,654	138,683	6,866	20,880	115	148	
DINWIDDIE	22,602	24,447	8.2	7,105	108,641	165,909	6,786	23,351	568	10,408	3,567
ESSEX	8,864	9,496	7.1	3,289	52,495	72,207	7,604	21,954	200	7,038	1,728
FAIRFAX	596,901	650,567	9.0	228,815	8,942,821	11,321,698	17,403	49,480	189	2,782	1,371
FAUQUIER	35,889	38,758	8.0	12,868	214,227	366,725	9,462	28,499	836	3,972	23,427
FLOYD	11,563	12,469	7.8	4,527	45,845	82,749	6,636	18,279	840	1,095	7,786
FLUVANNA	10,244	11,049	7.9	3,708	48,946	74,315	6,726	20,042	284	420	1,572
FRANKLIN	35,740	37,616	5.2	12,725	172,824	270,007	7,178	21,219	1,138	6,981	16,454
FREDERICK	34,150	35,978	5.4	12,415	192,448	296,625	8,245	23,892	565	11,582	5,020
GILES	17,810	18,171	2.0	6,540	70,980	126,461	6,959	19,337	332	287	2,177
GLOUCESTER	20,107	22,615	12.5	8,175	127,010	191,784	8,480	23,460	157	2,971	476
GOOCHLAND	11,761	12,672	7.7	4,012	72,018	107,358	8,472	26,759	278	1,518	2,572
GRAYSON	16,579	17,071	3.0	6,342	68,176	105,771	6,196	16,678	942	1,517	8,769
GREENE	7,625	8,530	11.9	2,897	39,573	63,594	7,455	21,952	222	363	2,020
GREENSVILLE	10,903	11,525	5.7	3,696	48,113	63,381	5,499	17,149	285	8,665	3,366
HALIFAX	30,418	31,888	4.8	10,871	126,320	194,254	6,092	17,869	1,748	27,202	
HANOVER	50,398	54,286	7.7	17,908	363,384	550,171	10,135	30,722	630	6,138	6,042
HENRICO	180,735	190,663	5.5	72,362	1,538,412	2,296,443	12,045	31,735	155	2,696	2,001
HENRY	57,654	59,695	3.5	20,680	304,752	474,015	7,941	22,921	369	2,390	
HIGHLAND	2,937	2,724	−7.3	1,016	13,105	19,351	7,104	19,046	328	79	4,008
ISLE OF WIGHT	21,603	22,494	4.1	7,479	121,885	167,332	7,439	22,374	351	13,707	6,741
JAMES CITY	22,763	25,354	11.4	8,680	158,075	243,435	9,601	28,046	63	1,665	
KING AND QUEEN	5,968	6,085	2.0	2,144	32,560	44,742	7,353	20,868	188	3,987	1,129
KING GEORGE	10,543	11,001	4.3	3,794	73,762	106,466	9,678	28,062	161	2,151	1,601
KING WILLIAM	9,327	9,323	−.1	3,162	57,315	76,131	8,166	24,077	151	4,624	2,768
LANCASTER	10,129	10,948	8.1	4,326	62,267	91,521	8,360	21,156	133	2,552	
LEE	25,956	26,722	3.0	9,410	123,819	166,094	6,216	17,651	1,468	5,573	4,238
LOUDOUN	57,427	61,385	6.9	20,462	604,220	757,897	12,347	37,039	837	8,722	
LOUISA	17,825	18,875	5.9	6,470	83,336	123,458	6,541	19,082	454	1,020	3,751
LUNENBURG	12,124	12,742	5.1	4,617	52,983	78,517	6,162	17,006	604	8,706	1,658
MADISON	10,232	10,931	6.8	3,702	44,937	75,427	6,900	20,375	418	1,454	10,550
MATHEWS	7,995	8,935	11.8	3,515	56,391	79,996	8,953	22,758	102	1,506	122
MECKLENBURG	29,444	30,170	2.5	10,635	127,398	197,901	6,560	18,608	1,162	20,490	
MIDDLESEX	7,719	8,279	7.3	3,190	44,183	63,019	7,612	19,755	146	2,291	
MONTGOMERY	63,516	67,806	6.8	22,824	282,535	521,155	7,686	22,834	527	504	
Christiansburg	10,345	10,804	4.4	4,284	68,227	84,725	7,842	19,777	*	*	*
1NANSEMOND											
NELSON	12,204	12,843	5.2	4,617	53,787	82,349	6,412	17,836	396	1,635	
NEW KENT	8,781	9,511	8.3	3,192	51,930	81,363	8,555	25,490	93	2,161	
NORTHAMPTON	14,625	14,372	−1.7	5,400	88,252	87,699	6,102	16,241	237	24,516	
NORTHUMBERLAN	9,828	10,409	5.9	4,109	61,824	87,143	8,372	21,208	231	5,987	
NOTTOWAY	14,666	15,261	4.1	5,326	70,389	105,523	6,915	19,813	372	2,910	3,891
ORANGE	17,827	19,344	8.5	6,801	90,078	152,159	7,866	22,373	420	1,158	8,994
PAGE	19,401	20,614	6.3	7,500	93,785	142,071	6,892	18,943	447	569	4,250
PATRICK	17,585	18,554	5.5	6,671	80,115	123,002	6,629	18,438	790	5,387	
PITTSYLVANIA	66,147	69,504	5.1	23,801	309,974	484,442	6,970	20,354	2,127	36,907	7,049
POWHATAN	13,062	14,225	8.9	4,018	73,049	107,703	7,571	26,805	198	591	
PRINCE EDWARD	16,456	17,087	3.8	5,222	74,720	109,698	6,420	21,007	423	2,622	4,704
PRINCE GEORGE	25,733	27,709	7.7	7,205	121,202	189,123	6,825	26,249	203	4,587	1,304
PRINCE WILLIAM	144,703	157,905	9.1	48,865	1,437,214	1,894,035	11,995	38,761	296	1,028	6,488
Woodbridge	14,867	16,759	12.7	5,186	139,872	210,538	12,563	40,597	*	*	*
PULASKI	35,229	36,522	3.7	13,109	151,592	281,765	7,715	21,494	333	373	
Pulaski	10,106	10,407	3.0	3,905	46,589	98,861	9,499	25,317	*	*	*
RAPPAHANNOCK	6,093	5,860	−3.8	2,136	31,702	46,803	7,987	21,912	266	1,941	2,119
RICHMOND	6,952	7,217	3.8	2,558	36,850	52,143	7,225	20,384	206	5,454	911
ROANOKE	72,945	74,993	2.8	26,596	584,800	894,715	11,931	33,641	283	1,358	1,789
ROCKBRIDGE	17,911	18,741	4.6	6,767	73,135	133,694	7,134	19,757	667	912	7,911
ROCKINGHAM	57,038	60,744	6.5	20,760	308,758	467,352	7,694	22,512	1,874	6,025	49,776
RUSSELL	31,761	33,074	4.1	11,269	136,768	222,298	6,721	19,727	1,177	4,015	7,555
SCOTT	25,068	26,395	5.3	9,438	128,212	157,476	5,966	16,685	1,752	5,843	2,894
Gate City	2,494	2,856	14.5	1,099	13,481	17,039	5,966	15,504	*	*	*
SHENANDOAH	27,559	29,51[illegible]	7.1	11,002	146,108	215,250	7,292	19,565	820	3,219	11,473
Strasburg	2,431	2,875	18.3	936	7,366	11,287	3,926	12,059	*	*	*
SMYTH	33,366	35,166	5.4	12,313	143,810	242,589	6,898	19,702	886	3,241	9,014
SOUTHAMPTON	18,731	18,966	1.3	6,024	85,139	119,749	6,314	19,879	573	27,623	8,640
SPOTSYLVANIA	34,435	37,236	8.1	12,048	186,116	319,692	8,586	26,535	288	1,980	4,178
STAFFORD	40,470	44,245	9.3	13,609	233,165	405,298	9,160	29,782	182	767	1,156
SURRY	6,046	6,437	6.5	2,160	31,673	42,245	6,563	19,558	220	7,895	3,019
SUSSEX	10,874	11,055	1.7	3,778	55,005	74,419	6,732	19,698	292	11,786	
TAZEWELL	50,511	51,805	2.6	17,894	335,990	436,849	8,433	24,413	471	47[illegible]	10,463
Bluefield	5,946	6,098	2.6	2,262	335,990	56,081	9,197	24,793	*	*	*
WARREN	21,200	22,675	7.0	8,534	122,673	186,225	8,213	21,822	225	834	
WASHINGTON	46,487	47,983	3.2	16,681	276,335	334,651	6,974	20,062	2,133	9,032	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WESTMORELAND	14,041	14,199	1.1	5,207	79,486	104,580	7,365	20,085	215	8,828	
WISE	43,863	45,229	3.1	15,552	271,621	364,500	8,059	23,438	141	237	575
WYTHE	25,522	26,449	3.6	9,524	111,357	184,963	6,993	19,421	737	634	14,033
YORK	35,463	37,883	6.8	11,924	233,060	370,612	9,783	31,081	78	1,136	
INDEPENDENT CITIES											
ALEXANDRIA	103,217	107,367	4.0	52,146	1,521,872	1,877,516	17,487	36,005	-	-	-
BEDFORD	5,991	6,320	5.5	2,463	37,405	55,147	8,726	22,390	-	-	-
BRISTOL	19,042	20,092	5.5	7,803	130,093	162,407	8,083	20,813	-	-	-
BUENA VISTA	6,717	7,147	6.4	2,467	27,520	48,685	6,812	19,734	-	-	-
CHARLOTTESVILLE	45,010	41,547	-7.7	16,384	259,614	406,462	9,783	24,808	-	-	-
CHESAPEAKE	114,226	121,927	6.7	39,679	788,406	1,064,154	8,728	26,819	288	11,712	3,286
CLIFTON FORGE	5,046	5,189	2.8	1,946	22,547	38,704	7,459	19,889	-	-	-
COLONIAL HEIGH.	16,509	17,673	7.1	6,479	108,791	175,138	9,910	27,032	-	-	-
COVINGTON	9,063	9,121	.6	3,571	39,094	72,661	7,966	20,348	-	-	-
DANVILLE	45,642	47,657	4.4	18,657	261,068	395,146	8,291	21,180	-	-	-
EMPORIA	4,840	4,985	3.0	1,844	28,597	37,285	7,478	20,220	-	-	-
FAIRFAX	19,390	21,788	12.4	7,863	287,395	342,418	15,716	43,548	-	-	-
FALLS CHURCH	9,515	10,573	11.1	4,857	162,888	204,570	19,348	42,119	-	-	-
FRANKLIN	7,308	8,225	12.5	3,002	41,309	64,481	7,840	21,479	-	-	-
FREDERICKSBURG	15,322	15,987	4.3	6,356	103,448	174,392	10,908	27,437	-	-	-
GALAX	6,524	6,710	2.9	2,763	34,244	53,692	8,002	19,433	-	-	-
HAMPTON	122,617	125,400	2.3	43,542	802,284	1,176,915	9,385	27,029	-	-	-
HARRISONBURG	19,671	21,154	7.5	6,584	109,297	169,396	8,008	25,728	-	-	-
HOPEWELL	23,397	24,789	5.9	9,242	134,268	206,892	8,346	22,386	-	-	-
LEXINGTON	7,292	7,522	3.2	2,251	32,860	56,998	7,578	25,321	-	-	-
LYNCHBURG	66,743	70,465	5.6	25,868	445,188	663,404	9,415	25,646	-	-	-
MANASSAS	15,438	17,614	14.1	5,910	168,231	222,945	12,657	37,723	-	-	-
MANASSAS PARK	6,524	6,592	1.0	1,940	56,720	68,711	10,423	35,418	-	-	-
MARTINSVILLE	18,149	18,944	4.4	7,074	109,646	166,019	8,764	23,469	-	-	-
NEWPORT NEWS	144,903	153,064	5.6	55,432	960,283	1,411,543	9,222	25,464	-	-	-
NORFOLK	266,979	270,690	1.4	90,767	1,638,724	2,035,901	7,521	22,430	-	-	-
NORTON	4,757	4,760	.1	1,733	31,819	43,187	9,073	24,920	-	-	-
PETERSBURG	41,055	41,575	1.3	15,414	217,417	331,392	7,971	21,499	-	-	-
POQUOSON	8,726	9,880	13.2	3,212	64,936	103,414	10,467	32,196	-	-	-
PORTSMOUTH	104,577	107,732	3.0	38,675	681,881	877,740	8,147	22,695	-	-	-
RADFORD	13,225	13,857	4.8	4,205	61,264	108,009	7,795	25,686	-	-	-
RICHMOND	219,214	229,477	4.7	91,866	1,530,726	2,176,099	9,483	23,688	-	-	-
ROANOKE	100,427	105,231	4.8	42,968	677,172	999,403	9,497	23,259	-	-	-
SALEM	23,958	26,571	10.9	9,811	181,321	272,169	10,243	27,741	-	-	-
SOUTH BOSTON	7,093	7,435	4.8	2,768	42,582	64,144	8,627	23,173	-	-	-
STAUNTON	21,857	22,916	4.8	8,715	148,299	215,463	9,402	24,723	-	-	-
SUFFOLK	47,621	49,920	4.8	16,922	280,171	394,954	7,912	23,340	410	15,860	8,345
VIRGINIA BEACH	262,199	288,224	9.9	95,856	2,160,797	2,925,047	10,149	30,515	229	8,597	10,726
WAYNESBORO	15,329	16,222	5.8	6,368	103,325	164,292	10,128	25,800	-	-	-
WILLIAMSBURG	9,870	11,214	13.6	3,418	66,962	93,796	8,364	27,442	-	-	-
WINCHESTER	20,217	21,426	6.0	8,628	131,031	201,436	9,401	23,347	-	-	-

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1982 Cash Receipts as follows: From Crops $674,186,000; from Livestock & Livestock Products $1,005,429,000; Total $1,679,615,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,360,951	5.6	1,663,650	36,391,105	48,950,109	11,225	29,423	37,778	1,303,577	719,540
METROPOLITAN STATISTICAL AREAS											
Bellingham, Wa	106,701	112,207	5.2	42,677	826,783	1,139,466	10,155	26,700	1,446	15,970	67,205
Bremerton, Wa	146,609	159,598	8.9	58,641	2,040,004	1,629,554	10,210	27,789	260	800	737
Olympia, Wa	124,264	136,159	9.6	51,983	1,285,579	1,629,002	11,964	31,337	619	5,936	17,680
Richland-Kennewick-Pasco, Wa	144,469	152,439	5.5	55,022	1,490,920	1,937,989	12,713	35,222	1,833	179,813	39,539
Seattle, Wa	1,606,765	1,707,119	6.2	671,407	14,585,773	21,831,201	12,788	32,516	2,433	29,578	69,290
Spokane, Wa	341,835	354,173	3.6	136,084	2,887,163	3,506,622	9,901	25,768	1,359	39,693	11,702
Tacoma, Wa	485,643	513,043	5.6	188,588	3,767,360	4,942,604	9,634	26,208	1,078	12,872	26,839
Vancouver, Wa	192,227	202,444	5.3	74,092	1,383,513	2,172,471	10,731	29,321	1,269	5,897	18,681
Yakima, Wa	172,508	179,414	4.0	65,156	1,247,344	1,630,422	9,087	25,023	4,301	240,904	113,960
COUNTIES, Cities											
ADAMS	13,267	13,607	2.6	4,702	117,766	123,019	9,041	26,163	696	82,228	
ASOTIN	16,823	17,157	2.0	6,745	159,495	158,004	9,209	23,425	157	5,183	
Clarkston	6,903	7,257	5.1	3,034	51,729	65,455	9,020	21,574	*	*	*

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BENTON	109,444	116,119	6.1	42,322	1,173,817	1,541,827	13,278	36,431	1,035	91,572	20,169
Kennewick	34,397	36,495	6.1	14,344	380,962	543,800	14,901	37,911	*	*	*
Richland	33,578	35,626	6.1	13,284	414,236	593,592	16,662	44,685	*	*	*
CHELAN	45,061	48,089	6.7	19,426	364,101	489,144	10,172	25,180	1,303	70,036	524
Wenatchee	17,257	18,560	7.6	6,795	129,181	195,480	10,532	28,768	*	*	*
CLALLAM	51,648	53,156	2.9	21,077	387,678	602,080	11,327	28,566	325	1,374	
Port Angeles	17,311	18,171	5.0	7,170	134,689	244,200	13,439	34,059	*	*	*
CLARK	192,227	202,444	5.3	74,092	1,383,513	2,172,471	10,731	29,321	1,269	5,897	18,681
Vancouver	42,834	45,243	5.6	20,301	344,339	620,455	13,714	30,563	*	*	*
COLUMBIA	4,057	4,276	5.4	1,640	35,394	38,236	8,942	23,315	230	21,500	1,945
COWLITZ	79,548	81,101	2.0	30,757	730,944	882,356	10,880	28,688	323	1,776	3,682
Kelso	11,129	11,646	4.6	4,757	95,499	126,311	10,846	26,553	*	*	*
Longview	31,052	32,630	5.1	13,071	310,389	414,149	12,692	31,685	*	*	*
DOUGLAS	22,144	23,001	3.9	8,504	213,223	223,208	9,704	26,247	892	58,085	8,434
FERRY	5,811	6,234	7.3	2,161	51,022	46,232	7,737	22,319	200	639	2,206
FRANKLIN	35,025	36,320	3.7	12,700	317,103	396,162	10,908	31,194	798	88,241	19,370
Pasco	18,425	20,642	12.0	7,664	162,623	230,794	11,181	30,114	*	*	*
GARFIELD	2,468	2,536	2.8	1,021	21,335	23,611	9,310	23,125	212	14,924	2,017
GRANT	48,522	50,247	3.6	18,227	492,636	497,765	9,906	27,309	1,669	154,774	
Moses Lake	10,629	11,129	4.7	3,840	118,794	139,061	12,495	36,214	*	*	*
GRAYS HARBOR	66,314	67,133	1.2	25,932	477,709	722,779	10,766	27,872	382	1,511	
Aberdeen	18,739	19,058	1.7	7,367	130,198	220,564	11,573	29,939	*	*	*
ISLAND	44,048	45,917	4.2	16,911	344,353	465,990	10,149	27,555	245	897	4,027
JEFFERSON	15,965	16,932	6.1	6,880	119,975	183,959	10,865	26,738	130	159	1,521
KING	1,269,749	1,341,154	5.6	537,586	11,827,419	17,655,040	13,164	32,841	1,187	18,001	31,374
Auburn	26,417	29,705	12.4	12,371	233,083	388,123	13,066	31,374	*	*	*
Bellevue	73,903	83,073	12.4	31,962	850,272	1,490,658	17,944	46,638	*	*	*
Kent	23,152	27,020	16.7	12,459	257,436	446,570	16,527	35,843	*	*	*
Renton	30,612	33,881	10.7	9,369	184,887	302,889	8,940	32,329	*	*	*
Seattle	493,846	507,648	2.8	229,352	4,529,931	7,220,956	14,224	31,484	*	*	*
KITSAP	146,609	159,598	8.9	58,641	2,040,004	1,629,554	10,210	27,789	260	800	737
Bremerton	36,208	39,416	8.9	15,303	475,158	440,236	11,169	28,768	*	*	*
KITTITAS	24,877	25,958	4.3	10,145	229,008	281,290	10,836	27,727	624	8,746	
Ellensburg	11,752	11,609	−1.2	3,990	99,798	134,171	11,557	33,627	*	*	*
KLICKITAT	15,822	16,611	5.0	6,155	136,499	161,973	9,751	26,316	502	11,111	7,242
LEWIS	55,279	57,846	4.6	21,836	452,204	549,441	9,498	25,162	1,137	3,361	22,103
Centralia	10,809	11,606	7.4	4,591	87,105	122,623	10,565	26,709	*	*	*
Chehalis	6,100	6,529	7.0	2,441	51,567	71,460	10,945	29,275	*	*	*
LINCOLN	9,604	9,737	1.4	3,880	102,259	100,685	10,340	25,950	767	52,928	8,150
MASON	31,184	33,521	7.5	12,964	232,774	365,500	10,904	28,193	112	253	578
OKANOGAN	30,639	32,913	7.4	12,450	208,557	285,776	8,683	22,954	1,296	56,957	13,664
PACIFIC	17,237	18,149	5.3	7,493	123,858	188,924	10,410	25,213	278	2,448	
PEND OREILLE	8,580	8,722	1.7	3,165	51,587	67,201	7,705	21,233	245	504	2,153
PIERCE	485,643	513,043	5.6	188,588	3,767,360	4,942,604	9,634	26,208	1,078	12,872	26,839
Tacoma	158,501	168,968	6.6	68,755	1,218,623	1,819,774	10,770	26,468	*	*	*
SAN JUAN	7,838	8,381	6.9	3,601	69,180	97,248	11,603	27,006	121	129	1,344
SKAGIT	64,138	69,001	7.6	26,962	523,727	728,260	10,554	27,011	779	25,024	32,667
Mount Vernon	13,009	15,545	19.5	5,928	106,848	180,861	11,635	30,510	*	*	*
SKAMANIA	7,919	8,130	2.7	2,967	69,706	82,040	10,091	27,651	69	620	248
SNOHOMISH	337,016	365,965	8.6	133,821	2,758,354	4,176,161	11,411	31,207	1,246	11,577	37,916
Everett	54,413	59,383	9.1	24,495	442,967	751,793	12,660	30,692	*	*	*
SPOKANE	341,835	354,173	3.6	136,084	2,887,163	3,506,622	9,901	25,768	1,859	39,693	11,702
Spokane	171,300	177,780	3.8	75,276	1,480,869	1,979,528	11,135	26,297	*	*	*
STEVENS	28,979	31,172	7.6	10,803	240,896	238,662	7,656	22,092	1,008	4,838	10,878
THURSTON	124,264	136,159	9.6	51,983	1,285,579	1,629,082	11,964	31,337	619	5,936	17,680
Olympia	27,447	31,841	16.0	13,609	306,117	457,349	14,364	33,606	*	*	*
WAHKIAKUM	3,832	3,854	.6	1,429	24,761	39,133	10,154	27,385	150	24	4,227
WALLA WALLA	47,435	49,482	4.3	18,142	489,027	481,075	9,722	26,517	753	71,604	67,924
Walla Walla	25,618	27,463	7.2	10,443	257,354	278,937	10,157	26,710	*	*	*
WHATCOM	106,701	112,207	5.2	42,677	826,783	1,139,466	10,155	26,700	1,446	15,970	67,205
Bellingham	45,794	50,579	10.4	18,667	332,310	519,048	10,262	27,806	*	*	*
WHITMAN	40,103	41,492	3.5	14,025	406,992	405,187	9,765	28,890	1,299	112,281	10,800
Pullman	23,579	24,396	3.5	6,948	221,260	242,035	9,921	34,835	*	*	*
YAKIMA	172,508	179,414	4.0	65,156	1,247,344	1,630,422	9,087	25,023	4,301	240,904	113,960
Sunnyside	9,225	10,548	14.3	3,534	57,394	97,521	9,245	27,595	*	*	*
Yakima	49,826	53,430	7.2	21,452	401,538	599,912	11,228	27,965	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1982 Cash receipts as follows: From Crops $2.029.758.000; from Livestock & Livestock Products $993.101.000; Total $3.022.859.000. # —Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,949,644	1,980,824	1.6	713,247	13,048,900	17,052,968	8,609	23,909	20,619	46,994	118,459
METROPOLITAN STATISTICAL AREAS											
Charleston, W.V.	269,595	271,752	.8	102,481	2,301,991	2,839,442	10,449	27,707	697	1,237	1,448
Cumberland, Md.-W.V	107,782	110,406	2.4	41,002	616,842	844,212	7,646	20,590	529	1,819	1,602

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Huntington-Ashland, W.V-Ky-Oh	336,410	340,394	1.2	123,137	2,264,060	3,043,227	8,940	24,714	3,064	9,552	6,797
Parkersburg-Marietta, W.V-O.	157,914	160,048	1.4	58,301	1,129,610	1,550,360	9,687	26,592	1,428	3,740	11,385
Steubenville-Weirton, Oh-W.	163,099	165,015	1.2	59,524	1,451,656	1,655,799	10,034	27,817	641	1,869	4,344
Wheeling, W.V-Oh	185,566	186,167	.3	69,272	1,402,423	1,740,127	9,347	25,120	1,350	3,217	2,148
COUNTIES, Cities											
BARBOUR	16,639	17,188	3.3	6,041	87,199	116,888	6,801	19,349	502	603	2,229
BERKELEY	46,775	48,757	4.2	17,522	289,455	451,922	9,269	25,792	460	10,406	5,586
Martinsburg	13,063	13,056	–.1	5,259	86,136	156,972	12,023	29,848	*	*	*
BOONE	30,447	30,395	–.2	10,404	157,016	251,202	8,265	24,145	39	63	30
BRAXTON	13,894	14,450	4.0	5,224	79,570	90,672	6,275	17,357	345	179	1,215
BROOKE	31,117	31,324	.7	10,919	249,515	301,308	9,619	27,595	83	125	742
CABELL	106,835	107,883	1.0	41,542	830,299	1,051,055	9,743	25,301	382	641	
1Huntington	63,684	60,528	–5.0	24,912	506,234	683,803	11,297	27,449	*	*	*
CALHOUN	8,250	8,536	3.5	3,069	45,012	53,959	6,321	17,582	176	78	420
CLAY	11,265	11,930	5.9	4,003	53,729	63,505	5,323	15,864	87	111	
DODDRIDGE	7,433	7,975	7.3	2,882	45,469	52,538	6,588	18,230	245	82	
FAYETTE	57,863	57,959	.2	20,300	277,578	447,358	7,719	22,037	232	129	
GILMER	8,334	8,418	1.0	2,961	45,821	51,552	6,124	17,410	220	84	953
GRANT	10,210	10,345	1.3	3,676	69,054	72,838	7,041	19,814	358	196	2,479
GREENBRIER	37,665	39,293	4.3	14,450	270,338	307,237	7,819	21,262	754	516	
Lewisburg	3,065	3,453	12.7	1,381	20,713	27,000	7,819	19,551	*	*	*
Ronceverte	2,312	2,540	9.9	920	15,313	19,861	7,819	21,588	*	*	*
White Sulphur Springs	3,371	3,882	15.2	1,495	23,426	30,355	7,819	20,304	*	*	*
HAMPSHIRE	14,867	15,816	6.4	5,650	102,233	117,062	7,401	20,719	511	6,399	2,944
HANCOCK	40,418	41,444	2.5	14,929	369,349	449,091	10,836	30,082	82	460	188
2Weirton	25,371	25,351	–.1	9,214	250,197	323,926	12,778	35,156	*	*	*
HARDY	10,030	10,494	4.6	3,795	60,618	70,617	6,729	18,608	463	650	5,242
HARRISON	77,710	79,627	2.5	29,753	505,987	685,546	8,609	23,041	561	223	2,827
Clarksburg	22,371	22,033	–1.5	9,544	171,643	262,166	11,899	27,469	*	*	*
JACKSON	25,794	27,458	6.5	9,453	162,570	248,815	9,062	26,321	642	486	
JEFFERSON	30,302	32,022	5.7	10,779	185,003	288,450	9,008	26,760	371	6,732	10,425
KANAWHA	231,414	232,070	.3	88,653	2,019,117	2,496,024	10,755	28,155	195	362	469
Charleston	63,968	61,506	–3.9	26,294	666,389	907,394	14,753	34,510	*	*	*
LEWIS	18,813	19,419	3.2	7,063	121,364	142,318	7,329	20,150	379	195	2,551
LINCOLN	23,675	24,155	2.0	7,969	131,317	152,774	6,325	19,171	300	640	246
LOGAN	50,679	49,894	–1.6	16,504	254,976	406,614	8,150	24,637	27	20	147
Logan	3,029	2,887	–4.7	1,237	22,310	40,093	13,887	32,411	*	*	*
MCDOWELL	49,899	48,756	–2.3	15,986	218,262	341,862	7,012	21,385	N.A.	N.A.	N.A.
Welch	3,885	3,705	–4.6	1,518	23,661	28,077	7,578	18,496	*	*	*
MARION	65,789	66,190	.6	25,102	423,806	582,851	8,806	23,219	349	272	1,063
Fairmont	23,863	23,215	–2.7	9,746	179,957	276,112	11,894	28,331	*	*	*
MARSHALL	41,608	41,319	–.7	14,578	271,973	364,012	8,810	24,970	429	499	2,148
Moundsville	12,419	11,932	–3.9	4,354	102,436	136,980	11,480	31,461	*	*	*
MASON	27,045	27,502	1.7	9,807	202,263	226,214	8,225	23,067	685	1,869	6,209
Point Pleasant	5,682	5,616	–1.2	2,156	38,458	48,203	8,583	22,358	*	*	*
MERCER	73,942	75,655	2.3	27,603	426,751	675,121	8,924	24,458	325	185	
3Bluefield	16,060	16,482	2.6	6,424	111,200	196,750	11,937	30,627	*	*	*
MINERAL	27,234	27,587	1.3	9,802	200,329	227,221	8,237	23,181	282	434	
Keyser	6,569	6,645	1.2	2,530	41,531	53,281	8,018	21,060	*	*	*
MINGO	37,336	37,176	–.4	12,134	159,512	254,677	6,851	20,989	N.A.	N.A.	N.A.
Williamson	5,219	4,987	–4.5	2,015	28,125	35,240	7,066	17,489	*	*	*
MONONGALIA	75,024	77,123	2.8	28,540	496,206	690,106	8,948	24,180	362	480	1,453
Morgantown	27,605	27,698	.3	9,887	176,449	278,819	10,066	28,201	*	*	*
MONROE	12,873	13,318	3.5	4,708	78,428	88,127	6,617	18,719	680	545	8,957
MORGAN	10,711	10,970	2.4	3,988	57,346	90,747	8,272	22,755	150	2,574	508
NICHOLAS	28,126	28,172	.2	9,692	184,662	213,790	7,589	22,058	300	194	1,405
OHIO	61,389	62,274	1.4	23,789	440,000	585,999	9,410	24,633	163	1,337	
Wheeling	43,070	41,815	–2.9	17,226	317,677	446,565	10,680	25,924	*	*	*
PENDLETON	7,910	8,012	1.3	2,961	48,041	53,870	6,724	18,193	645	319	5,650
PLEASANTS	8,236	8,434	2.4	2,864	89,187	56,655	6,717	19,782	76	176	
POCAHONTAS	9,919	10,041	1.2	3,676	53,168	73,490	7,319	19,992	436	189	2,985
PRESTON	30,460	31,168	2.3	10,731	161,828	223,035	7,156	20,784	721	872	
PUTNAM	38,181	39,682	3.9	13,828	282,874	343,418	8,654	24,835	502	875	979
RALEIGH	86,821	86,506	–.4	30,692	481,487	770,295	8,905	25,098	257	459	
Beckley	20,492	20,642	.7	8,447	152,018	281,146	13,620	33,284	*	*	*
RANDOLPH	28,734	29,578	2.9	10,232	187,360	213,890	7,231	20,904	379	308	
Elkins	8,536	8,878	4.0	3,166	51,685	65,966	7,430	20,836	*	*	*
RITCHIE	11,442	11,562	1.0	4,288	72,203	80,152	6,932	18,692	314	109	1,208
ROANE	15,952	16,228	1.7	5,718	96,424	112,362	6,924	19,651	454	152	1,694
SUMMERS	15,875	15,908	.2	5,406	92,921	106,449	6,692	19,691	317	302	1,460
TAYLOR	16,584	17,188	3.6	6,143	92,412	126,529	7,361	20,597	232	1,717	
Grafton	6,845	7,255	6.0	2,757	42,161	54,075	7,453	19,614	*	*	*
TUCKER	8,675	9,058	4.4	3,279	58,923	63,516	7,012	19,371	170	157	735
TYLER	11,320	11,578	2.3	4,090	110,005	74,033	6,394	18,101	268	160	1,172
UPSHUR	23,427	24,555	4.8	8,616	156,103	183,137	7,458	21,255	367	174	1,682
WAYNE	46,021	47,358	2.9	16,471	285,290	374,809	7,914	22,756	175	218	870
WEBSTER	12,245	12,264	.2	4,285	63,293	72,379	5,902	16,891	99	63	166
WETZEL	21,874	22,681	3.7	8,088	240,404	155,227	6,844	19,192	242	104	538
WIRT	4,922	5,439	10.5	1,860	24,494	34,417	6,328	18,504	210	301	1,131
WOOD	93,648	95,051	1.5	35,129	703,816	938,207	9,871	26,707	430	773	2,714
Parkersburg	39,967	39,035	–2.3	16,012	309,560	442,291	11,331	27,622	*	*	*
WYOMING	35,993	35,639	–1.0	11,620	176,540	287,026	8,054	24,701	40	18	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1982 Cash receipts as follows: From Crops $54,952,000; from Livestock & Livestock Products $170,457,000; Total $225,409,000. #—Included in county totals.

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* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1984 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1984 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,865,964	3.4	1,748,182	36,225,119	47,756,086	9,814	27,318	90,006	677,420	2,678,174
STANDARD METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh-Neenah, Wi	291,325	301,781	3.6	105,355	2,081,408	2,944,111	9,756	27,945	4,068	27,701	103,613
Duluth, Mn-Wi	266,650	269,122	.9	101,159	1,890,937	2,334,009	8,673	23,073	1,378	3,896	8,879
Eau Claire, Wi	130,507	138,107	5.8	48,157	748,184	1,178,073	8,530	24,463	2,953	12,944	89,757
Green Bay, Wi	175,280	181,314	3.4	63,467	1,290,454	1,808,752	9,976	28,499	1,459	7,416	52,587
Janesville-Beloit, .	139,420	141,736	1.7	50,963	815,745	1,269,933	8,960	24,919	1,691	32,891	53,837
Kenosha, Wi	123,137	127,081	3.2	45,441	1,153,868	1,211,501	9,533	26,661	586	10,847	15,104
La Crosse, Wi	91,056	95,095	4.4	34,234	726,573	916,300	9,636	26,766	899	4,372	29,530
Madison, Wi	323,545	335,847	3.8	128,123	3,782,212	3,726,630	11,096	29,086	3,286	46,505	133,183
Milwaukee, Wi	1,397,143	1,432,585	2.5	525,230	11,057,895	16,383,254	11,436	31,193	3,035	42,410	64,865
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,204,811	3.1	812,167	18,890,983	26,725,718	12,122	32,907	11,515	133,299	210,774
Racine, Wi	173,132	178,731	3.2	62,737	1,397,829	1,867,128	10,447	29,761	886	23,694	
Sheboygan, Wi	100,935	104,683	3.7	37,689	688,147	1,017,287	9,718	26,992	1,454	8,286	48,758
Wausau, Wi	111,270	114,761	3.1	39,804	731,531	1,014,261	8,838	25,481	3,256	14,478	102,869
COUNTIES, Cities											
ADAMS	13,457	14,396	7.0	5,345	91,927	111,238	7,727	20,812	457	12,145	6,109
ASHLAND	16,783	17,743	5.7	6,672	96,817	124,810	7,034	18,707	315	593	3,966
Ashland	9,115	9,447	3.6	3,214	55,736	66,958	7,088	20,833	*	*	*
BARRON	38,730	40,542	4.7	14,766	272,621	318,902	7,866	21,597	1,876	8,109	
BAYFIELD	13,822	14,700	6.4	5,549	83,427	104,131	7,084	18,766	489	1,335	6,254
BROWN	175,280	181,314	3.4	63,467	1,290,454	1,808,752	9,976	28,499	1,459	7,416	52.587
Green Bay	87,899	90,956	3.5	35,110	656,173	994,457	10,933	28,324	*	*	*
BUFFALO	14,309	14,738	3.0	5,218	95,402	112,693	7,646	21,597	1,146	6,518	43,271
BURNETT	12,340	12,827	3.9	4,816	73,462	86,622	6,753	17,986	511	1,551	
CALUMET	30,867	32,631	5.7	10,470	205,615	303,449	9,299	28,983	1,090	4,918	
CHIPPEWA	51,702	54,431	5.3	18,367	280,651	440,450	8,092	23,981	1,806	6,011	62,238
Chippewa Falls	11,845	12,276	3.6	4,438	70,139	128,505	10,468	28,956	*	*	*
CLARK	32,910	34,894	6.0	11,915	174,118	250,249	7,172	21,003	2,528	4,794	82,508
COLUMBIA	43,222	44,988	4.1	16,497	315,090	408,826	9,087	24,782	1,742	23,982	60,969
Portage	7,896	8,246	4.4	3,094	60,182	74,868	9,079	24,198	*	*	*
CRAWFORD	16,556	17,774	7.4	6,273	132,228	125,177	7,043	19,955	1,173	5,530	27,064
DANE	323,545	335,847	3.8	128,123	3,782,212	3,726,630	11,096	29,086	3,286	46,505	133,183
Madison	170,616	176,504	3.5	69,795	2,007,252	2,155,019	12,209	30,876	*	*	*
DODGE	74,747	78,110	4.5	26,450	550,982	713,911	9,140	26,991	2,487	20,314	104,911
Beaver Dam	14,149	14,737	4.2	5,478	118,534	179,368	12,171	32,743	*	*	*
DOOR	25,029	25,942	3.6	9,730	196,891	237,464	9,154	24,405	1,107	9,551	19,004
DOUGLAS	44,421	45,618	2.7	17,284	386,447	418,426	9,172	24,209	371	991	3,365
Superior	29,571	29,366	–.7	9,879	231,981	269,013	9,161	27,231	*	*	*
DUNN	34,314	35,962	4.8	11,896	233,043	275,559	7,663	23,164	1,758	11,732	53,850
EAU CLAIRE	78,805	83,676	6.2	29,790	467,533	737,623	8,815	24,761	1,147	6,933	27,519
Eau Claire	51,509	54,692	6.2	19,766	315,202	531,536	9,719	26,891	*	*	*
FLORENCE	4,172	4,494	7.7	1,645	27,942	32,625	7,260	19,833	120	503	
FOND DU LAC	88,952	92,144	3.6	31,637	574,253	349,609	9,220	26,855	2,083	16,698	76,727
Fond du Lac	35,863	37,292	4.0	13,547	245,741	407,119	10,917	30,052	*	*	*
FOREST	9,044	9,714	7.4	3,294	45,113	58,548	6,027	17,774	146	291	1,831
GRANT	51,736	53,257	2.9	17,598	448,828	424,315	7,967	24,112	2,569	12,451	117,900
GREEN	30,012	31,131	3.7	11,368	312,755	294,295	9,453	25,888	1,567	8,871	73,139
Monroe	10,027	10,922	8.9	4,467	125,517	134,720	12,335	30,159	*	*	*
GREEN LAKE	18,370	19,248	4.8	7,176	137,068	165,693	8,608	23,090	741	7,203	25,284
IOWA	19,802	20,434	3.2	7,163	190,154	172,419	8,438	24,071	1,432	11,837	60,278
IRON	6,730	7,030	4.5	2,872	38,417	47,822	6,803	16,651	62	329	
Hurley	2,015	1,963	–2.6	546	11,366	13,353	6,802	24,456	*	*	*
JACKSON	16,831	17,391	3.3	6,450	124,294	141,257	8,122	21,900	969	6,131	24,206
JEFFERSON	66,152	67,965	2.7	23,418	506,355	632,763	9,310	27,020	1,743	26,030	46,911
Fort Atkinson	9,785	10,282	5.1	3,832	80,329	100,773	9,801	26,298	*	*	*
Watertown	18,113	19,525	7.8	6,551	139,905	204,004	10,448	31,141	*	*	*
JUNEAU	21,039	21,299	1.2	7,862	148,773	166,493	7,817	21,177	886	6,129	20,609
KENOSHA	123,137	127,081	3.2	45,441	1,153,868	1,211,501	9,533	26,661	586	10,847	15,104
Kenosha	77,685	79,733	2.6	27,973	692,079	787,138	9,872	28,139	*	*	*
KEWAUNEE	19,539	20,129	3.0	6,857	149,162	180,797	8,982	26,367	1,184	5,679	37,297
LA CROSSE	91,056	95,095	4.4	34,234	726,573	916,300	9,636	26,766	899	4,372	29,530
La Crosse	48,347	49,430	2.2	18,919	389,439	535,490	10,833	28,304	*	*	*
LAFAYETTE	17,412	17,882	2.7	6,137	149,106	140,164	7,838	22,839	1,390	15,359	73,753
LANGLADE	19,978	20,285	1.5	7,351	117,522	146,209	7,208	19,890	600	10,757	
Antigo	8,653	8,658	.1	2,575	51,501	62,436	7,211	24,247	*	*	*
LINCOLN	26,311	27,848	5.8	10,064	177,176	220,690	7,925	21,929	615	2,142	
Merrill	9,578	10,166	6.1	3,034	64,931	81,281	7,995	26,790	*	*	*
MANITOWOC	82,918	85,488	3.1	30,083	529,332	786,929	9,205	26,159	1,829	9,761	63,091
Manitowoc	32,547	33,217	2.1	12,726	225,587	358,005	10,778	28,132	*	*	*
Two Rivers	13,354	13,689	2.5	4,966	89,992	144,913	10,586	29,181	*	*	*
MARATHON	111,270	114,761	3.1	39,804	731,531	1,014,261	8,838	25,481	3,256	14,478	102,869
Wausau	32,426	33,301	2.7	13,259	245,773	386,860	11,617	29,177	*	*	*
MARINETTE	39,314	41,502	5.6	15,295	266,563	327,016	7,880	21,381	877	3,295	18,002
Marinette	11,965	12,352	3.2	3,345	65,739	92,526	7,499	27,691	*	*	*
MARQUETTE	11,672	12,101	3.7	4,606	86,435	97,667	8,071	21,204	586	6,475	
MENOMINEE	3,373	3,918	16.2	934	14,503	17,389	4,438	18,618	N.A.	N.A.	N.A.
MILWAUKEE	964,988	986,241	2.2	380,395	7,466,454	10,952,030	11,105	28,791	186	5,829	644
Milwaukee	636,236	619,822	–2.6	243,680	4,449,064	6,528,859	10,533	26,793	*	*	*
MONROE	35,074	37,007	5.5	12,829	255,243	301,010	8,134	23,463	1,792	8,456	47,218

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OCONTO	28,947	29,429	1.7	10,420	179,675	217,540	7,392	20,877	1,373	6,710	37,577
ONEIDA	31,216	32,817	5.1	12,312	218,403	273,169	8,324	22,187	124	3,149	1,085
Rhinelander	7,873	8,144	3.4	3,274	72,218	97,248	11,941	29,703	*	*	*
OUTAGAMIE	128,726	133,816	4.0	45,584	915,509	1,301,354	9,725	28,548	1,859	13,595	70,915
Appleton	58,913	61,918	5.1	22,670	467,520	720,111	11,630	31,765	*	*	*
OZAUKEE	66,981	69,361	3.6	23,037	585,540	906,890	13,075	39,367	601	6,962	16,016
PEPIN	7,477	7,498	.3	2,652	55,244	59,489	7,934	22,432	512	2,823	14,228
PIERCE	31,149	32,364	3.9	10,451	234,726	275,270	8,505	26,339	1,498	9,521	40,734
POLK	32,351	33,917	4.8	12,201	227,342	271,096	7,993	22,219	1,824	7,368	44,625
PORTAGE	57,420	59,155	3.0	19,235	431,142	507,279	8,575	26,373	1,240	26,924	24,875
Stevens Point	22,970	23,467	2.2	7,547	181,927	239,836	10,220	31,779	*	*	*
PRICE	15,788	16,259	3.0	6,035	94,950	115,807	7,123	19,189	634	754	10,912
RACINE	173,132	178,731	3.2	62,737	1,397,829	1,867,128	10,447	29,761	886	23 694	
Racine	85,725	85,028	−.8	31,855	673,784	977,508	11,496	30,686	*	*	*
RICHLAND	17,476	18,219	4.3	6,660	115,600	138,360	7,594	20,775	1,343	5,014	
ROCK	139,420	141,736	1.7	50,963	815,745	1,269,933	8,960	24,919	1,691	32,891	53,837
Beloit	35,207	35,565	1.0	13,035	198,842	326,798	9,189	25,071	*	*	*
Janesville	51,071	53,644	5.0	19,490	319,061	541,018	10,085	27,759	*	*	*
RUSK	15,589	15,822	1.5	5,513	86,838	105,221	6,650	19,086	840	1,150	20,395
ST. CROIX	43,872	45,816	4.4	15,373	313,091	448,158	9,782	29,152	1,736	11,514	51,401
SAUK	43,469	44,941	3.4	16,377	354,121	408,313	9,086	24,932	1,713	9,673	64,043
Baraboo	8,081	8,415	4.1	3,170	60,496	76,072	9,040	23,997	*	*	*
SAWYER	12,843	14,156	10.2	5,266	72,674	95,234	6,727	18,085	231	1,199	
SHAWANO	35,928	36,763	2.3	12,984	251,211	298,479	8,119	22,988	1,856	5,687	63,128
Shawano	7,013	7,375	5.2	2,566	47,578	59,902	8,122	23,345	*	*	*
SHEBOYGAN	100,935	104,683	3.7	37,689	688,147	1,017,287	9,718	26,992	1,454	8,286	48,758
Sheboygan	48,085	49,710	3.4	18,930	335,607	546,205	10,988	28,854	*	*	*
TAYLOR	18,817	19,537	3.8	6,556	100,926	140,474	7,190	21,427	1,255	1,373	37,673
TREMPEALEAU	26,158	27,277	4.3	9,733	176,659	207,876	7,621	21,358	1,682	9,573	50,176
VERNON	25,642	27,490	7.2	10,185	172,709	206,995	7,530	20,324	2,462	11,150	53,967
VILAS	16,535	17,908	8.3	6,902	106,469	137,902	7,701	19,980	52	1,631	252
WALWORTH	71,507	74,043	3.5	26,313	536,349	697,052	9,414	26,491	1,152	25,661	37,879
WASHBURN	13,174	13,622	3.4	5,117	83,824	102,407	7,518	20,013	412	1,101	
WASHINGTON	84,848	88,118	3.9	28,375	623,012	944,499	10,719	33,286	1,185	8,410	31,116
WAUKESHA	280,326	288,865	3.0	93,423	2,382,889	3,579,835	12,393	38,319	1,063	21,209	17,089
Waukesha	50,365	51,863	3.0	18,495	408,210	685,015	13,208	37,038	*	*	*
WAUPACA	42,831	44,583	4.1	15,882	306,377	372,758	8,361	23,470	1,711	7,680	46,585
WAUSHARA	18,526	18,881	1.9	7,256	135,966	151,425	8,020	20,869	837	18,398	15,467
WINNEBAGO	131,732	135,334	2.7	49,301	960,284	1,339,308	9 896	27,166	1,119	9,188	32,698
Menasha	12,307	11,793	−4.2	5,324	111,469	161,465	13,692	30,328	*	*	*
Neenah	23,272	24,006	3.2	8,539	191,255	288,154	12,003	33,746	*	*	*
Oshkosh	49,678	49,660		18,444	338,801	501,205	10,093	27,174	*	*	*
WOOD	72,799	75,245	3.4	26,509	495,517	696,834	9,261	26,287	1,349	8,451	34,250
Marshfield	18,290	19,927	9.0	7,524	139,961	216,872	10,883	28,824	*	*	*
Wisconsin Rapid	17,995	18,365	2.1	7,178	143,692	218,625	11,904	30,458	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1982 Cash receipts as follows. From Crops $1,143,411,000; from Livestock & Livestock Products $4,103,752,000; Total $5,247,163,000 # —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	470,816	524,081	11.3	189,098	4,085,363	6,026,064	11,498	31,867	8,500	91,479	443,980
METROPOLITAN STATISTICAL AREAS											
Casper, Wy	71,856	79,377	10.5	29,215	734,406	1,086,742	13,691	37,198	260	1,002	16,506
COUNTIES, Cities											
ALBANY	29,062	31,743	9.2	11,854	240,083	341,991	10,774	28,850	215	629	21,624
Laramie	24,410	27,094	11.0	9,651	193,573	287,543	10,613	29,794	*	*	*
BIG HORN	11,896	13,243	11.3	4,651	81,028	117,590	8,879	25,283	504	11,306	14,876
CAMPBELL	24,367	31,083	27.6	10,500	256,615	409,152	13,163	38,967	382	2,481	21,753
Gillette	12,134	15,478	27.6	5,365	153,018	202,721	13,097	37,786	*	*	*
CARBON	21,896	23,737	8.4	8,343	186,995	275,517	11,607	33,024	253	623	35,099
Rawlins	11,547	13,738	19.0	4,503	112,274	160,861	11,709	35,723	*	*	*
CONVERSE	14,069	15,826	12.5	5,379	114,623	170,036	10,744	31,611	274	766	17,385
CROOK	5,308	5,727	7.9	2,059	39,514	54,539	9,523	26,488	412	1,712	16,831
FREMONT	40,251	42,517	5.6	14,370	315,878	447,022	10,514	31,108	757	6,651	26,126
Riverton	9,247	10,264	11.0	3,789	78,864	111,174	10,831	29,341	*	*	*
GOSHEN	12,040	13,109	8.9	4,949	83,777	122,613	9,353	24,775	728	15,934	35,546
HOT SPRINGS	5,710	6,367	11.5	2,481	44,676	63,342	9,948	25,531	117	680	8,574
JOHNSON	6,700	7,265	8.4	2,781	55,146	79,858	10,992	28,716	247	668	18,701
LARAMIE	68,649	74,504	8.5	28,127	576,520	856,205	11,492	30,441	531	8,506	17,608
Cheyenne	47,283	53,472	13.1	20,905	424,083	669,256	12,516	32,014	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs 80	1985 number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	12,177	13,781	13.2	4,452	86,167	129,895	9,426	29,177	487	2,214	13,244
NATRONA	71,856	79,377	10.5	29,215	734,406	1,086,742	13,691	37,198	260	1,002	16,506
Casper	51,016	59,883	17.4	22,067	538,557	844,895	14,109	38,288	*	*	*
NIOBRARA	2,924	3,293	12.6	1,347	21,159	32,612	9,903	24,211	270	1,287	16,393
PARK	21,639	23,902	10.5	8,778	172,052	256,801	10,744	29,255	586	14,915	40,411
PLATTE	11,975	12,288	2.6	4,600	91,926	131,326	10,687	28,549	430	5,895	23,492
SHERIDAN	25,048	28,055	12.0	10,759	204,591	299,370	10,671	27,825	481	1,828	22,516
Sheridan	15,146	18,385	21.4	7,047	122,251	199,180	10,834	28,265	*	*	*
SUBLETTE	4,548	4,916	8.1	1,753	42,545	56,156	11,423	32,034	198	777	14,886
SWEETWATER	41,723	46,634	11.8	16,028	384,272	566,219	12,142	35,327	129	291	
Rock Springs	19,458	21,748	11.8	7,968	195,445	327,489	15,058	41,101	*	*	*
TETON	9,355	10,942	17.0	4,468	99,450	151,980	13,890	34,015	103	508	
UINTA	13,021	17,644	35.5	5,709	120,344	187,706	10,639	32,879	244	218	9,059
WASHAKIE	9,496	10,457	10.1	3,715	74,122	106,850	10,218	28,762	213	9,936	27,057
Worland	6,391	7,471	16.9	2,607	57,112	76,782	10,277	29,452	*	*	*
WESTON	7,106	7,671	8.0	2,780	59,474	82,542	10,760	29,691	224	649	16,739

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1982 Cash receipts as follows: From Crops $115,744,000; from Livestock & Livestock Products $414,551,000; Total $530,295,000. #—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs. 81	1985 Number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 Estimate income per household	Number of farms 1981 Census	1982 cash receipts of crops (Thousands)	1982 cash receipts of livestock (Thousands)
CANADA TOTALS	24,343,181	25,240,115	3.6	8,763,333	192,572,000	279,191,176	11,061	31,860	318,361	8,403,465	9,491,115
CANADIAN METROPOLITAN AREAS											
Calgary	592,743	665,270	12.2	194,209	6,537,845	9,301,514	13,982	47,894	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	135,172	138,640	2.6	42,274	1,362,742	1,953,217	14,088	46,204	N.A.	N.A.	N.A.
Edmonton	657,057	713,797	8.6	207,603	6,957,574	9,310,949	13,044	44,850	N.A.	N.A.	N.A.
Halifax	277,727	287,460	3.5	82,151	2,101,491	2,506,679	8,720	30,513	N.A.	N.A.	N.A.
Hamilton	542,095	553,221	2.1	198,056	5,062,330	7,036,100	12,718	35,526	N.A.	N.A.	N.A.
Kitchener	287,801	300,100	4.3	109,356	2,358,484	3,438,244	11,457	31,441	N.A.	N.A.	N.A.
London	283,668	294,256	3.7	112,880	2,438,785	3,531,306	12,001	31,264	N.A.	N.A.	N.A.
Montreal	2,828,349	2,822,193	–.2	1,052,783	22,051,410	30,043,276	10,645	28,537	N.A.	N.A.	N.A.
Oshawa	154,217	168,460	9.2	55,186	1,394,954	2,215,115	13,149	40,139	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	738,351	2.8	278,831	7,597,749	10,786,864	14,609	38,686	N.A.	N.A.	N.A.
Quebec	576,075	595,184	3.3	224,646	3,900,333	5,614,422	9,433	24,992	N.A.	N.A.	N.A.
Regina	164,313	176,780	7.6	54,797	1,703,950	2,363,705	13,371	43,136	N.A.	N.A.	N.A.
St Catherines-Niagara	304,353	307,210	.9	107,863	1,838,861	2,522,578	8,211	23,387	N.A.	N.A.	N.A.
St John	114,048	116,220	1.9	29,524	1,240,074	1,402,336	12,066	47,498	N.A.	N.A.	N.A.
St John's	154,820	164,794	6.4	43,478	1,032,091	1,453,043	8,817	33,420	N.A.	N.A.	N.A.
Saskatoon	154,210	171,819	11.4	55,697	1,570,968	2,325,820	13,536	41,758	N.A.	N.A.	N.A.
Sudbury	149,923	145,588	–2.9	47,167	1,273,818	1,613,178	11,080	34,201	N.A.	N.A.	N.A.
Thunder Bay	121,379	123,350	1.6	42,675	1,137,419	1,579,918	12,808	37,022	N.A.	N.A.	N.A.
Toronto	2,998,947	3,150,732	5.1	1,145,787	28,920,688	41,570,075	13,194	36,281	N.A.	N.A.	N.A.
Trois-Rivieres	111,453	114,340	2.6	40,874	1,022,830	1,453,625	12,713	35,564	N.A.	N.A.	N.A.
Vancouver	1,268,183	1,308,214	3.2	401,275	12,435,106	15,349,247	11,733	38,251	N.A.	N.A.	N.A.
Victoria	233,481	238,392	2.1	78,575	2,215,955	2,683,660	11,257	34,154	N.A.	N.A.	N.A.
Windsor	246,110	245,953	–.1	86,845	2,429,846	3,271,777	13,302	37,674	N.A.	N.A.	N.A.
Winnipeg	548,842	608,718	10.9	209,127	5,363,337	7,284,097	11,966	34,831	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,470,549	10.4	826,761	18,724,424	28,491,060	11,532	34,461	58,056	1,912,585	1,714,832
Calgary	592,743	665,270	12.2	194,210	6,475,937	8,332,386	12,525	42,904	*	*	*
Edmonton	532,246	570,499	7.2	172,523	5,577,668	6,719,081	11,778	38,946	*	*	*
Fort McMurray	31,000	41,267	33.1	10,182	120,552	188,713	4,573	18,534	*	*	*
Grande Prairie	24,263	28,403	17.1	7,624	224,992	303,702	10,693	39,835	*	*	*
Lethbridge	54,072	57,683	6.7	17,260	504,217	612,523	10,619	35,488	*	*	*
Medicine Hat	40,380	44,813	11.0	13,431	326,295	414,481	9,249	30,860	*	*	*
Red Deer	46,393	55,151	18.9	15,562	476,923	655,207	11,880	42,103	*	*	*
BRITISH COLUMBIA	2,744,467	2,871,279	4.6	1,027,340	23,309,710	34,189,627	11,907	33,280	20,012	285,822	554,795
Cranbrook	15,915	16,965	6.6	4,705	165,341	203,313	11,984	43,212	*	*	*
Dawson Creek	11,373	11,684	2.7	3,326	83,967	99,063	8,479	29,784	*	*	*
Fort St. John	13,891	16,950	22.0	4,479	118,088	169,374	9,993	37,815	*	*	*
Kamloops	64,048	66,485	3.8	18,191	566,614	676,241	10,171	37,174	*	*	*
Kelowna	59,196	62,804	6.1	18,973	461,760	564,862	8,994	29,772	*	*	*
Kimberley	7,375	7,378		2,199	57,366	65,694	8,904	29,874	*	*	*
Nanaimo	47,069	50,619	7.5	15,227	457,081	567,716	11,215	37,284	*	*	*
Nelson	9,143	8,855	–3.2	2,775	99,573	109,935	12,415	39,616	*	*	*
New Westminister	38,550	37,713	–2.2	14,347	102,317	449,323	11,914	31,318	*	*	*
Penticton	23,181	23,851	2.9	7,711	96,923	232,708	9,757	30,179	*	*	*
Port Alberni	19,892	19,298	–3.0	5,322	213,182	235,859	12,222	44,276	*	*	*
Prince George	67,559	71,233	5.4	18,591	685,205	832,319	11,684	44,770	*	*	*
Prince Rupert	16,197	16,808	3.8	4,390	169,078	201,750	12,003	45,957	*	*	*
Terrace	10,914	11,109	1.8	2,767	98,260	114,732	10,328	41,464	*	*	*
Trail	9,599	9,107	–5.1	2,857	118,358	127,698	14,022	44,697	*	*	*
Vancouver	414,281	407,281	–1.7	137,636	4,457,973	5,005,874	12,291	36,370	*	*	*
Vernon	19,987	21,110	5.6	6,611	160,644	195,505	9,261	29,573	*	*	*
Victoria	64,379	64,075	–.5	26,441	639,741	728,348	11,367	27,546	*	*	*

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1985	% Pop. Change 85 vs. 81	1985 Number of households	E&P 1980 estimate (Thousands)	E&P 1984 estimate (Thousands)	Income per capita	E&P 1984 Estimate income per household	Number of farms 1981 Census	1982 cash receipts of crops (Thousands)	1982 cash receipts of livestock (Thousands)
MANITOBA	1,026,241	1,063,038	3.6	376,298	7,780,940	11,547,423	10,863	30,687	29,442	1,004,805	665,664
Brandon	36,242	38,410	6.0	13,135	277,596	382,489	9,958	29,120	*	*	*
Dauphin	8,971	9,129	1.8	3,275	82,793	109,002	11,940	33,283	*	*	*
Flin Flon	7,894	7,965	.9	2,590	76,998	100,401	12,605	38,765	*	*	*
Portage La Prair	13,086	13,880	6.1	4,476	92,906	128,123	9,231	28,624	*	*	*
Roblin	1,953	2,001	2.5	721	11,924	15,824	7,908	21,947	*	*	*
Swan River	3,782	3,934	4.0	1,368	28,461	38,406	9,763	28,075	*	*	*
Thompson	14,288	12,915	-9.6	3,462	51,779	59,617	4,616	17,220	*	*	*
Winnipeg	564,473	585,449	3.7	201,132	4,779,752	6,428,537	10,981	31,962	*	*	*
NEW BRUNSWICK	696,403	716,801	3.2	218,373	4,182,945	6,098,557	8,484	27,927	4,063	62,495	116,653
Fredericton	43,723	43,188	−1.2	12,574	420,709	475,164	11,002	37,789	*	*	*
Moncton	54,743	54,566	−.3	15,340	589,806	672,892	12,332	43,865	*	*	*
Saint John	80,521	77,811	−3.4	21,148	770,779	849,315	10,915	40,161	*	*	*
NEWFOUNDLAND	567,681	586,282	3.3	156,779	3,067,226	4,375,980	7,464	27,912	679		
Corner Brook	24,339	24,110	−1.0	6,278	172,655	217,461	9,020	34,639	*	*	*
St. John's	83,770	83,404	−.4	23,264	502,835	701,307	8,409	30,146	*	*	*
NOVA SCOTIA	847,442	869,300	2.6	277,353	5,560,538	7,798,955	8,972	28,119	5,045	43,835	183,787
Amherst	9,684	9,349	−3.5	2,700	69,903	75,784	8,106	28,068	*	*	*
Halifax	114,594	113,390	−1.1	35,711	895,770	998,123	8,803	27,950	*	*	*
New Glasgow	10,464	10,418	−.4	2,901	83,191	93,341	8,960	32,175	*	*	*
Sydney	29,444	28,894	−1.9	7,513	305,812	337,605	11,684	44,936	*	*	*
Truro	12,552	12,470	−.7	3,850	108,341	121,241	9,723	31,491	*	*	*
ONTARIO	8,625,107	8,915,907	3.4	3,184,383	74,284,652	107,752,435	12,085	33,838	82,448	1,564,330	3,155,296
Barrie	38,423	41,464	7.9	14,440	480,566	498,834	12,031	34,545	*	*	*
Belleville	34,881	34,702	−.5	13,215	337,076	453,130	13,058	34,289	*	*	*
Brampton	149,030	182,364	22.4	53,717	1,601,378	2,719,699	14,914	50,630	*	*	*
Brantford	74,315	78,188	5.2	27,844	611,940	875,736	11,200	31,452	*	*	*
Brockville	19,896	19,963	.3	7,691	176,162	239,055	11,975	31,082	*	*	*
Cambridge	77,183	80,917	4.8	26,716	744,345	1,060,979	13,112	39,713	*	*	*
Chatham	40,952	42,732	4.3	15,126	342,321	485,369	11,358	32,088	*	*	*
Cobourg	11,385	11,401	.1	4,124	77,688	105,197	9,227	25,508	*	*	*
Cornwall	46,144	46,328	.4	16,191	396,349	538,255	11,618	33,244	*	*	*
Fort Frances	8,906	8,651	-2.9	3,134	71,727	93,853	10,849	29,947	*	*	*
Guelph	71,207	74,105	4.1	26,501	581,753	822,375	11,097	31,032	*	*	*
Hamilton	306,434	303,615	−.9	112,905	2,851,320	3,815,335	12,566	33,792	*	*	*
Ingersoll	8,494	8,738	2.9	3,068	86,836	121,184	13,869	39,499	*	*	*
Kenora	9,817	9,353	−4.7	3,458	82,022	105,029	11,229	30,373	*	*	*
Kingston	52,616	50,500	−4.0	20,963	508,943	657,130	13,012	31,347	*	*	*
Kirkland Lake	12,219	11,390	-6.8	4,340	196,642	245,646	21,567	56,600	*	*	*
Kitchener	139,734	145,899	4.4	52,221	1,139,183	1,616,329	11,078	30,952	*	*	*
Lindsay	13,596	14,030	3.2	5,416	96,192	134,716	9,602	24,874	*	*	*
London	254,280	265,181	4.3	101,168	2,148,087	3,043,739	11,478	30,086	*	*	*
Niagara Falls	70,960	72,324	1.9	25,348	632,116	872,955	12,070	34,439	*	*	*
North Bay	51,268	51,190	−.2	17,100	503,645	679,764	13,279	39,752	*	*	*
Orillia	23,955	23,720	−1.0	8,377	125,200	167,417	7,058	19,985	*	*	*
Oshawa	117,519	125,496	6.8	41,813	1,144,318	1,665,204	13,269	39,825	*	*	*
Ottawa	295,163	289,753	−1.8	120,999	3,249,603	4,303,328	14,852	35,565	*	*	*
Owen Sound	19,883	20,213	1.7	7,605	140,555	193,560	9,576	25,452	*	*	*
Pembroke	14,026	13,468	−4.0	4,805	111,779	144,391	10,721	30,050	*	*	*
Peterborough	60,620	61,515	1.5	22,873	629,343	864,851	14,059	37,811	*	*	*
Port Colborne	19,225	18,412	−4.2	6,493	165,292	212,917	11,564	32,792	*	*	*
Port Hope	9,992	10,175	1.8	3,685	97,260	134,166	13,186	36,409	*	*	*
St. Catharines	124,018	124,949	.8	[illegible]	1,138,599	1,552,289	12,423	34,692	*	*	*
St. Thomas	28,165	28,957	2.8	[illegible]	271,818	379,060	13,090	35,899	*	*	*
Sarnia	50,892	47,992	−5.7	[illegible]	579,606	733,640	15,287	40,399	*	*	*
Saulte Ste. Mari	82,697	84,184	1.8	[illegible]	745,190	1,303,592	15,485	47,273	*	*	*
SimcOe	14,326	14,477	1.1	5,200	188,393	230,306	15,908	44,290	*	*	*
Sioux Lookout	3,074	30,610	895.8	1,020	183,960	24,751	809	24,266	*	*	*
Stratford	26,262	26,793	2.0	10,072	213,482	295,146	11,016	29,304	*	*	*
Sudbury	91,829	88,255	−3.9	30,766	887,668	1,147,883	13,006	37,310	*	*	*
Thunder Bay	112,486	113,622	1.0	39,655	1,014,891	1,387,582	12,212	34,991	*	*	*
Timmins	46,114	47,265	2.5	15,583	357,434	496,747	10,510	31,877	*	*	*
Toronto	599,217	578,191	−3.5	235,218	5,853,143	7,602,839	13,149	32,323	*	*	*
Waterloo	49,428	51,626	4.4	19,135	407,001	577,713	11,190	30,191	*	*	*
Welland	45,448	45,902	1.0	15,960	381,626	521,724	11,366	32,689	*	*	*
Whitby	36,698	42,963	17.1	13,710	370,593	598,407	13,928	43,647	*	*	*
Windsor	192,083	189,659	−1.3	68,984	1,967,822	2,623,048	13,830	28,024	*	*	*
Woodstock	26,603	26,574	−.1	9,639	236,481	322,046	12,119	33,411	*	*	*
PRINCE EDWARD ISLAND	122,506	124,982	2.0	37,764	747,492	1,050,037	8,402	27,805	3,154	74,035	72,617
Charlottetown	15,282	14,073	-7.9	4,269	118,818	120,986	8,597	28,341	*	*	*
Summerside	7,828	7,295	−6.8	1,925	69,941	72,157	9,891	37,484	*	*	*
QUEBEC	6,438,403	6,527,565	1.4	2,287,158	46,955,541	65,959,586	10,105	28,839	48,144	319,766	2,322,116
Chicoutimi	60,064	61,197	1.9	18,947	615,195	853,913	13,954	45,069	*	*	*
Granby	38,069	38,405	.9	13,997	290,798	399,192	10,394	28,520	*	*	*
Montreal	980,354	907,284	−7.5	387,948	9,923,838	12,366,220	13,630	31,876	*	*	*
Quebec	166,474	157,948	−5.1	63,238	1,222,495	1,566,812	9,920	24,776	*	*	*
Rouyn	17,224	16,761	−2.7	6,021	186,248	245,584	14,652	40,788	*	*	*
Sherbrooke	74,075	71,564	−3.4	27,209	567,484	742,265	10,372	27,280	*	*	*
Trois Rivieres	50,466	48,628	−3.7	18,630	434,746	566,939	11,659	30,432	*	*	*
SASKATCHEWAN	968,313	1,019,657	5.3	351,125	7,430,773	11,155,025	10,940	31,769	67,318	3,135,792	705,355
Lloydminster	6,034	7,264	20.4	2,147	52,098	78,828	10,852	36,715	*	*	*
Moose Jaw	33,941	35,531	4.7	11,534	324,905	419,787	11,815	36,396	*	*	*
Prince Albert	31,380	33,698	7.4	9,941	285,182	379,104	11,250	38,135	*	*	*
Regina	162,613	174,965	7.6	54,276	1,670,543	2,225,734	12,721	41,008	*	*	*
Saskatoon	154,210	171,819	11.4	55,698	1,526,108	2,114,678	12,308	37,967	*	*	*
YUKON NW TERRITORIES	68,894	72,755	5.6	19,999	527,759	772,491	10,618	38,626	N.A.	N.A.	N.A.

1982 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.
*Figures for individual cities not available; included in provincial totals.
Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S

RETAIL SALES
CENSUS & ESTIMATES* FOR 1984

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,704,902	15,789,048	16,767,054	1,578	957,815	1,316	1,903,689	5,887	4,005,297	3,196	3,716,509	3,562	1,473,677	2,511	842,047	2,403	691,949	4,102	1,319,971	1,034	545,756
METROPOLITAN STATISTICAL AREAS																					
Anniston, Al	335,020	424,676	436,661	53	22,417	41	52,103	153	107,033	98	92,721	129	35,046	48	22,641	75	18,973	128	38,499	36	14,872
Birmingham, Al	2,853,943	4,801,588	5,222,920	311	243,304	210	641,512	989	1,177,664	601	1,186,970	749	422,312	535	316,278	564	222,010	1,007	448,056	236	172,099
Columbus, Ga-Al	695,446	1,027,394	1,086,239	76	39,263	47	147,755	277	210,160	147	241,725	209	99,978	134	54,134	157	52,092	321	103,716	51	30,855
Dothan, Al	377,455	463,229	475,414	49	33,148	40	62,853	212	101,504	100	110,334	110	40,258	93	22,872	107	20,473	147	37,606	28	10,974
Florence, Al	381,442	672,008	741,606	52	55,577	50	99,361	235	170,474	129	166,311	104	64,419	114	39,498	82	29,103	140	52,676	42	19,754
Gadsden, Al	307,723	424,913	443,856	42	26,229	33	56,510	136	99,101	98	97,445	102	30,537	82	29,233	88	20,243	118	36,207	33	13,970
Huntsville, Al	632,407	835,229	865,212	38	44,971	38	133,313	207	162,519	125	182,651	140	57,486	139	46,821	121	36,300	234	95,381	42	21,723
Mobile, Al	1,309,603	1,962,609	2,082,274	193	117,142	122	280,223	518	467,759	333	425,606	376	213,924	244	80,656	253	85,595	523	188,088	114	71,807
Montgomery, Al	849,619	1,032,151	1,054,270	105	51,056	58	154,795	337	207,139	174	232,933	229	108,863	181	52,986	158	40,709	316	96,747	60	27,705
Tuscaloosa, Al	400,031	526,686	545,626	37	43,262	25	71,547	178	123,237	107	104,399	117	48,061	78	27,451	97	23,826	150	49,794	31	16,340
COUNTIES, Cities																					
AUTAUGA	61,721	94,439	100,463	13	5,707	9	9,150	39	26,703	24	23,232	25	12,575	18	4,516	15	1,799	27	8,213	7	4,019
BALDWIN	206,631	389,622	430,437	55	29,987	37	24,385	120	107,575	70	78,005	99	75,873	41	10,856	53	15,899	108	37,192	25	14,328
BARBOUR	54,705	76,621	80,192	15	2,871	18	7,120	60	22,750	18	16,371	25	6,015	14	2,787	15	3,241	36	4,672	9	3,586
BIBB	23,013	30,604	31,740	3	446	11	1,440	27	9,813	12	11,180	16	3,136	5	817	10	742	7	1,873	5	1,106
BLOUNT	51,509	65,531	67,390	11	4,383	7	2,515	44	17,391	28	17,616	28	5,458	27	3,564	18	2,113	21	5,507	6	2,3[illegible]
BULLOCK	20,150	46,958	53,931	7	3,274	9	4,447	37	19,605	7	7,375	11	6,113	4	2,042	5	1,067	8	1,476	3	1,608
BUTLER	51,090	73,557	77,352	11	5,532	9	4,343	69	26,482	27	9,664	32	10,640	17	3,498	12	3,493	21	4,662	7	3,074
CALHOUN	335,020	424,676	436,661	53	22,417	41	52,103	153	107,033	98	92,721	129	35,046	48	22,641	75	18,973	128	38,499	36	14,872
Anniston	230,799	289,929	297,650	26	10,674	21	31,836	68	68,653	60	82,149	65	19,938	25	15,803	47	12,600	72	21,767	19	9,209
CHAMBERS	74,504	141,459	156,481	11	4,746	16	10,150	77	51,310	30	27,740	41	26,343	15	3,037	14	4,873	32	10,306	13	7,510
Lanett	32,382	61,585	67,427	5	2,382	5	4,706	15	24,278	14	11,981	15	9,362	6	2,096	5	247	8	2,165	5	3,569
CHEROKEE	37,488	59,849	64,154	8	[illegible]484	11	3,095	32	18,301	16	17,119	23	7,862	17	2,273	5	720	18	2,910	5	2,351
CHILTON	57,828	105,665	116,079	19	6,733	9	3,718	57	39,300	23	23,255	42	11,625	14	6,658	20	6,130	27	5,887	7	3,482
CHOCTAW	27,258	55,652	62,396	8	2,425	15	2,977	33	16,534	17	11,024	18	6,261	14	2,163	4	1,143	18	9,568	7	1,804
CLARKE	77,449	98,551	101,384	18	8,795	22	7,185	57	28,216	30	21,349	31	7,951	27	5,403	19	5,729	30	5,728	12	4,346
CLAY	23,290	32,519	34,019	9	3,738	11	1,819	37	10,524	14	6,583	13	3,652	11	1,426	6	755	8	1,880	5	1,505
CLEBURNE	17,339	30,048	32,696	5	1,814	8	2,132	20	7,455	11	11,163	14	3,997	4	445	2	457	11	2,424	4	1,458
COFFEE	102,504	187,792	206,460	20	13,721	19	11,330	78	43,278	50	68,654	40	10,244	35	8,676	31	12,266	36	9,880	11	6,695
Enterprise	83,098	153,792	169,393	12	11,738	8	9,197	36	31,847	40	61,592	23	7,355	28	6,946	24	10,536	27	8,645	6	4,895
COLBERT	171,724	398,043	458,312	27	46,605	21	56,325	108	102,376	44	102,605	45	45,769	43	22,436	29	14,281	64	32,767	18	11,166
Muscle Shoals	65,543	177,549	199,956	9	18,289	6	43,501	16	40,309	15	34,699	12	9,636	22	17,221	14	6,609	29	21,765	4	2,477
Sheffield	63,067	113,322	124,112	8	11,433	6	6,860	22	35,603	16	31,369	11	5,416	10	2,476	8	3,925	24	7,913	6	3,795
Tuscumbia	34,058	90,047	101,248	6	14,190	6	5,491	42	14,458	10	35,408	16	18,730	9	2,739	6	2,452	7	2,359	6	2,773
CONECUH	24,115	29,613	30,267	6	1,742	7	1,518	41	10,683	12	6,021	28	4,937	14	834	1	218	6	464	2	702
COOSA	6,659	11,955	13,083	3	933	4	503	20	4,702	7	795	15	3,220	4	269	2	106	4	296	3	611
COVINGTON	99,966	124,885	128,100	17	5,342	19	8,376	97	36,398	47	29,477	48	10,274	34	6,299	35	5,947	54	6,634	15	5,253
Andalusia	52,196	68,037	70,303	9	3,303	7	3,451	41	18,801	23	16,485	18	5,003	19	4,438	20	3,600	24	3,928	6	3,121
CRENSHAW	22,030	30,767	32,183	7	858	11	1,184	58	11,253	10	7,073	20	4,491	6	1,051	9	646	12	895	4	1,347
CULLMAN	157,900	304,021	337,330	28	33,536	18	17,311	104	83,717	81	83,034	52	33,861	44	19,273	45	12,970	40	17,232	15	10,690
Cullman	127,273	250,601	279,154	20	20,484	14	16,392	59	67,265	58	79,768	34	19,159	39	18,771	31	11,196	33	15,860	13	7,764
DALE	72,650	121,309	131,091	20	8,933	13	6,641	76	37,339	31	23,513	45	17,723	18	7,202	17	2,068	40	12,288	8	3,423
DALLAS	147,[illegible]25	174,797	177,517	18	7,450	26	18,382	106	46,845	39	35,071	55	18,498	37	10,331	40	8,728	64	11,138	9	5,799
Selma	137,403	162,086	164,568	16	7,258	21	17,915	79	42,627	37	34,652	37	14,866	36	10,266	38	8,626	53	10,238	9	5,799
DE KALB	112,408	182,137	195,821	30	18,693	26	7,152	83	47,319	75	64,266	47	13,809	35	6,340	38	10,755	36	7,138	16	7,516
Fort Payne	70,028	119,257	129,105	10	11,398	10	4,779	36	24,943	27	53,395	21	7,624	22	5,763	15	5,410	20	4,985	6	2,978
ELMORE	63,630	89,425	93,654	23	5,045	13	3,815	89	34,762	28	15,010	38	10,844	21	3,922	17	4,449	25	3,735	15	3,804
ESCAMBIA	100,403	129,572	133,637	30	7,858	20	12,169	71	35,744	42	24,139	50	15,214	29	6,223	30	7,191	44	7,936	12	5,571
ETOWAH	307,723	424,913	443,856	42	26,229	33	56,510	136	99,101	98	97,445	102	30,537	82	29,233	88	20,243	118	36,207	33	13,970
Gadsden	245,255	328,870	341,667	26	20,086	23	47,803	88	65,831	70	90,079	59	16,485	61	22,998	64	17,013	82	25,097	23	10,591
FAYETTE	41,190	56,850	59,350	12	3,721	5	2,573	42	19,321	16	13,287	14	3,979	15	3,423	10	2,158	12	1,788	4	2,099
FRANKLIN	71,904	94,953	98,337	12	10,645	9	4,905	63	25,414	32	25,536	32	9,473	25	4,061	23	3,984	34	4,501	8	3,501
GENEVA	41,117	84,264	94,534	11	6,087	16	8,565	51	36,724	27	18,883	18	8,405	13	1,987	16	3,143	17	1,951	7	3,939
GREENE	17,339	30,517	33,296	1	435	3	3,088	25	9,951	6	8,533	12	5,676	3	238	2	314	15	1,913	2	884
HALE	18,696	28,956	30,863	5	1,167	11	1,790	48	13,385	7	6,698	16	1,836	6	655	4	258	7	687	4	1,058
HENRY	29,861	39,556	40,990	9	6,660	13	2,240	42	12,979	19	4,862	11	1,902	12	1,300	11	1,238	15	1,775	6	1,210
HOUSTON	304,805	341,920	344,323	29	24,215	27	56,212	136	63,965	69	86,821	65	22,535	75	15,670	90	18,405	107	25,318	20	7,551
Dothan	277,547	316,279	319,282	26	24,030	16	48,548	104	54,938	58	85,321	51	19,838	70	15,471	82	18,102	93	24,542	15	6,747
JACKSON	113,741	147,271	152,034	17	9,038	26	12,981	102	41,605	44	40,965	53	13,465	36	4,470	23	6,794	56	7,709	13	5,170
Scottsboro	83,879	105,926	110,336	7	7,539	13	11,185	34	27,269	27	30,907	22	7,299	24	3,914	17	5,760	32	5,252	10	3,786
JEFFERSON	2,428,057	4,132,203	4,506,845	212	179,553	141	812,266	694	981,040	428	998,590	551	358,144	420	286,880	459	196,915	848	404,374	192	146,976
Birmingham	1,292,635	1,792,243	1,873,175	83	73,965	59	228,914	314	295,853	197	504,[illegible]23	245	127,297	188	135,550	231	105,191	474	190,401	86	46,385
LAMAR	26,950	49,357	54,242	9	2,310	12	3,147	43	18,157	19	10,626	10	2,748	10	4,350	8	2,075	14	1,534	8	2,414
LAUDERDALE	209,718	273,965	283,294	25	8,972	29	43,036	127	68,098	85	63,706	59	18,650	71	17,062	53	14,822	76	19,909	24	8,588
Florence	184,556	295,843	253,514	21	6,333	23	42,796	83	37,424	64	56,799	45	15,348	59	16,416	46	13,833	64	18,625	19	6,993

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	34,483	58,053	62,808	5	2,609	10	2,454	50	24,213	15	9,174	28	9,310	19	3,450	12	2,996	18	1,994	7	2,474
LEE	208,441	298,070	313,209	32	18,096	23	40,628	99	65,955	41	73,370	51	24,088	51	11,654	35	12,393	75	27,483	19	8,485
Auburn	112,683	160,493	168,499	12	8,624	6	26,843	30	30,905	15	41,624	23	13,976	27	6,103	12	2,901	42	16,326	6	3,784
Opelika	90,842	131,627	138,644	20	9,472	14	13,218	55	32,147	23	31,212	26	9,945	24	5,551	23	9,492	29	10,994	12	4,620
LIMESTONE	95,457	135,303	141,938	19	10,236	12	9,979	68	40,334	41	29,273	40	13,503	35	7,362	25	6,031	35	8,127	7	5,342
Athens	85,999	123,621	129,989	17	10,003	11	9,671	51	36,254	39	28,960	31	9,264	30	6,977	23	5,926	28	7,383	7	5,342
LOWNDES	16,974	26,424	28,184	1		4	1,759	31	8,221	8	5,242	11	4,784	1	140	2	142	7	1,067	2	1,076
MACON	34,216	46,264	48,102	8	2,563	6	1,262	45	16,966	15	7,496	22	5,728	13	1,471	8	1,501	17	3,849	6	2,750
MADISON	632,407	835,229	865,212	58	44,971	38	133,313	207	162,519	125	182,651	140	57,486	139	46,821	121	36,300	234	95,381	42	21,723
Huntsville	596,968	789,295	817,809	50	44,010	31	132,208	127	146,973	110	178,150	115	51,758	125	45,235	108	34,231	214	89,926	38	20,910
MARENGO	57,791	88,400	93,999	13	6,046	16	4,258	54	33,049	14	16,219	25	8,885	15	3,806	16	3,845	12	3,932	6	2,512
MARION	52,224	65,475	67,176	15	5,508	13	2,970	55	20,748	31	14,839	30	4,729	24	3,090	15	2,668	25	4,368	8	4,585
MARSHALL	224,581	262,566	266,308	44	22,967	37	19,263	134	66,398	166	95,827	53	9,383	68	9,065	55	9,170	63	13,186	20	6,122
MOBILE	1,102,972	1,572,987	1,651,837	138	87,155	85	255,838	398	360,184	263	347,601	277	138,051	203	69,800	200	69,696	415	150,896	89	57,479
Chickasaw	36,907	53,181	56,437	5	3,034	6	11,710	21	22,310	15	2,647	10	2,764	6	2,537	7	758	12	5,814	2	3,531
Mobile	853,157	1,257,513	1,279,485	71	53,541	52	231,978	219	217,782	144	316,128	162	93,773	163	58,477	137	57,573	304	122,870	61	40,703
Prichard	63,199	81,216	83,669	16	7,537	10	3,616	39	20,984	35	7,173	33	14,421	15	5,104	20	5,590	33	5,005	8	1,990
MONROE	47,349	80,901	87,781	13	9,655	17	8,104	46	26,242	14	16,749	19	6,739	14	3,225	10	3,905	18	3,429	6	3,102
MONTGOMERY	724,268	848,387	860,153	69	40,304	36	141,830	209	145,674	122	194,691	166	85,444	142	44,548	126	34,461	264	84,799	38	19,882
Montgomery	690,894	814,044	826,239	56	37,590	28	141,443	165	137,890	110	193,266	140	77,415	138	42,574	115	28,328	243	82,599	38	19,882
MORGAN	260,045	272,545	271,044	41	18,010	23	22,896	123	57,487	92	65,830	104	23,923	62	17,921	86	14,188	92	21,445	29	9,523
Decatur	200,980	211,064	209,999	30	14,957	12	20,642	64	38,036	61	56,727	57	12,606	49	15,616	63	10,999	62	17,205	21	6,376
PERRY	20,206	26,912	27,913	7	818	9	1,439	34	8,907	10	5,611	9	2,132	11	2,101	2	555	12	1,230	3	1,307
PICKENS	38,417	56,324	59,430	11	3,079	14	3,472	52	24,687	20	11,288	21	6,094	13	1,463	10	2,274	14	1,550	5	1,713
PIKE	67,537	75,124	75,505	11	2,907	17	5,041	83	21,166	21	19,157	20	4,693	27	3,583	10	1,752	40	6,692	6	2,683
Troy	54,617	61,748	62,235	6	2,288	10	4,540	42	15,718	16	16,783	16	4,243	22	3,189	8	1,514	29	6,208	4	2,307
RANDOLPH	37,818	54,096	56,834	10	2,940	17	3,866	33	16,953	15	14,290	33	5,906	15	1,846	13	2,186	15	2,147	6	2,500
RUSSELL	86,039	107,408	110,225	23	6,147	11	11,205	77	34,972	40	14,789	47	13,509	19	2,582	24	2,142	43	9,764	10	4,386
ST. CLAIR	64,994	114,359	124,788	20	5,995	16	5,310	64	36,430	23	35,473	32	13,219	12	3,641	12	2,811	38	8,016	7	4,305
SHELBY	114,594	184,225	197,699	38	23,245	19	5,398	82	62,050	39	41,798	52	20,592	26	6,197	28	6,981	44	12,696	12	7,009
SUMTER	29,224	42,271	44,484	5	2,277	18	3,676	38	12,050	11	4,996	19	11,075	11	940	5	1,989	16	2,511	4	1,528
TALLADEGA	161,315	235,555	248,646	21	11,790	25	23,447	116	78,638	66	49,772	82	18,583	53	10,029	41	9,591	71	16,779	26	10,889
Sylacauga	70,475	97,388	101,665	8	6,276	11	10,054	33	33,427	37	18,542	26	6,838	21	5,271	20	3,740	23	6,118	12	5,266
Talladega	71,076	113,966	122,266	9	5,062	6	12,101	48	34,252	22	29,836	37	9,214	19	3,674	17	5,685	27	6,972	10	4,376
TALLAPOOSA	94,536	109,879	111,261	16	4,889	15	7,878	90	35,459	35	23,549	41	7,200	23	5,411	26	5,935	31	5,527	14	4,786
Alexander City	63,939	73,490	74,261	9	1,522	9	6,701	45	21,974	22	12,611	24	5,253	13	4,728	23	5,450	19	4,188	8	3,556
TUSCALOOSA	400,031	526,686	545,625	37	43,262	25	71,547	178	123,237	107	104,399	117	48,061	78	27,451	97	23,826	150	49,794	31	16,340
Northport	37,554	58,207	62,339	7	3,178	4	3,259	23	26,776	13	6,268	9	6,190	6	1,441	14	2,833	22	6,178	5	2,674
Tuscaloosa	301,313	380,003	390,442	22	27,237	16	46,255	95	69,968	76	83,550	89	34,192	69	25,319	73	19,860	112	39,359	25	11,813
WALKER	194,689	305,270	326,198	30	30,128	27	16,023	105	80,753	83	93,493	86	24,899	50	15,996	47	13,190	56	17,463	19	11,465
Jasper	140,955	222,739	238,379	19	26,124	10	12,508	38	49,733	53	79,871	39	17,544	33	14,177	30	10,499	28	11,788	8	5,291
WASHINGTON	18,120	31,977	34,895	8	3,076	6	1,481	28	10,650	9	6,313	19	6,905	4	168	3	587	12	1,653	4	1,376
WILCOX	20,216	34,042	36,635	8	3,366	9	2,887	46	12,954	8	5,540	12	2,097	4	993	3	457	13	1,470	3	880
WINSTON	53,848	79,624	84,170	18	9,656	11	5,867	40	25,053	21	17,072	33	7,878	15	2,982	17	3,269	28	3,857	5	2,204

ALASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,798,858	2,539,409	2,667,753	188	189,445	161	299,107	365	634,604	244	311,011	204	169,473	231	92,063	219	79,308	764	439,050	56	120,790
METROPOLITAN STATISTICAL AREAS																					
Anchorage, Ak	962,140	1,177,365	1,206,606	66	92,974	21	174,739	132	243,275	94	185,857	77	75,959	103	45,531	114	45,070	293	174,268	23	47,497
COUNTIES, Cities																					
ALEUTIAN ISLANDS	7,333	14,548	16,271			7	7,634	5	319									11	6,761		
ANCHORAGE	962,140	1,177,365	1,206,606	66	92,974	21	174,739	132	243,275	94	185,857	77	75,959	103	45,531	114	45,070	293	174,288	23	47,497
Anchorage	962,140	1,177,365	1,206,606	66	92,974	21	174,739	132	243,275	94	185,857	77	75,959	103	45,531		45,070		174,288		47,497
BETHEL	14,803	41,196	48,964			23	16,018	12	19,472	1	1,708	2						5	3,877		
BRISTOL BAY	2,599	6,530	7,622	1				4	1,848			1						6	5,039		
DILLINGHAM	6,991	18,743	22,128	3	488	10	4,504	9	10,622	4	589	2	296					5	2,801		
FAIRBANKS NORTH STAR	320,011	326,128	323,886	34	36,014	12	21,936	30	61,633	47	44,672	35	24,360	40	8,572	31	12,375	108	57,112	9	20,802
Fairbanks	297,638	304,398	302,492	31	33,913	10	19,765	26	56,623	39	43,306	31	20,876	39	8,235		11,809		52,330		20,802
HAINES	5,739	18,261	22,231	4	1,771	4	917	3	7,290	2	485	3	2,025	2	1,782			7	3,833		
JUNEAU	82,523	201,157	233,487	13	23,524	3	4,816	16	60,755	13	25,402	6	8,937	18	12,860	12	6,335	44	37,224	4	12,912
Juneau	82,523	208,321	233,487	13	23,524	3	4,816	16	60,755	13	25,402	6	8,937	18	12,860		6,335		37,224		12,912
KENAI PENINSULA	92,263	128,081	117,156	23	7,694	12	4,710	33	32,121	25	13,141	22	9,613	13	2,149	12	1,102	60	15,776	4	8,458
Kenai	46,123	28,883	25,434	8	2,281	2	854	13	7,467	4	2,363	4	1,100	6	638	5	257	24	2,959	1	1,053
KETCHIKAN GATEWAY	57,930	125,426	142,476	8	6,481	4	3,509	12	35,284	13	10,695	3	6,975	14	8,504	12	6,411	44	28,948	5	12,114
Ketchikan	57,795	128,085	142,146	8	6,481	4	3,509	11	35,110	12	10,647	3	6,975	14	8,504	11	6,380	42	28,871	5	12,114
KOBUK	10,494	19,542	21,599	1		15	11,072	11	2,491	3	157							6	4,987		
KODIAK ISLAND	41,282	85,827	96,764	4	1,631	3	2,842	7	39,018	6	11,067	2	2,257	5	964	8	2,606	19	17,987	3	2,742
Kodiak	40,524	85,989	95,084	4	1,631	2	2,533	7	39,018	5	10,471	2	2,257	5	964	8	2,606	17	17,374	3	2,742
MATANUSKA-SUSITNA	34,020	77,680	89,098	12	5,758	5	6,441	10	24,307	9	8,423	15	14,601	4	1,055	8	866	33	12,693	3	4,371
NOME	20,773	44,327	50,210	2	378	7	8,293	16	15,568	5	887	2	477	3	1,196	2	515	10	7,244	1	3,945
NORTH SLOPE	[illegible]	26,880	26,288			8	9,943	2	861					1		1		15	14,973		
PRINCE OF WALES-OUTER KETCHIKAN	2,114	6,534	3,634		15	2	566	6	1,058				19			1		9	3,427		
SITKA	26,980	63,210	71,491	3	5,615	2	868	7	17,952	5	5,579	2	5,647	11	5,286	9	3,689	16	10,874	1	4,678
Sitka	26,980	64,071	71,491	3	5,615	2	868	7	17,952	5	5,579	2	5,647	11	5,286		3,689		10,874		4,678

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ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SKAGWAY-YAKUTAT-ANGOON	7,705	16,141	15,753	2	145	2	413	9	5,044	1		2	1,098	2	34	1	104	12	5,566		
SOUTHEAST FAIRBANKS	8,957	15,406	16,776	1	428	2	194	4	5,574	5	413	9	5,938			3	67	11	2,277		
VALDEZ-CORDOVA	26,642	37,664	33,916	5	2,188	3	2,007	14	9,007	4	1,069	12	4,597	5	1,314	4	168	22	7,814	1	1,676
WADE HAMPTON	6,956	20,051	23,987			7	11,298	3	9,939	1		1						1	2,636		
WRANGELL-PETERSBURG	19,518	49,732	58,172	4	3,707	3	2,195	8	26,696	1	702	6	4,334	8	2,816			16	9,069	2	1,595
YUKON-KOYUKUK	12,147	19,980	17,238	2	634	6	4,192	12	4,470	5	165	2	2,340	1		1		11	3,844		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,169,933	15,114,423	16,722,294	900	848,347	520	1,978,745	2,257	4,012,635	1,487	3,138,051	1,656	1,530,014	1,332	547,221	1,638	799,321	4,134	1,910,654	455	593,025
METROPOLITAN STATISTICAL AREAS																					
Phoenix, Az	4,835,775	8,724,774	9,591,289	453	486,808	195	1,138,864	1,111	2,222,484	778	1,927,370	760	710,491	744	308,786	951	521,677	2,133	1,118,498	249	352,626
Tucson, Az	1,657,817	3,642,981	4,148,162	128	184,953	73	538,920	469	993,008	302	801,393	248	406,884	252	125,351	313	190,276	768	444,827	89	145,317
COUNTIES, Cities																					
APACHE	55,093	111,733	125,233	7	2,057	30	39,742	39	26,269	8	5,265	29	27,231	7	1,157	6	559	34	9,642	2	2,930
COCHISE	188,941	276,379	292,145	37	12,201	25	31,533	90	75,893	44	58,537	72	34,767	52	8,697	58	11,144	147	26,964	15	11,132
Bisbee	14,121	18,862	19,810	3	736	5	904	14	5,047	3	2,808	8	2,245	3	449	7	878	22	2,253	1	2,206
Douglas	49,961	67,486	70,274	10	2,120	12	13,498	18	22,529	11	6,369	13	6,965	21	4,156	13	3,057	26	4,493	5	3,462
Sierra Vista	82,833	130,695	140,022	9	6,255	5	16,984	24	32,702	17	44,070	10	8,172	14	2,847	23	5,652	31	11,405	2	2,139
COCONINO	241,854	420,965	458,882	27	21,287	34	52,578	63	99,019	40	49,190	105	81,433	35	8,411	30	11,469	142	77,395	13	10,070
Flagstaff	152,590	264,216	287,756	16	18,302	14	34,712	32	64,218	29	31,830	59	47,410	29	6,036	23	9,759	81	44,007	9	5,767
GILA	95,554	148,177	158,155	19	6,969	12	10,438	53	53,204	32	26,145	23	16,861	28	5,316	20	3,157	102	19,738	8	4,284
GRAHAM	55,924	70,764	72,846	11	6,458	11	7,122	25	20,883	20	16,614	16	6,027	15	3,662	13	2,262	39	5,598	5	1,049
GREENLEE	23,111	29,446	30,338	4	235	8	2,108	11	13,855	2	3,885	13	3,611	3	341	5	1,572	18	1,598	3	1,078
MARICOPA	4,835,775	8,724,774	9,591,289	453	486,808	195	1,138,864	1,111	2,222,484	778	1,927,370	760	710,491	744	308,786	951	521,677	2,133	1,118,498	249	352,626
Chandler	55,535	87,950	94,217	15	10,063	5	6,021	21	30,129	14	6,783	18	14,462	14	3,332	14	1,279	41	11,167	5	4,099
Mesa	579,794	1,209,837	1,363,882	68	101,039	19	192,544	92	262,649	86	352,623	46	62,584	60	29,455	99	74,972	141	85,764	23	51,912
Phoenix	2,559,011	4,121,924	4,431,718	216	152,061	110	581,973	600	998,844	444	770,038	436	365,575	377	156,342	504	278,443	1,261	604,273	135	165,343
Scottsdale	526,252	1,049,084	1,172,717	33	45,846	18	170,017	79	201,271	47	269,930	55	62,182	129	66,140	100	52,195	194	150,787	22	35,197
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	328,880	636,887	708,130	27	27,626	10	60,089	79	188,756	44	144,159	49	56,042	34	5,427	66	36,284	144	109,129	15	20,851
MOHAVE	159,068	256,319	275,483	47	24,195	16	9,240	51	78,552	54	35,127	73	56,367	31	5,699	52	6,122	121	29,329	10	7,838
Kingman	68,522	110,455	118,844	11	4,710	7	3,942	18	27,494	19	22,438	40	28,612	13	3,206	20	2,403	43	13,884	4	3,064
NAVAJO	165,346	188,193	190,108	28	15,263	41	17,098	60	53,109	31	21,932	78	36,808	26	2,973	27	3,666	108	18,187	8	2,982
PIMA	1,657,817	3,642,981	4,148,162	128	184,953	73	538,920	469	993,008	302	801,393	248	406,884	252	125,351	313	190,276	768	444,827	89	145,317
Tucson	1,392,110	2,940,594	3,322,136	94	118,313	58	513,510	353	738,823	256	762,982	197	205,249	220	114,783	263	171,559	601	330,143	76	117,580
PINAL	168,380	206,493	211,362	37	13,684	22	10,418	101	73,722	58	32,760	67	28,508	39	7,133	30	3,639	146	21,505	17	5,721
Casa Grande	66,247	77,404	78,558	16	6,248	5	6,590	25	25,320	16	16,018	21	5,784	16	3,008	8	604	30	6,452	6	3,442
SANTA CRUZ	87,184	230,763	271,716	8	13,270	12	44,557	25	67,714	13	20,739	18	21,525	24	45,946	15	15,032	43	23,212	6	10,133
Nogales	69,424	177,391	207,461	4	5,881	8	27,088	19	47,696	13	20,739	12	14,755	21	44,947	14	13,413	28	17,026	5	7,922
YAVAPAI	173,852	422,162	489,145	49	36,179	18	26,824	75	138,489	45	65,319	75	47,755	36	12,785	62	15,390	168	66,121	14	20,424
Prescott	102,557	247,280	286,176	20	17,025	6	15,051	34	79,907	26	49,841	25	17,376	21	11,045	38	10,197	69	35,989	8	10,898
YUMA	262,034	385,274	407,430	45	24,788	22	49,302	84	96,434	60	73,775	69	31,746	40	10,964	56	13,356	165	48,040	16	17,421
Yuma	207,185	300,864	317,495	24	17,857	14	47,510	51	68,982	43	65,984	37	27,335	31	9,250	42	11,625	105	36,962	11	14,552

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,383,258	9,554,542	10,175,139	1,126	610,978	748	1,111,670	3,595	2,426,439	2,255	2,228,176	2,407	916,834	1,731	489,485	1,571	401,948	3,088	746,980	634	329,031
METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ar	322,172	496,204	532,228	54	28,180	24	91,278	104	110,639	95	104,788	87	31,554	64	24,151	74	25,076	161	44,335	27	16,874
Fort Smith, Ar-Ok	527,197	933,041	1,020,568	79	65,499	41	131,330	203	230,083	163	215,021	165	95,953	127	46,980	127	45,173	275	89,013	42	25,161
Little Rock-North Little Rock, Ar	1,609,972	2,802,991	3,059,451	189	175,662	99	406,259	489	627,619	402	678,752	394	269,611	366	161,202	340	133,554	535	245,337	110	105,294
Memphis, Tn-Ar-Ms	2,949,115	4,835,033	5,226,125	243	177,156	193	710,387	1,062	1,181,516	506	1,113,979	639	508,096	519	253,580	491	231,241	1,119	459,740	167	167,709
Pine Bluff, Ar	273,075	306,806	308,835	28	14,709	24	40,640	126	70,542	74	64,140	82	32,457	52	12,311	73	14,762	128	22,030	21	10,896
Texarkana, Tx-Ar	361,932	767,552	872,125	43	32,718	37	118,143	168	192,267	112	214,744	128	73,877	89	42,136	82	34,220	152	74,749	24	22,416
COUNTIES, Cities																					
ARKANSAS	75,577	82,573	82,858	22	3,125	11	6,870	48	22,633	32	14,783	31	9,701	28	3,755	18	3,287	37	4,646	7	3,602
Stuttgart	55,566	62,642	63,595	12	1,322	8	6,291	24	15,915	14	11,397	18	7,274	13	3,001	13	2,775	27	3,578	5	2,936
ASHLEY	58,749	79,179	82,319	12	3,999	12	8,133	43	24,283	23	21,687	32	7,418	12	2,664	10	2,895	24	3,795	8	2,853
BAXTER	71,408	116,668	125,594	25	11,458	8	12,006	51	34,364	25	20,195	34	9,386	24	4,463	23	6,440	57	10,881	7	3,091
BENTON	180,450	300,324	324,397	50	33,947	17	32,454	77	89,660	76	64,685	70	20,968	55	15,027	56	13,856	104	27,681	17	6,918
Bentonville	15,013	41,163	46,394	3	3,400	2	9,732	8	9,184	10	11,004	9	3,261	4	1,440	1	2,003	6	3,747	3	571
Rogers	72,486	123,371	133,790	19	8,385	3	12,690	13	30,698	35	34,137	23	7,824	23	8,305	21	5,991	37	14,507	7	3,773

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	97,927	112,737	113,997	20	12,728	10	9,838	32	23,911	40	29,933	39	7,154	25	7,193	26	6,031	42	6,873	7	2,626
Harrison	90,044	102,665	103,623	18	11,159	9	8,628	25	23,077	36	26,251	34	5,986	25	7,193	25	5,703	33	5,847	7	2,626
BRADLEY	30,848	33,020	32,956	7	2,406	5	2,009	27	10,684	13	6,350	14	3,318	13	1,352	8	866	8	844	4	1,292
CALHOUN	6,579	7,745	7,859	1	313	2	313	10	3,827	5	576	6	573	2	28	2	54	7	555	1	238
CARROLL	34,375	57,822	62,571	12	7,329	7	4,915	25	17,784	14	5,679	18	5,556	9	1,773	12	1,848	38	5,777	9	1,809
CHICOT	34,457	37,490	37,526	10	2,101	10	1,952	50	10,634	19	7,541	18	5,127	9	1,243	6	465	24	1,491	8	2,430
CLARK	75,043	112,773	119,575	11	6,400	10	8,456	39	25,428	22	36,503	34	17,729	25	5,231	18	2,571	25	8,250	9	3,271
Arkadelphia	64,799	93,904	102,126	9	5,546	6	7,676	22	19,534	16	32,736	22	13,955	19	4,617	15	2,256	19	7,681	6	2,502
CLAY	33,822	42,883	44,092	12	3,059	11	1,865	36	14,417	49	8,708	26	6,167	23	1,263	13	1,187	23	2,256	4	1,692
CLEBURNE	37,980	51,180	53,207	12	5,381	11	3,979	32	14,632	17	11,275	19	5,095	15	1,300	15	2,197	29	3,078	6	1,640
CLEVELAND	4,215	4,957	5,028	2	232	3	289	16	2,047	3	462	7	1,141	2	18	1	118	1	70	1	171
COLUMBIA	64,016	94,635	100,221	8	5,469	9	10,048	68	28,282	28	18,899	33	6,353	25	10,151	14	3,857	30	5,945	6	3,147
Magnolia	57,870	88,857	94,584	8	5,469	4	9,418	40	25,709	25	18,589	21	5,448	23	10,017	12	3,727	25	5,618	6	3,147
CONWAY	53,009	60,731	61,352	13	2,221	4	5,298	37	14,041	28	15,773	20	4,140	12	2,571	14	1,774	35	3,553	7	1,532
CRAIGHEAD	227,399	294,600	304,499	41	19,338	15	38,940	102	61,926	76	72,519	80	18,514	73	21,572	70	14,814	92	22,041	19	9,789
Jonesboro	210,281	280,307	290,822	31	17,191	12	38,779	67	56,473	59	71,244	58	16,387	66	21,441	61	14,558	77	21,328	15	9,479
CRAWFORD	76,137	117,723	125,428	12	6,805	13	10,670	44	35,782	22	20,818	32	26,828	15	2,410	18	4,273	36	10,926	11	2,969
CRITTENDEN	160,667	255,337	273,526	17	11,637	19	16,324	82	60,912	48	72,194	60	60,869	30	5,670	20	5,777	50	14,395	11	9,270
West Memphis	126,443	207,359	223,319	13	10,810	11	15,832	41	46,937	35	65,216	33	37,358	22	5,144	16	5,730	39	13,175	7	8,629
CROSS	48,038	59,016	60,333	8	3,458	12	5,540	32	18,655	21	12,801	19	5,118	16	2,254	8	1,325	34	3,217	8	2,240
DALLAS	29,878	31,263	31,083	10	1,466	8	2,682	29	8,930	12	7,369	21	2,912	11	1,189	8	1,186	11	1,148	5	1,245
DESHA	52,307	69,921	72,565	10	5,180	12	7,114	38	21,728	24	13,198	21	3,621	14	2,929	8	1,509	30	2,963	7	2,472
DREW	43,579	60,851	63,671	7	3,275	8	5,999	33	17,053	20	16,129	18	4,103	12	2,057	14	1,310	19	4,963	3	1,426
FAULKNER	108,529	173,359	186,134	20	20,004	11	15,675	58	43,682	39	27,643	43	25,251	36	10,393	29	9,641	49	15,392	10	5,478
Conway	101,293	166,536	179,472	18	19,877	7	15,372	36	40,167	32	27,346	35	24,042	32	10,351	26	9,529	40	14,963	8	5,435
FRANKLIN	24,871	36,376	38,379	6	3,717	5	646	14	8,930	9	10,432	14	3,077	6	682	5	836	18	4,052	5	1,887
FULTON	12,557	17,349	18,110	7	1,409	5	795	12	4,924	11	2,325	16	3,164	10	551	4	589	13	988	5	1,783
GARLAND	229,427	323,006	338,453	38	15,746	13	32,102	90	81,094	59	64,916	65	22,211	63	15,565	62	12,592	156	40,208	20	11,965
Hot Springs	222,529	315,480	330,917	35	15,664	12	31,995	70	78,034	56	64,090	59	21,053	59	15,460	58	12,573	145	39,356	20	11,965
GRANT	23,667	26,931	27,165	4	1,242	7	694	19	7,460	15	7,866	19	3,901	4	319	10	590	13	1,567	7	1,016
GREENE	81,656	96,930	98,519	19	9,877	7	10,356	57	22,676	63	20,059	25	7,171	34	5,797	25	3,400	43	6,276	9	2,655
Paragould	78,146	92,985	94,549	16	9,712	6	9,885	42	21,217	58	19,823	20	6,385	33	5,743	24	3,357	39	6,112	8	2,596
HEMPSTEAD	47,615	61,172	63,044	7	2,665	5	4,503	38	19,489	19	10,353	23	6,925	20	4,636	12	3,083	18	3,280	9	2,418
Hope	45,945	58,179	60,626	7	2,665	4	4,013	28	18,481	19	10,353	21	6,502	20	4,636	12	3,083	14	2,882	9	2,418
HOT SPRING	59,413	63,740	63,653	14	2,224	5	6,610	51	16,858	28	14,985	30	7,857	14	3,255	21	2,531	29	2,646	7	1,986
Malvern	57,088	60,165	60,781	11	2,011	5	6,610	37	15,863	27	14,776	26	6,841	13	3,164	19	2,436	26	2,539	7	1,986
HOWARD	37,066	61,205	66,015	8	4,040	5	5,816	41	20,775	13	14,104	17	5,510	11	2,778	3	2,177	14	3,504	6	2,841
INDEPENDENCE	84,840	119,333	125,012	19	9,457	10	12,566	57	28,735	37	33,000	29	8,238	30	4,873	27	4,405	30	7,790	10	3,976
Batesville	77,104	106,602	112,503	13	7,979	8	12,197	25	22,943	29	31,530	18	6,751	24	4,751	20	4,073	25	7,109	8	3,860
IZARD	17,119	23,537	24,551	8	1,638	7	3,438	20	4,343	8	5,960	20	3,907	4	527	7	366	9	874	3	1,240
JACKSON	58,163	72,191	73,955	10	2,663	9	6,030	46	19,382	24	13,467	25	4,887	20	4,546	16	2,116	43	6,068	7	3,518
Newport	51,408	62,331	64,516	8	2,100	6	5,845	30	16,519	18	12,800	12	3,365	20	4,520	13	2,057	26	5,134	5	2,466
JEFFERSON	273,075	306,806	308,835	28	14,709	24	40,640	126	70,542	74	64,140	82	32,457	52	12,311	73	14,762	128	22,030	21	10,896
Pine Bluff	258,419	291,584	293,726	26	14,214	23	39,636	101	64,090	70	63,945	73	27,548	52	12,311	70	14,737	117	21,084	20	10,609
JOHNSON	39,688	45,020	45,396	10	1,347	7	3,998	29	10,743	15	14,428	24	5,211	11	1,277	10	1,146	13	2,981	5	1,551
LAFAYETTE	12,663	12,835	12,690	6	587	5	469	26	3,824	8	3,022	14	1,737	9	352	4	222	10	602	4	680
LAWRENCE	41,890	53,086	54,588	7	1,728	7	4,771	27	16,535	29	12,582	28	5,880	15	1,576	9	2,158	29	2,779	4	1,376
LEE	24,138	28,300	28,692	6	851	6	1,334	39	10,959	10	5,340	11	2,364	7	811	3	554	15	1,542	4	1,150
LINCOLN	14,098	16,299	16,485	3	744	10	960	26	5,769	11	4,026	11	2,186	1	60	3	134	11	1,108	2	426
LITTLE RIVER	25,776	59,583	68,346	3	522	4	2,878	30	22,247	13	20,896	17	7,765	10	1,943	3	353	9	1,829	5	586
LOGAN	48,060	63,833	66,196	7	2,222	11	3,985	28	20,389	14	17,947	15	4,676	14	1,897	17	3,628	27	4,500	7	1,936
LONOKE	70,424	82,262	83,372	18	6,414	14	2,970	51	22,692	38	23,058	38	9,861	22	2,165	17	2,102	21	3,011	8	3,344
MADISON	17,459	27,416	29,300	4	2,902	7	1,439	17	8,108	6	7,058	12	2,194	3	170	3	2,215	13	1,423	5	1,696
MARION	13,989	16,287	16,495	6	2,276	2	482	13	6,375	14	2,441	12	2,148	3	52	2	150	20	1,072	3	513
MILLER	107,910	144,180	149,763	8	4,271	10	9,738	52	51,683	20	4,628	41	14,935	29	14,315	17	2,792	68	14,454	7	4,394
Texarkana, Ark.-Texarkana, Tex.	332,681	660,686	739,151	23	24,858	27	113,654	128	152,129	73	194,714	125	51,837	72	39,208	51	30,580	122	63,420	25	16,415
MISSISSIPPI	162,927	174,671	174,488	32	8,647	19	19,753	108	41,032	49	45,960	68	17,124	40	6,962	41	5,409	89	10,476	12	5,119
Blytheville	105,805	119,187	120,012	20	5,623	9	13,305	44	24,440	25	35,144	36	12,375	23	5,256	26	3,150	46	7,792	6	3,108
MONROE	39,330	44,855	45,260	11	4,064	6	3,452	46	13,464	16	5,169	17	5,391	15	3,041	11	1,344	30	3,349	6	1,612
MONTGOMERY	8,719	10,202	10,340	4	977	4	1,029	18	4,482	3	569	9	896	4	122	3		7	541	2	238
NEVADA	22,085	24,737	24,876	11	2,675	4	302	27	6,498	7	4,464	12	5,832	9	987	7	1,371	6	764	5	976
NEWTON	3,907	4,732	4,825	2		2	384	16	3,020			2	516	2				5	379	2	
OUACHITA	88,532	159,963	178,647	14	10,646	16	16,241	59	49,692	33	39,339	35	10,365	18	9,744	23	7,586	41	10,265	8	3,288
Camden	55,710	117,977	133,166	9	7,446	8	14,118	38	35,082	19	26,598	26	9,257	13	7,360	17	6,491	33	9,158	4	2,098
PERRY	4,370	6,948	7,438	2	503			14	2,852	4	848	6	1,163	2				7	513	1	354
PHILLIPS	88,149	92,319	92,054	12	3,989	14	7,405	75	29,923	34	16,654	28	5,477	36	5,673	24	3,633	51	5,372	10	3,096
Helena	45,471	45,269	44,636	4	1,791	6	1,656	25	13,666	14	13,310	11	1,585	20	4,250	10	1,583	21	1,621	5	1,652
West Helena	28,753	36,016	36,946	4	1,338	4	5,252	18	11,085	15	2,708	8	3,024	9	1,105	9	1,444	21	3,507	3	1,000
PIKE	27,674	38,147	39,818	7	2,114	9	1,689	30	11,633	15	15,388	16	3,123	7	521	4	480	17	1,702	4	1,546
POINSETT	59,087	65,792	66,117	14	3,850	17	3,330	71	21,212	42	14,962	37	4,974	21	1,325	20	1,827	55	4,419	12	2,605
POLK	38,604	42,043	42,093	17	4,143	6	3,556	33	12,194	20	9,265	27	4,159	11	1,609	8	1,626	16	2,132	4	1,141
Mena	33,625	35,935	36,397	10	2,994	4	3,166	19	9,831	17	8,807	19	3,481	11	1,609	7	1,560	10	1,698	4	1,141
POPE	123,112	250,719	281,022	20	15,024	14	26,832	49	62,906	45	70,633	45	22,739	32	19,590	26	11,280	45	21,481	15	8,485
Russellville	112,469	231,501	259,962	17	14,933	8	26,032	24	52,654	36	69,000	29	18,342	29	19,032	21	10,943	37	20,230	10	7,633
PRAIRIE	24,022	25,184	25,052	8	1,208	6	496	22	5,099	9	8,444	17	5,001	6	611	4	483	11	749	3	687
PULASKI	1,325,501	2,387,850	2,620,645	131	134,854	61	372,911	338	517,913	282	583,831	275	219,525	285	142,481	267	114,693	429	215,582	84	91,789
Jacksonville	82,905	199,348	230,318	15	15,636	4	25,025	21	46,671	32	85,188	22	15,311	17	5,280	19	3,188	22	17,769	4	3,997
Little Rock	780,309	1,579,676	1,414,863	51	46,878	32	202,567	173	250,848	114	348,709	132	85,324	176	89,902	160	76,956	243	125,018	44	65,325
North Little Rock	335,539	599,386	655,634	39	45,218	19	125,094	85	139,572	81	82,565	67	81,734	78	41,197	51	15,918	108	53,951	27	17,274
RANDOLPH	31,832	36,525	36,892	5	1,746	8	4,226	32	11,640	14	6,807	23	3,513	7	1,289	15	1,251	19	1,858	4	1,281
ST. FRANCIS	86,022	114,217	118,417	12	4,115	9	6,867	79	30,750	27	19,405	32	24,991	25	4,244	17	4,677	50	7,581	10	2,558
Forrest City	61,266	79,221	81,748	10	3,879	5	5,824	36	22,434	17	13,975	19	7,562	21	3,872	15	4,489	38	5,261	8	2,497
SALINE	105,518	159,520	169,300	20	14,390	13	14,703	42	43,332	43	44,226	38	14,974	23	6,163	27	7,118	36	11,352	8	4,683
Benton	97,325	147,291	156,354	17	12,945	11	13,191	31	39,799	41	43,406	33	13,063	19	5,443	27	7,118	29	9,636	6	3,899
SCOTT	13,855	20,724	21,935	5	1,181	1	1,093	16	5,649	7	6,741	12	1,910	8	835	4	544	9	1,397	2	1,168
SEARCY	15,242	18,991	19,465	4	1,562	6	994	26	5,986	7	3,523	19	3,214	4	335	5	354	8	554	4	1,101

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	396,062	715,356	784,974	53	54,661	19	111,009	118	158,366	117	172,650	102	53,950	100	41,831	94	37,691	196	66,774	26	20,983
Fort Smith	377,548	667,504	728,966	42	46,856	16	110,309	92	129,799	107	166,168	86	48,266	93	40,956	86	36,561	182	65,111	22	19,838
SEVIER	36,259	45,725	46,663	11	3,343	4	3,378	31	14,163	16	10,099	24	6,214	12	1,252	8	948	18	3,301	5	1,522
De Queen	31,607	37,303	38,442	10	3,111	3	2,737	14	10,902	14	9,134	11	4,254	12	1,252	7	857	13	2,982	4	1,291
SHARP	27,473	33,787	34,550	11	962	7	1,852	29	13,125	9	4,808	31	4,968	13	642	13	1,442	23	2,556	3	2,087
STONE	17,746	22,303	22,891	5	2,271	6	1,477	21	6,915	8	4,601	11	3,130	6	504	4	707	13	1,012	1	407
UNION	147,299	220,298	233,633	23	10,462	19	19,663	83	59,220	53	59,675	42	9,796	47	15,927	46	10,125	82	14,981	15	10,028
El Dorado	129,498	200,858	214,159	20	9,916	16	19,590	56	53,938	43	52,897	32	8,504	40	15,375	42	9,776	69	13,331	11	9,441
VAN BUREN	20,495	35,175	38,199	7	1,559	8	1,643	27	11,175	13	10,338	18	3,235	7	791	7	1,106	14	1,923	5	1,690
WASHINGTON	322,172	496,204	332,228	54	28,180	24	91,278	104	110,639	95	104,788	87	31,554	64	24,151	74	25,078	161	44,335	27	16,874
Fayetteville	189,763	350,138	385,416	19	10,496	13	78,268	42	71,796	34	77,611	42	21,811	43	21,034	43	20,021	85	33,086	13	12,392
Springdale	112,457	126,823	128,415	20	12,269	8	12,769	33	36,307	48	24,713	27	7,596	16	2,357	28	4,955	51	9,303	11	3,970
WHITE	134,581	233,023	254,352	27	23,249	20	26,159	93	61,288	66	72,121	60	17,372	31	10,212	36	9,259	56	13,188	12	5,281
Searcy	96,783	184,999	204,954	17	20,370	8	24,013	31	43,353	34	63,272	24	10,086	19	9,089	21	8,464	29	8,774	7	3,681
WOODRUFF	20,735	25,074	25,560	6	1,279	5	416	30	10,220	10	3,689	15	2,753	9	854	11	997	18	949	4	1,071
YELL	29,394	34,994	35,579	10	4,742	8	987	40	12,224	17	6,433	16	3,773	9	805	9	735	21	1,991	7	2,307

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	81,057,855	140,621,582	153,790,651	8,115	7,195,007	3,251	18,383,139	21,115	33,913,377	12,757	27,650,505	14,386	12,472,788	15,346	6,642,786	15,469	7,677,618	40,050	18,392,587	4,311	6,079,731
METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana, Co	7,377,949	13,179,264	14,419,506	702	732,919	209	1,958,134	1,388	2,922,767	1,139	2,670,053	1,093	1,141,439	1,284	563,766	1,409	749,531	2,930	1,751,342	324	443,401
Bakersfield, Co	1,295,066	2,367,205	2,624,206	140	144,323	74	267,830	399	601,403	262	479,438	330	290,903	207	92,485	227	125,853	686	285,381	70	109,999
Chico, Co	465,227	673,994	716,879	105	65,655	21	55,092	163	181,029	107	119,811	98	40,365	86	28,405	116	39,655	245	76,114	27	40,939
Fresno, Co	1,788,817	3,008,155	3,296,744	195	179,608	94	435,735	539	713,836	329	616,350	374	258,460	305	136,043	332	176,705	850	337,968	105	171,200
Los Angeles-Long Beach, Co	25,889,383	42,734,461	45,983,479	2,000	1,488,999	889	5,338,517	6,263	10,084,237	3,564	8,334,979	4,370	3,587,836	5,637	2,257,283	4,858	2,378,410	12,900	5,698,432	1,430	1,730,485
Modesto, Co	871,937	1,443,639	1,573,218	112	121,827	45	200,014	262	347,277	198	270,053	175	120,029	157	57,141	185	98,591	379	140,461	48	90,911
Oakland, Co	6,041,[illegible]	10,198,523	11,205,965	526	412,675	216	1,540,615	1,551	2,575,870	893	1,993,119	972	859,132	897	415,543	1,102	531,771	2,669	1,195,104	307	569,568
Oxnard-Ventura, Co	1,511,465	2,980,853	3,364,240	158	157,850	63	397,273	328	816,613	292	702,021	266	262,878	274	112,560	331	149,475	662	335,284	85	136,051
Redding, Co	435,968	653,314	699,434	100	31,624	18	54,103	150	168,109	96	124,527	107	82,575	80	26,471	95	24,959	230	61,201	23	20,704
Riverside-San Bernardino, Co	4,581,469	8,644,950	9,665,678	628	686,644	218	1,159,934	1,211	2,222,860	909	1,746,968	1,003	941,366	765	328,076	927	381,627	2,292	1,075,902	229	331,746
Sacramento, Co	3,862,726	6,754,306	7,432,619	396	428,341	148	894,572	934	1,689,874	622	1,394,264	710	635,858	560	276,903	670	371,727	1,881	853,620	205	324,000
Salinas-Seaside-Monterey, Co	951,602	1,730,632	1,918,041	100	84,801	38	163,771	273	398,612	172	345,335	201	169,309	237	107,358	196	94,802	533	255,732	51	87,491
San Diego, Co	5,895,121	10,647,852	11,570,243	606	658,533	217	1,659,219	1,379	2,317,456	960	2,091,393	902	928,211	997	436,223	1,167	639,048	2,741	1,386,552	235	383,411
San Francisco, Co	6,095,214	10,794,271	11,909,999	444	316,810	250	1,361,354	2,026	2,589,248	617	1,757,854	777	750,449	1,296	708,817	1,118	643,651	3,764	1,875,672	354	465,799
San Jose, Co	4,920,896	9,228,949	10,306,005	404	485,591	162	1,427,380	983	2,118,807	651	2,045,064	699	758,731	759	457,412	787	566,886	1,813	1,072,458	210	374,742
Santa Barbara-Santa Maria-Lompoc, Co	1,112,619	2,023,081	2,241,222	125	106,880	57	204,553	276	451,357	177	342,972	226	189,722	257	98,078	271	123,814	622	327,985	66	90,421
Santa Cruz, Co	653,672	1,050,803	1,139,241	91	96,163	40	85,613	188	275,670	121	183,230	111	93,935	156	41,651	146	44,004	387	139,233	33	73,023
Santa Rosa-Petaluma, Co	1,009,728	1,855,402	2,058,767	177	184,696	49	203,336	313	505,759	183	330,119	238	177,667	165	67,047	213	89,088	534	213,173	53	92,539
Stockton, Co	1,115,368	1,825,594	1,985,301	134	104,008	46	227,166	357	439,837	342	396,508	228	171,609	178	80,858	215	104,715	606	209,509	82	98,469
Vallejo-Fairfield-Napa, Co	939,582	1,685,627	1,867,320	112	104,116	42	189,123	273	428,775	[illegible]	367,753	195	182,251	151	52,675	201	81,215	475	235,709	46	94,886
Visalia-Tulare-Porterville, Co	731,206	1,239,354	1,356,145	105	86,165	38	153,699	293	327,787	173	312,803	178	106,425	136	53,243	151	54,658	338	107,353	47	56,439
Yuba City, Co	294,243	455,674	490,875	42	43,233	25	49,781	115	130,397	70	[illegible]	65	32,070	54	21,673	67	18,102	172	48,407	17	29,177
COUNTIES, Cities																					
ALAMEDA	3,792,232	6,421,017	7,063,010	313	246,980	131	839,603	1,016	1,622,634	570	[illegible]	623	556,246	547	241,416	704	333,727	1,843	814,658	204	357,453
Alameda	186,650	323,535	355,220	13	3,872	6	26,789	46	93,398	46	87,309	[illegible]	22,995	30	9,014	31	9,330	105	43,986	11	26,099
Berkeley	387,188	667,545	732,295	35	26,242	15	32,001	131	158,602	45	127,792	48	[illegible]	93	32,048	87	49,876	226	102,942	24	11,188
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	430,128	752,648	827,958	36	35,238	15	125,306	79	168,899	61	205,544	60	64,760	[illegible]	19,797	75	34,686	122	70,943	14	41,185
Hayward	551,751	782,821	829,636	34	24,605	14	141,285	104	137,396	84	227,322	69	[illegible]	70	38,378	74	37,948	173	65,002	21	42,075
Livermore	141,459	231,252	251,218	16	12,150	5	5,095	36	75,221	22	53,234	28	[illegible]	24	10,951	32	7,341	54	23,292	8	20,164
Newark	63,529	220,018	273,244	7	4,825	3	43,951	21	102,653	8	22,365	12	[illegible]	5	1,397	14	8,040	31	30,325	5	18,203
Oakland	1,118,257	1,604,804	1,703,818	70	47,229	40	174,721	374	370,704	145	307,607	198	130,427	196	75,312	208	82,507	676	222,502	65	[illegible]
Pleasanton	88,504	316,224	394,865	9	5,655	5	70,935	19	143,215	9	13,468	13	17,330	17	11,322	28	20,093	60	48,751	5	30,264
ALPINE	1,304	2,501	2,795			3	618	1	489			2	272					5	1,221		
AMADOR	61,744	119,868	134,329	20	13,319	4	1,517	30	40,003	17	28,816	18	9,669	16	4,566	25	2,090	57	15,387	6	4,845
BUTTE	465,227	673,994	716,879	105	65,655	21	55,092	163	181,029	107	119,811	98	40,365	86	28,405	116	39,655	245	76,114	27	40,939
Chico	194,809	295,742	317,054	42	33,042	4	10,368	56	70,398	46	57,799	28	13,581	47	17,736	44	22,597	97	40,475	9	14,382
Oroville	84,475	126,744	135,600	20	8,020	5	8,297	28	36,935	21	24,256	30	10,455	14	4,320	26	5,244	51	12,385	8	13,114
CALAVERAS	35,908	72,057	81,222	14	5,636	3	2,096	31	30,940	11	5,988	21	8,711	18	1,937	15	3,320	54	12,351	7	2,629
COLUSA	32,216	58,453	64,705	11	3,532	3	1,436	21	19,776	15	6,807	17	12,013	9	1,650	7	1,922	39	10,138	3	3,475
Colusa	16,880	29,809	32,395	7	2,378			8	11,131	6	4,844	7	3,834	5	1,024	5	1,452	15	2,704	2	2,482
CONTRA COSTA	2,248,911	3,777,506	4,142,955	213	165,695	85	701,012	335	953,236	323	697,214	349	302,886	350	174,127	398	198,044	826	380,446	103	212,115
Antioch	159,112	263,925	287,490	17	13,528	6	42,663	45	85,855	25	52,875	23	19,114	22	8,073	30	10,679	68	25,917	7	11,586
Martinez	36,559	57,313	61,791	4	1,082	1	4,798	11	19,321	5	4,670	10	6,938	7	1,421	8	2,376	41	12,236	6	5,051
Pinole	37,992	98,264	136,961	7	2,878	1	9,890	13	62,236	5	5,272	12	4,629	3	1,861	5	952	17	14,549	3	27,533
Pittsburg	62,621	99,341	107,339	15	11,379	3	7,387	33	30,680	11	22,119	14	11,743	5	1,122	12	3,593	34	7,638	5	6,529
Richmond	231,983	350,629	375,680	13	19,948	9	80,928	66	57,389	36	77,189	38	24,608	51	19,889	43	26,554	90	24,206	13	6,868
San Ramon																					
Walnut Creek	366,957	719,195	807,529	19	20,954	14	131,130	38	138,407	40	191,127	32	58,907	64	46,257	58	35,412	84	69,027	12	37,975

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEL NORTE	57,845	73,233	76,025	11	9,033	3	1,482	30	23,229	13	8,311	15	5,072	13	3,156	14	2,327	46	11,461	3	2,636
EL DORADO	261,083	476,459	528,477	48	47,010	19	12,188	74	135,315	46	57,627	64	61,997	52	19,850	66	16,541	193	78,386	15	40,121
South Lake Tahoe	133,799	227,795	249,384	11	21,344	5	5,865	23	60,654	15	22,800	27	26,878	24	11,564	36	8,411	84	38,364	6	21,286
FRESNO	1,788,817	3,008,155	3,296,744	195	179,608	94	435,735	539	713,836	329	616,350	374	258,460	305	136,043	332	176,705	850	337,968	105	171,200
Fresno	1,043,334	1,988,877	2,221,329	77	118,898	42	394,725	209	419,065	149	321,434	174	155,416	172	108,353	190	141,494	466	253,545	57	119,346
GLENN	55,135	84,759	91,199	17	7,444	4	3,425	29	27,373	15	14,992	26	13,595	9	1,404	12	2,025	45	10,958	4	2,198
HUMBOLDT	377,911	562,701	601,330	73	41,973	37	41,430	151	161,730	79	91,213	89	55,724	64	24,819	69	17,260	255	68,608	23	39,327
Eureka	207,779	298,273	316,686	23	18,708	18	35,706	52	54,409	41	55,149	34	25,909	40	21,170	43	14,212	111	38,206	7	27,623
IMPERIAL	298,941	522,766	577,317	37	30,037	21	76,035	122	166,337	56	83,171	74	49,738	77	46,384	37	15,454	166	46,842	22	28,351
Brawley	52,343	73,124	77,251	12	4,928	4	4,131	22	23,421	12	17,841	10	4,946	13	1,717	8	831	37	7,378	6	5,127
El Centro	127,771	202,727	219,066	14	12,748	5	33,650	36	44,746	28	38,452	27	18,758	24	9,542	15	9,879	54	20,640	8	15,369
INYO	76,300	143,572	159,993	16	8,189	7	6,244	19	34,806	16	28,328	41	27,298	13	2,774	13	3,234	51	23,658	4	3 323
KERN	1,295,066	2,367,205	2,624,206	140	144,323	74	267,830	399	601,403	262	479,438	330	290,903	207	92,485	227	125,853	686	285,381	70	109,999
Bakersfield	718,845	1,336,613	1,486,288	43	79,880	26	238,730	105	232,491	99	336,290	114	108,966	109	66,994	110	93,674	246	151,137	29	73,008
Ridgecrest	73,950	127,300	137,973	11	5,550	3	10,142	15	31,176	20	30,138	9	12,427	16	3,460	12	5,772	28	15,201	6	6,787
Taft	36,277	64,524	70,175	5	2,286	1	911	11	27,378	9	11,168	9	5,515	11	3,464	6	2,155	26	6,951	2	2,765
KINGS	191,389	333,808	367,007	24	12,813	13	29,161	79	91,481	54	84,424	53	35,782	44	13,473	33	15,103	101	34,922	17	17,857
Hanford	127,610	228,287	252,136	11	8,372	9	27,707	35	56,734	32	66,421	26	13,567	27	9,821	22	12,797	50	20,744	11	13,578
LAKE	82,743	172,176	195,332	36	18,435	6	3,109	45	69,223	42	52,985	38	17,532	17	1,879	32	7,210	93	20,147	9	4,661
LASSEN	61,059	92,590	99,252	22	7,467	7	3,232	36	29,332	16	18,290	26	8,962	11	2,771	10	1,769	53	11,536	6	3,402
LOS ANGELES	25,889,383		45,983,479		1,488,999		5,338,517		10,084,237		8,334,979		3,587,836		2,257,283		2,378,410		5,698,432		1,720,485
		42,734,461		2,000		889		6,263		3,564		4,370		5,637		4,858		12,900		1,430	
Arcadia	265,762	458,699	503,153	18	14,763	10	100,128	40	95,448	14	32,174	32	40,471	61	40,784	46	16,869	98	73,853	16	42,254
Baldwin Park	96,473	137,835	147,125	13	7,409	5	4,660	38	63,736	24	22,000	26	18,113	11	1,199	23	1,219	66	14,490	5	3,768
Bell	82,894	114,154	120,289	4	2,300	3	5,816	28	44,169	19	26,785	11	2,697	20	3,839	15	1,798	47	14,105	5	9,835
Burbank	329,290	640,322	717,814	32	38,955	17	33,448	81	186,992	60	127,980	56	55,301	59	17,068	75	37,931	203	109,072	28	38,932
Covina	257,653	437,127	478,260	20	23,375	5	76,174	60	91,475	36	142,412	36	32,125	21	3,532	38	21,173	90	34,505	9	11,524
Downey	497,679	750,799	804,314	25	30,008	11	94,500	96	129,612	57	311,225	47	36,553	57	24,044	66	31,175	172	76,803	15	20,983
Glendale	620,182	1,038,709	1,133,744	33	21,993	16	135,538	134	246,514	91	269,602	103	73,956	162	76,394	124	72,874	247	104,972	29	23,285
Glendora	143,802	246,943	287,424	14	10,958	5	41,037	31	69,130	27	62,114	24	23,266	23	7,347	36	11,312	64	31,910	8	7,575
Hermosa Beach	68,165	140,442	159,087	7	8,257	2	15,852	21	34,522	15	24,186	9	9,372	19	6,353	11	4,606	56	29,386	3	1,438
Huntington Park	127,537	226,876	250,218	5	474	10	44,620	57	65,847	13	11,842	26	16,739	88	29,390	30	17,839	84	24,873	12	15,816
Lancaster	210,232	396,695	442,379	28	18,741	11	105,424	43	79,501	56	102,655	29	24,902	37	17,651	36	18,041	75	33,542	9	13,746
Long Beach	1,201,849	1,969,030	1,882,451	82	42,491	44	165,608	265	385,168	203	440,485	198	132,766	184	46,903	225	117,544	729	261,224	80	65,410
Los Angeles	10,287,622	16,490,300	17,852,217	772	529,988	377	1,988,715	2,658	3,850,368	1,171	2,672,248	1,776	1,447,120	2,538	958,570	2,074	1,027,624	5,532	2,425,787	567	700,783
Manhattan Beach	129,001	276,655	315,699	7	3,336	2	16,115	24	70,055	20	89,391	18	16,001	34	9,417	21	9,879	79	46,754	5	6,763
Maywood	30,543	44,635	47,531	3	1,535	2	7,579	17	15,722	7	3,050	12	5,905	5	376	5	1,110	39	5,490	3	2,085
Palmdale	55,732	97,580	105,952	9	8,074	4	1,689	17	39,172	20	7,269	18	16,104	12	1,873	15	4,312	42	14,504	4	5,209
Pasadena	628,097	1,235,533	1,388,213	42	36,812	19	283,477	90	255,787	66	301,325	73	83,818	80	49,795	114	71,411	213	148,372	32	28,574
Pomona	352,789	454,710	473,748	27	15,989	10	53,675	61	90,777	62	142,835	52	31,683	27	9,182	58	19,066	169	48,231	15	14,307
Quartz Hill																					
Redondo Beach	240,964	364,672	390,753	14	4,438	7	52,429	72	104,345	28	45,978	40	28,380	50	10,838	40	24,063	132	73,949	16	15,598
San Fernando	102,021	135,042	141,377	4	1,452	4	10,230	33	32,989	23	49,450	15	7,709	27	6,622	16	6,057	47	10,897	4	2,394
San Fernando Valley	5,912,836	9,669,965	10,287,424		219,478		1,981,124		2,150,968		1,320,261		592,711		758,221		581,521		1,221,174		279,579
San Gabriel Valley	1,030,175	1,829,944	2,003,557	78	73,066	38	324,509	254	439,129	173	446,193	159	140,755	166	75,696	185	85,191	439	192,147	48	61,640
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	508,884	1,134,401	1,303,613	25	31,165	16	102,854	89	190,051	70	336,804	45	59,559	115	73,040	90	85,503	244	186,647	39	61,647
South Bay	2,459,940	4,163,607	4,430,894	166	150,321	69	893,486	481	949,523	311	914,037	385	293,853	516	207,971	368	220,364	1,030	457,738	117	156,789
South Gate	167,396	234,919	248,407	21	10,836	6	17,061	55	69,337	47	67,968	36	22,617	27	4,087	35	8,885	115	23,154	7	12,016
Torrance	377,141	1,493,726	1,635,357	46	49,108	23	354,609	115	291,255	79	341,109	97	77,202	173	104,568	112	54,882	252	140,423	33	53,413
West Covina	361,932	676,064	758,347	13	14,352	15	159,633	58	128,422	39	170,033	39	37,892	86	50,970	55	41,143	109	71,440	13	23,455
Whittier	387,045	555,981	590,435	19	16,826	5	72,931	64	122,324	55	170,914	47	32,843	61	25,451	80	37,655	112	41,878	20	15,194
MADERA	143,157	237,896	259,616	36	24,259	15	6,851	75	71,206	41	50,302	45	26,097	29	10,733	27	9,426	96	29,643	16	10,699
Madera	92,371	139,912	149,937	12	10,699	7	5,562	41	43,425	21	33,600	22	9,662	21	8,108	16	5,391	50	15,259	9	7,603
MARIN	888,798	1,558,801	1,719,322	98	72,782	37	144,767	230	434,403	146	329,387	123	112,451	234	75,538	204	81,137	403	205,563	48	82,077
San Rafael	346,973	609,904	671,453	27	34,834	8	107,502	55	91,887	64	157,671	73	35,548	73	37,737	82	47,832	107	55,771	15	31,671
MARIPOSA	22,498	41,198	45,671	8	2,677	6	1,311	26	15,394	4	2,825	15	9,780	4	1,362	3	315	26	4,703	1	1,057
MENDOCINO	226,784	353,199	380,517	68	33,248	23	20,382	104	100,032	51	57,200	64	38,821	54	14,837	52	11,376	167	46,459	16	22,970
Ukiah	94,656	155,515	169,127	17	9,967	7	5,944	34	41,980	21	27,384	20	15,470	24	10,973	24	6,540	43	18,877	9	16,711
MERCED	352,823	595,626	650,913	52	31,206	24	59,359	142	132,886	88	120,513	110	83,062	72	22,997	70	28,456	211	70,788	26	41,578
Merced	208,084	345,166	376,033	22	18,766	12	53,572	51	67,686	49	82,095	41	32,480	34	17,605	40	17,560	88	35,360	12	31,560
MODOC	22,939	35,845	38,629	6	2,244	8	482	13	7,116	8	10,931	12	6,962	6	553	6	917	16	3,601	3	1,518
MONO	29,629	85,129	102,297	5	2,254	3	3,108	17	28,655	2	188	27	23,524	4	2,166	6	1,530	42	25,612	2	1,259
MONTEREY	951,602	1,730,632	1,918,041	100	84,801	38	163,771	273	398,612	172	345,335	201	169,309	237	107,358	196	94,802	533	255,732	51	87,491
Monterey	189,625	382,251	431,322	14	18,305	6	46,087	38	63,103	35	75,861	25	23,078	48	26,644	36	23,500	121	87,067	7	15,734
Salinas	386,718	653,831	714,622	37	38,719	11	74,031	94	167,545	73	126,673	78	60,614	78	38,261	75	44,817	161	59,586	19	43,969
NAPA	303,470	486,666	526,982	52	40,913	15	39,509	118	139,792	65	100,234	59	43,904	72	19,110	72	19,578	163	60,192	18	20,016
Napa	253,933	400,311	432,064	40	31,158	12	38,172	80	111,366	49	90,568	49	36,707	54	16,384	59	18,592	103	40,870	13	19,607
NEVADA	146,254	290,271	326,576	33	48,832	10	10,557	66	90,186	31	39,474	35	32,003	34	10,441	28	10,947	115	38,586	11	10,580
Grass Valley	88,141	178,971	202,177	19	33,560	6	7,539	31	56,302	20	26,929	14	14,249	20	7,286	17	8,319	46	17,853	6	6,911
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	7,377,949	13,179,264	14,419,506	702	732,919	209	1,958,134	1,388	2,922,767	1,139	2,670,053	1,093	1,141,439	1,284	563,768	1,409	749,531	2,930	1,751,342	324	443,401
Anaheim	793,338	1,410,814	1,556,222	66	84,382	22	148,002	165	294,701	115	255,591	140	120,099	102	42,777	172	125,904	405	252,622	33	44,812
Brea	88,236	304,292	377,718	13	22,647	4	59,251	23	82,612	14	59,584	17	33,816	31	17,229	10	4,078	44	42,165	5	12,845
Costa Mesa	718,001	1,390,350	1,557,540	49	46,854	15	330,100	75	182,070	87	391,514	64	92,217	113	101,048	100	80,557	177	129,995	13	37,578
Fullerton	459,353	698,618	749,412	26	30,989	12	138,128	74	132,848	61	179,300	62	62,383	60	16,057	63	26,809	156	84,663	23	26,548
Huntington Beach	557,487	993,705	1,096,570	49	77,542	14	155,485	90	256,930	76	197,235	72	68,717	79	23,937	96	65,939	184	112,376	31	38,010
La Habra	202,792	296,345	315,618	27	19,011	6	36,851	46	58,059	36	95,501	33	20,296	39	10,567	45	14,783	85	31,116	9	8,709
Newport Beach	410,532	712,864	782,994	28	10,983	11	95,041	65	120,802	100	163,831	32	36,495	129	53,958	67	20,678	174	181,670	18	26,831
San Clemente	85,521	136,984	148,267	19	5,852	7	11,501	25	46,663	23	14,433	25	17,630	23	3,727	24	6,810	58	21,458	10	4,478
Santa Ana	883,042	1,236,462	1,306,933	69	91,129	19	137,403	170	214,304	140	300,324	135	112,182	95	27,971	152	83,374	354	137,780	35	37,382
PLACER	390,190	752,469	843,155	69	54,353	19	10,832	131	214,325	82	207,611	108	90,513	54	24,205	85	21,442	233	118,048	24	45,693
Auburn	85,706	140,617	152,888	16	14,695	5	2,367	24	33,893	19	36,673	23	13,796	17	6,697	21	3,900	41	10,631	7	13,784
Roseville	156,167	292,579	325,671	12	12,853	5	6,468	44	59,737	31	134,604	22	21,460	14	12,761	28	11,012	62	34,685	7	19,161
PLUMAS	57,156	93,970	102,202	21	7,624	13	16,175	33	24,497	18	16,107	30	9,167	9	1,996	12	788	64	11,732	8	4,071
RIVERSIDE	2,098,654	3,802,232	4,216,699	314	337,287	91	447,792	498	985,936	387	807,654	423	385,920	396	157,576	435	158,913	994	477,529	105	144,300
Banning	47,261	75,211	81,330	6	2,540	2	1,844	12	20,619	17	18,868	14	11,792	12	2,517	8	1,412	30	12,131	4	4,872
Beaumont	20,370	50,490	56,515	8	3,193	1	854	10	18,347	6	4,155	12	12,850	2	613	2	225	15	9,169	4	1,521
Corona	174,924	324,268	360,438	22	37,097	9	27,291	36	83,385	40	96,919	28	24,685	15	6,110	37	9,756	68	37,365	12	15,112
Hemet	151,067	245,087	265,973	28	37,606	5	17,112	25	62,892	25	60,411	20	16,980	26	10,431	25	10,451	60	22,324	7	8,703

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Indio	158,051	271,685	297,892	12	21,985	8	80,321	26	35,677	24	58,926	25	26,206	22	10,925	30	12,513	51	27,802	6	7,444
Palm Springs	254,398	417,583	454,016	28	24,285	7	30,489	39	70,881	26	79,535	29	32,953	89	47,357	49	21,303	112	65,140	10	42,239
Palm Desert	28,639	66,213	73,730	10	12,649			6	6,339	1	792	6	8,153	37	13,439	16	5,069	19	13,659	2	1,210
Riverside	702,807	1,148,685	1,248,210	57	74,141	23	246,795	104	200,717	109	305,726	101	77,331	87	39,124	119	49,046	226	122,313	28	41,925
SACRAMENTO	2,881,986	4,984,685	5,473,094	236	278,148	104	860,772	643	1,178,296	440	1,011,941	467	417,316	400	212,099	466	316,944	1,267	585,513	146	213,961
Sacramento	1,082,772	1,745,633	1,892,045	99	101,461	40	245,908	280	429,373	151	299,548	189	148,826	154	64,471	163	107,774	618	250,305	65	58,350
SAN BENITO	62,232	103,108	112,309	11	7,045	4	1,624	27	32,077	16	18,483	21	16,981	12	6,174	12	2,886	36	7,903	7	6,446
Hollister	55,848	92,049	99,291	10	6,578	4	1,624	22	29,548	15	17,640	17	12,400	11	5,800	12	2,886	19	4,811	6	5,778
SAN BERNARDINO	2,482,813	4,842,718	5,448,979	314	349,357	127	712,142	713	1,236,924	522	939,314	580	555,446	369	170,500	492	222,714	1,298	598,373	124	187,446
Barstow	106,923	202,948	226,460	9	14,158	7	21,530	19	46,209	22	26,449	41	51,619	15	4,957	24	8,166	65	36,072	5	5,322
Fontana	106,823	191,942	212,114	12	10,212	5	11,380	34	57,646	39	47,130	24	14,191	12	3,299	21	6,823	50	22,178	6	20,220
Ontario	247,519	649,319	602,219	18	20,955	6	33,137	59	142,921	52	161,680	57	67,844	22	18,646	43	22,701	113	57,556	13	21,483
Redlands	147,495	293,459	330,433	13	6,907	9	58,529	24	49,741	34	97,161	23	25,137	23	9,071	29	12,311	54	37,133	9	7,377
San Bernardino	705,194	1,050,250	1,122,622	40	60,864	20	304,174	122	132,448	110	227,133	92	54,313	109	49,780	101	66,651	271	111,533	23	28,130
Upland	124,269	286,831	331,576	17	33,447	4	9,013	30	76,048	17	59,446	32	42,069	20	15,283	28	8,858	46	42,472	8	17,632
Victorville	114,256	257,059	295,870	10	12,909	6	37,170	20	50,659	28	84,440	27	35,890	17	7,157	28	13,170	38	30,059	5	8,133
SAN DIEGO	5,895,121	10,647,852	11,570,243	606	658,533	217	1,659,219	1,379	2,317,456	960	2,091,393	902	928,211	997	436,223	1,167	639,048	2,741	1,388,552	235	383,411
El Cajon	341,744	835,069	905,695	33	62,210	13	171,481	65	124,726	61	226,949	76	78,898	38	48,323	37	37,433	105	70,143	12	16,835
Escondido	400,551	634,641	685,907	39	64,160	12	130,480	51	108,770	57	159,125	51	43,207	57	22,232	89	33,266	115	53,420	9	22,453
Oceanside	208,907	440,324	500,829	19	23,512	8	81,015	55	90,744	56	106,859	44	47,110	21	12,040	42	20,516	115	61,012	9	18,751
San Diego	2,804,052	5,200,387	5,779,889	187	169,829	98	830,947	645	1,101,125	380	990,606	395	433,650	512	267,959	537	391,760	1,430	802,146	109	179,240
Vista	76,900	118,933	127,906	13	8,102	6	16,744	45	57,294	16	2,959	17	13,539	6	881	12	997	48	14,248	4	6,154
SAN FRANCISCO	2,849,566	5,007,360	5,510,833	160	95,248	126	594,943	1,250	1,112,160	175	565,149	320	300,307	715	426,990	538	303,271	2,431	1,109,050	186	175,910
San Francisco	1,994,702	5,007,360	5,510,833	149	95,248	155	594,943	1,270	1,112,160	185	565,149	437	300,307	673	426,990	484	303,271	2,286	1,109,050	215	175,910
SAN JOAQUIN	1,115,368	1,825,594	1,985,301	134	104,008	46	227,166	357	439,837	242	396,508	228	171,609	178	80,858	215	104,715	606	209,509	82	98,469
Lodi	176,159	285,398	309,601	25	19,077	8	5,241	40	64,910	37	77,308	38	35,296	27	18,502	39	12,630	85	30,197	13	28,346
Manteca	93,310	165,738	182,778	14	11,275	5	8,562	21	50,084	25	50,793	19	12,450	22	4,324	23	8,737	45	16,050	6	11,277
Stockton	571,350	939,263	1,021,736	41	37,864	19	191,974	139	173,531	98	214,420	84	68,956	76	42,000	76	59,200	280	108,838	42	39,707
SAN LUIS OBISPO	469,966	812,205	891,790	92	64,064	32	43,807	151	218,821	96	134,164	144	102,844	120	29,066	132	37,325	291	131,590	35	39,463
Paso Robles	56,670	103,625	113,018	11	5,940	3	2,588	13	31,771	13	23,149	14	16,205	11	3,519	13	2,469	26	11,758	5	2,818
San Luis Obispo	208,358	327,754	353,641	18	14,464	11	29,941	37	66,731	41	82,497	44	30,343	51	17,415	53	21,113	84	40,545	12	12,942
SAN MATEO	2,356,850	4,228,110	4,679,844	186	148,780	87	621,644	546	1,042,685	296	863,318	334	337,691	347	206,289	376	259,243	930	561,059	120	207,812
Redwood City	293,592	543,351	603,804	17	20,004	10	60,670	49	126,580	32	185,897	52	46,958	24	14,684	41	19,115	113	52,781	12	34,602
San Mateo	428,368	782,191	866,851	28	24,010	21	169,314	83	161,447	36	110,306	53	65,342	75	55,567	68	34,685	164	101,340	21	45,774
SANTA BARBARA	1,112,619	2,023,081	2,241,222	125	106,880	57	204,553	276	451,357	177	342,972	226	189,722	257	98,078	271	123,814	622	327,985	66	90,421
Lompoc	84,808	146,184	160,374	11	6,809	6	19,373	23	39,901	25	31,075	22	14,406	19	6,137	31	8,981	37	15,261	4	5,880
Santa Barbara	464,527	812,978	894,148	39	34,451	16	72,769	117	183,907	63	144,792	72	54,485	121	52,749	114	55,907	245	151,089	32	41,010
Santa Maria	270,482	538,481	606,242	24	25,224	11	69,211	40	80,060	48	138,895	45	42,430	56	23,628	58	35,374	84	48,899	11	22,381
SANTA CLARA	4,920,896	9,228,949	10,306,005	404	485,591	162	1,427,380	983	2,118,807	651	2,045,064	699	758,731	759	457,412	787	566,886	1,813	1,072,458	210	374,742
Gilroy	73,868	154,536	175,528	4	4,849	2	[illegible]	13	51,766	10	41,738	17	22,269	5	5,501	14	2,803	20	10,341	5	9,392
Palo Alto	342,741	743,278	849,739	20	18,021	10	122,815	62	130,674	36	145,138	30	42,113	74	93,403	67	32,600	148	118,201	11	[illegible]
San Jose	1,985,594	3,559,313	3,932,095	150	184,896	39	499,878	416	847,013	276	768,586	291	311,644	303	158,480	297	222,124	744	387,731	93	140,684
Saratoga	39,496	110,217	131,803	17	12,697	2	13,198	20	33,859	5	7,372	10	21,787	13	3,808	11	3,168	23	13,238	2	3,959
SANTA CRUZ	653,672	1,050,803	1,139,241	91	96,163	40	85,613	198	275,670	121	183,230	111	93,935	156	41,651	146	44,006	387	139,233	33	73,023
Santa Cruz	284,096	445,634	480,653	28	35,881	13	41,647	64	89,676	62	115,639	36	30,114	59	12,692	56	24,227	152	65,055	12	20,256
Watsonville	137,533	190,802	201,346	18	15,839	12	18,915	42	40,142	28	51,174	25	14,332	23	5,879	30	8,272	80	15,721	10	16,641
SHASTA	435,968	653,314	699,434	100	81,624	18	54,103	150	168,109	96	124,527	107	82,575	80	26,471	95	24,939	230	61,201	23	20,734
Redding	317,426	450,561	477,404	47	58,381	6	50,078	62	70,359	52	94,548	55	49,259	55	22,706	66	21,508	119	40,458	14	19,805
SIERRA	4,295	6,185	6,568	4	824	4	175	9	1,632	2	909	2	621					14	1,309	2	673
SISKIYOU	114,424	167,133	177,936	37	12,313	16	5,615	71	55,860	31	20,776	58	27,393	23	5,949	20	4,115	110	23,068	13	5,598
Yreka City	49,532	71,201	75,536	12	4,936	2	2,314	12	22,080	9	11,082	16	10,015	7	3,292	9	1,917	31	8,110	6	3,974
SOLANO	636,112	1,198,961	1,340,338	60	63,203	27	149,614	155	288,983	127	267,519	136	138,347	79	33,565	129	61,637	312	175,517	28	76,870
Fairfield	171,817	405,138	470,282	10	23,879	4	74,143	32	77,017	30	100,831	31	51,480	31	15,490	33	22,566	68	54,758	7	32,643
Sui Sun	9,981	20,335	22,406	4	1,498	1	931	8	3,854	7	1,439	4	1,199	2	156	7	1,482	13	4,712		
Vallejo	276,297	449,509	488,042	22	16,621	13	64,223	62	104,445	59	119,716	49	41,838	22	8,313	51	27,265	128	44,746	11	36,603
SONOMA	1,009,728	1,855,402	2,058,767	177	184,696	49	203,336	313	505,759	183	330,119	236	177,667	165	67,047	213	89,088	534	213,173	53	92,539
Petaluma	105,285	204,420	229,049	16	22,347	6	21,318	36	66,699	16	21,058	23	18,757	18	9,859	30	7,210	39	22,525	5	10,265
Santa Rosa	454,401	843,124	937,037	38	51,576	18	159,138	99	184,809	60	128,645	94	70,757	78	44,185	102	55,429	162	89,100	21	36,232
STANISLAUS	871,937	1,443,639	1,573,218	112	121,827	45	200,014	262	347,277	198	270,053	175	[illegible]	157	57,141	185	98,591	379	140,451	[illegible]	90,911
Modesto	548,811	944,243	1,035,587	46	84,325	19	169,134	116	189,879	97	183,047	61	57,377	96	41,115	114	67,990	186	92,514	22	71,813
Turlock	104,745	184,823	203,573	10	5,918	8	9,298	26	53,834	21	39,046	24	12,275	25	10,134	24	[illegible]	47	[illegible]	9	11,631
SUTTER	164,518	263,341	285,247	25	29,111	9	36,014	57	80,881	35	42,398	36	15,868	22	10,713	30	10,180	57	25,093	8	19,343
Yuba City	137,115	289,185	248,430	17	24,708	4	26,193	39	72,175	27	37,886	24	[illegible]	21	10,492	21	8,738	46	[illegible]	7	[illegible]
TEHAMA	113,679	197,070	216,518	23	11,626	9	6,996	49	49,794	32	48,575	36	[illegible]	18	5,863	16	3,663	[illegible]	19,172	8	[illegible]
Corning	33,940	65,426	71,725	7	4,319	2	1,041	10	12,925	5	13,906	12	30,313	4	1,105	2	200	13	3,146	2	1,328
Red Bluff	70,323	114,799	124,725	12	6,621	16	5,807	21	30,982	23	31,871	17	13,054	13	4,669	12	3,417	36	12,261	4	4,858
TRINITY	17,081	30,611	33,801	8	1,350	7	2,928	29	13,260	4	739	11	4,453	3	294	3	503	30	5,141	2	1,317
TULARE	731,206	1,239,354	1,356,145	105	86,165	38	153,699	293	327,707	175	312,803	178	106,425	136	53,243	151	54,658	338	107,353	47	56,459
Porterville	126,243	222,557	245,161	22	11,434	7	29,576	47	72,708	34	56,662	24	14,281	26	11,260	36	7,563	54	17,107	8	8,488
Tulare	99,970	141,636	150,000	13	13,950	8	7,109	41	40,805	18	31,561	27	13,770	22	6,748	27	8,127	51	10,988	6	5,291
Visalia	329,689	579,826	638,347	32	47,181	11	[illegible]	61	101,192	56	159,203	43	38,348	58	25,584	53	28,018	89	52,139	14	36,891
TUOLUMNE	102,042	157,749	169,675	28	16,102	5	7,170	45	49,642	30	21,150	40	17,237	29	5,905	30	5,170	92	21,469	10	7,903
Sonora	73,148	112,090	119,880	15	7,853	2	6,512	14	34,796	24	20,188	19	11,810	20	4,878	18	4,000	38	10,237	8	5,785
VENTURA	1,511,465	2,980,853	3,364,240	158	157,850	63	397,273	328	816,613	292	702,821	266	262,878	274	112,560	331	149,475	662	335,284	85	136,051
Camarillo	92,362	171,340	190,397	15	40,305	6	12,529	16	15,438	12	16,314	18	19,839	14	4,175	16	5,418	45	20,973	4	12,664
Oxnard	389,281	623,017	674,309	21	34,150	16	96,164	70	141,404	77	143,068	63	55,636	85	29,425	65	27,197	163	66,747	19	22,675
Port Hueneme	20,766	23,948	24,454	3	824	1	1,632	14	9,664	9	623	2	588	3	375	4	320	26	6,148	4	1,500
San Buenaventura	362,578	702,640	787,392	22	17,966	12	126,037	48	141,830	71	225,106	47	51,052	46	22,026	77	48,129	133	71,662	14	21,505
Santa Paula	56,437	82,238	87,523	7	1,097	4	3,564	22	27,492	23	19,069	13	8,826	18	2,820	21	3,618	44	10,235	4	3,958
Simi Valley	164,711	389,046	451,624	18	19,447	8	89,448	39	148,252	34	41,772	35	33,872	23	10,270	43	17,867	65	44,487	9	16,411
Thousand Oaks	280,569	737,802	873,259	33	42,557	8	54,834	39	212,911	32	226,289	36	57,679	57	36,501	64	34,181	77	94,964	15	46,230
Ventura	362,578	620,056	637,766	22	14,498	12	107,259	48	121,494	71	168,089	47	43,763	46	18,241	77	37,620	133	53,923	14	17,223
YOLO	329,467	540,693	587,893	43	48,830	6	10,780	86	161,938	54	117,085	71	66,032	54	20,749	53	16,800	188	71,673	20	24,225
Davis	114,068	184,794	200,474	5	6,341	1	1,394	19	51,168	16	59,146	17	16,564	18	7,029	20	7,727	46	24,423	6	6,042
Woodland	123,264	199,917	216,933	19	20,239	3	6,578	28	61,669	25	44,549	19	14,754	27	12,148	23	7,443	50	18,848	8	12,925
YUBA	129,725	192,333	205,628	17	14,122	16	13,767	58	49,516	35	39,032	29	16,202	32	10,960	37	7,922	105	23,314	9	9,814
Marysville	93,771	129,416	136,451	8	4,664	8	13,761	22	27,161	23	34,740	18	11,614	23	6,427	28	6,430	60	16,795	5	6,436

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,824,594	18,313,848	20,290,634	1,302	1,224,952	495	2,288,800	2,177	4,304,465	1,869	3,868,241	2,485	1,681,199	1,812	842,736	2,185	925,947	5,004	2,408,924	536	541,459
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boulder-Longmont, Co	662,971	1,227,116	1,352,716	90	96,070	21	91,287	110	295,280	131	270,309	116	94,240	143	58,969	185	71,824	282	154,007	32	42,961
Colorado Springs, Co	984,131	1,801,374	1,981,896	98	104,379	50	246,783	196	370,110	202	436,343	220	161,898	166	73,976	222	113,151	433	204,643	39	38,908
Denver, Co	5,200,801	9,843,888	10,936,041	472	518,364	162	1,493,310	909	2,277,809	776	2,148,647	1,005	805,121	792	481,527	997	507,258	2,132	1,295,787	223	287,101
Fort Collins-Loveland, Co	481,578	780,767	840,650	78	86,999	25	75,812	95	163,408	102	165,885	102	54,285	86	32,068	150	42,774	236	105,969	23	22,451
Greeley, Co	307,069	579,103	641,001	61	45,816	20	79,124	80	142,579	76	119,072	106	51,937	51	25,608	92	30,970	180	65,629	17	18,387
Pueblo, Co	406,205	520,646	336,885	41	28,055	17	74,760	122	127,666	105	107,388	113	40,264	69	20,863	87	26,909	265	55,762	26	16,929
COUNTIES, Cities																					
ADAMS	803,612	1,631,234	1,830,928	90	129,789	35	281,219	158	468,683	130	301,858	175	168,039	114	60,839	136	63,573	303	170,624	29	41,339
ALAMOSA	48,897	77,310	82,793	13	6,189	6	10,642	15	18,681	13	12,531	16	6,510	11	4,555	12	5,830	35	9,927	3	1,179
Alamosa	47,809	75,079	80,534	13	6,189	5	10,621	14	18,665	13	12,531	15	6,491	11	4,555	12	5,830	32	8,218	3	1,179
ARAPAHOE	1,199,646	2,814,961	3,249,892	86	135,194	37	553,586	160	558,814	171	817,209	169	198,834	238	201,036	188	121,234	346	304,893	34	77,022
ARCHULETA	9,820	20,282	22,796	2	2,312	1	348	5	5,656	3	2,197	10	6,529	6	1,478	3	257	13	2,297	2	281
BACA	14,066	16,857	17,168	7	2,836	6	829	8	2,424	7	3,066	12	5,215	7	373	3	61	10	1,047	4	534
BENT	12,673	18,105	19,029	3	884	3	912	4	4,441	2	4,389	5	2,171	4	311			11	1,085	2	666
BOULDER	662,971	1,227,116	1,352,716	90	96,070	21	91,287	110	295,280	131	270,309	116	94,240	143	58,969	185	71,824	282	154,007	32	42,961
Boulder	353,319	658,855	727,056	34	44,043	11	46,065	53	161,553	49	114,439	52	48,325	93	48,344	89	44,160	138	93,020	16	20,791
Longmont	160,451	274,784	298,539	23	30,115	4	20,741	24	79,477	41	52,504	28	24,947	41	9,49[illegible]	55	15,320	63	26,983	10	18,256
CHAFFEE	48,234	81,926	88,894	15	5,360	8	3,947	19	23,043	19	15,048	36	15,684	16	1,531	15	1,261	45	9,357	4	2,040
Salida	30,495	49,436	53,225	7	2,884	3	2,965	8	15,322	14	12,556	17	3,267	12	1,004	9	924	25	4,032	3	1,043
CHEYENNE	5,856	15,486	18,207	5	1,045			5	9,249	2	1,161	9	2,569	2	698	2	379	8	1,977	2	555
CLEAR CREEK	16,980	29,313	31,879	4	1,273	1	190	11	8,755	2	1,222	13	6,634	2	309	4	372	38	8,453	1	
CONEJOS	9,227	14,910	16,018	4	930	1	845	12	5,328	3	486	9	3,459	3	225			12	811	3	461
COSTILLA	2,645	4,176	4,467	1	176	3	325	6	1,942			8	906			1		7	667	1	111
CROWLEY	3,565	5,559	5,939	3	547			3	1,220	5	2,377	4	493	1	206	2	141	5	352	1	174
CUSTER	1,117	2,503	2,854	1	166	1		2	760	1	279			2	53			4	1,147		
DELTA	52,527	85,925	92,590	21	10,613	7	5,088	26	25,086	16	22,416	23	6,995	17	2,989	17	2,216	34	6,394	6	2,759
DENVER	1,910,077	2,996,499	3,203,514	142	113,793	49	311,066	360	667,406	267	436,149	400	231,985	285	148,306	407	208,102	1,052	539,217	104	86,910
Denver	1,910,077	2,996,499	3,203,514	132	113,793	68	311,066	365	667,406	215	436,149	515	231,986	264	148,306	322	208,102	997	539,217	136	86,910
DOLORES	2,668	4,124	4,396					3	2,198	3	725	3	807					5	420		
DOUGLAS	25,624	68,239	80,347	12	3,536	3	403	12	26,642	12	15,981	11	10,814	9	1,034	17	2,151	16	7,819	4	4,043
EAGLE	62,473	158,438	184,854	13	13,630	4	1,002	20	39,966	4	1,278	24	18,686	26	6,611	12	2,307	75	49,375	3	3,579
ELBERT	5,406	9,941	10,938	4	308	1	72	5	2,770	2	291	7	2,916	4	110	2	287	12	1,290	1	
EL PASO	984,131	1,801,374	1,981,896	98	104,379	50	246,783	196	370,110	202	436,343	220	161,898	166	73,976	222	113,151	433	204,643	39	38,908
Colorado Springs	888,846	1,651,104	1,821,114	74	97,792	36	234,929	156	336,665	171	427,909	169	127,085	145	70,399	194	105,279	334	180,419	32	37,500
FREMONT	64,839	106,109	114,329	13	6,651	12	5,208	34	29,070	27	17,749	31	9,667	21	5,345	23	5,459	59	13,529	5	3,333
Canon City	54,870	89,339	96,235	11	6,314	6	6,426	25	23,011	19	14,832	19	6,790	19	4,859	19	5,144	43	11,511	4	2,963
GARFIELD	90,701	255,379	303,831	18	20,773	6	5,633	21	68,375	18	70,946	37	43,846	24	10,771	25	10,177	48	28,211	8	15,386
GILPIN	3,356	5,997	6,563	1	103	1	62	3	691	1		2	189	2				14	3,349	1	148
GRAND	25,574	53,485	60,263	8	1,696	3	3,442	15	13,348	9	5,935	24	10,855	5	916	4	513	50	12,091	3	2,058
GUNNISON	32,693	72,354	82,355	10	3,687	1	951	15	26,644	9	10,034	12	10,506	14	3,603	9	1,929	48	10,823	3	2,774
Gunnison	29,350	66,581	74,029	7	3,341			10	24,536	8	9,682	11	10,232	10	2,785	8	1,862	24	9,123	2	2,483
HINSDALE	1,360	3,403	3,960	1	889	1	140			1		2	485	1				6	697	1	580
HUERFANO	15,833	27,021	29,327	5	1,469	2	1,082	8	8,703	4	3,423	20	6,689	5	423	3	727	21	2,790	2	731
JACKSON	5,322	11,015	12,383	1	1,543			5	5,232	1		2	1,714	3	271	1	563	7	1,521	1	263
JEFFERSON	1,261,842	2,332,955	2,571,360	142	136,052	38	347,036	219	556,264	196	577,450	250	195,448	146	70,312	249	112,198	415	273,234	52	77,787
Golden	[illegible]	118,596	130,520	7	5,752			12	32,525	14	37,089	14	9,113	4	2,164	10	1,743	34	27,210	3	3,509
KIOWA	3,487	4,890	5,119	2	292			4	930	2		2	1,633			3	220	5	1,292	1	194
KIT CARSON	26,729	43,738	47,117	13	3,267	3	909	11	11,902	9	8,083	16	11,703	8	1,866	7	1,579	12	2,467	4	1,507
LAKE	23,089	33,833	35,723	6	1,304	4	857	5	11,982	6	6,005	10	1,744	3	1,315	5	784	27	5,246	1	1,313
Leadville	20,903	30,354	32,245	6	1,304	4	857	5	11,982	5	5,146	6	1,146	3	1,315	5	784	25	4,911	1	1,313
LA PLATA	96,046	194,085	217,312	27	24,949	13	16,582	24	51,629	17	26,033	27	19,989	28	10,436	29	8,361	66	30,201	7	4,227
Durango	88,519	180,424	202,319	24	22,976	11	14,754	18	46,929	17	26,033	21	18,151	26	9,913	26	8,281	56	26,976	7	4,227
LARIMER	481,578	780,767	840,650	78	86,999	25	75,812	95	163,408	102	165,885	102	54,285	86	32,068	150	42,774	236	105,969	23	22,451
Fort Collins	288,268	462,008	495,944	35	41,506	10	61,537	44	106,694	45	97,523	50	23,429	53	22,604	86	27,262	110	53,265	13	15,120
Loveland	109,306	158,768	166,690	16	11,030	7	6,639	23	42,369	32	42,236	30	16,752	21	5,867	40	9,708	48	13,326	6	4,571
LAS ANIMAS	36,292	55,818	59,477	7	2,086	13	5,163	28	17,955	15	10,610	23	7,521	13	2,074	7	931	43	5,494	5	1,776
Trinidad	33,269	50,057	53,415	6	2,064	7	4,995	24	16,284	15	10,610	17	4,583	13	2,074	7	931	35	4,607	5	1,776
LINCOLN	19,432	41,192	46,531	4	484	1		7	6,890	4	12,709	27	14,826	3	1,104	4	857	19	7,033	2	368
LOGAN	70,868	96,186	100,266	14	5,951	5	7,612	19	19,543	20	20,574	38	13,920	19	5,731	20	4,404	37	8,628	4	1,578
Sterling	67,736	90,153	93,571	14	5,951	5	7,612	15	19,315	17	19,414	29	10,454	19	5,731	17	4,158	29	7,749	4	1,578
MESA	280,082	659,876	760,066	51	85,204	15	85,666	64	151,881	67	153,475	83	71,135	50	24,792	60	40,881	95	65,639	14	20,223
Grand Junction	250,783	587,318	675,764	41	76,008	12	80,193	40	123,931	57	143,363	59	54,703	49	24,522	50	39,176	73	60,046	11	17,840
MINERAL	1,906	2,954	3,151	1	545			2	1,038			2	792					3	314	1	208
MOFFAT	47,347	108,452	124,275	12	7,606	4	4,790	9	35,456	12	30,000	18	13,247	9	5,268	7	1,393	25	12,945	2	2,309
Craig	45,823	107,139	119,405	12	7,606	3	4,678	5	33,991	11	29,766	14	11,247	9	5,268	7	1,393	21	12,753	2	2,309
MONTEZUMA	63,938	107,014	115,790	14	9,585	8	6,704	19	27,013	13	24,673	29	8,246	11	2,553	16	4,266	37	15,271	6	3,462
Cortez	54,825	90,352	97,459	11	8,447	6	5,794	12	21,629	12	23,639	20	6,521	10	2,427	15	4,122	23	10,249	4	2,836
MONTROSE	76,902	110,527	116,314	21	15,519	6	7,352	25	27,355	16	21,557	23	10,272	15	4,863	19	3,325	42	11,275	9	2,887
Montrose	68,595	96,616	102,221	17	14,529	4	6,957	16	22,199	12	20,687	18	7,673	14	4,618	17	3,269	29	9,642	7	1,750
MORGAN	75,795	158,045	178,013	21	15,291	7	14,846	19	35,672	31	38,359	35	26,438	20	7,422	12	2,504	43	18,203	3	4,261
Fort Morgan	54,472	115,237	127,393	12	8,194	5	12,993	9	24,885	19	28,311	22	17,186	13	5,799	11	2,412	24	11,663	2	3,641
OTERO	63,125	85,794	89,391	13	8,065	7	7,376	30	26,549	22	16,330	18	5,534	19	4,223	20	4,350	47	7,172	8	2,440
La Junta	40,006	53,100	55,719	5	3,847	4	6,314	11	11,952	11	11,724	8	2,748	10	2,387	12	3,589	26	4,159	5	2,134
Rocky Ford	16,387	22,438	23,649	3	2,188	1	459	13	9,635	8	4,312	5	1,593	7	1,484	7	679	15	2,271	2	216
OURAY	3,238	6,502	7,270	1	259	2	203	4	2,088	1	281	2	701	1		1		14	2,270	2	218
PARK	5,825	12,303	13,884	2	736	3	117	5	1,871	1	1,347	9	3,117			2	203	13	4,243	1	273
PHILLIPS	12,834	21,666	23,486	3	2,366	4	3,526	10	4,010	8	7,632	3	1,808	1	444	5	215	9	1,434	3	179
PITKIN	77,480	160,447	180,420	13	20,015			21	24,026	6	3,567	8	8,562	38	12,692	22	7,765	95	52,886	4	9,392
PROWERS	51,938	98,698	109,267	14	7,217	6	9,635	16	28,915	20	14,860	19	18,540	11	3,681	10	4,752	37	10,081	4	3,178
Lamar	47,229	90,761	99,469	11	6,251	6	9,635	11	26,460	16	13,399	16	17,103	10	3,517	5	3,583	26	8,978	3	2,790
PUEBLO	406,205	520,646	536,885	41	28,055	17	74,760	122	127,666	105	107,388	113	40,264	69	20,863	87	26,909	265	55,762	26	16,929

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Pueblo	377,991	481,097	495,460	35	26,894	15	64,819	109	120,184	97	105,384	97	34,798	65	19,428	80	24,403	230	52,148	25	16,124
RIO BLANCO	13,670	34,379	40,052	6	3,526	3	217	10	12,506	4	1,159	9	7,260	4	2,012	2	379	15	6,579	3	1,915
RIO GRANDE	31,541	57,844	63,625	15	4,936	3	1,300	18	21,054	9	10,903	16	4,520	7	2,761	10	4,495	20	3,870	6	1,797
ROUTT	44,533	107,591	124,456	10	13,613	4	2,298	13	25,559	9	11,262	17	15,410	19	7,010	15	2,590	50	20,986	7	6,280
SAGUACHE	5,940	8,331	8,728	1	767			3	2,275	3	2,132	7	1,164	1	516	1	197	5	658	3	221
SAN JUAN	2,334	5,378	6,166	2				1	507			5	1,711					9	1,971		
SAN MIGUEL	7,889	14,180	15,541	5	1,310	3	218	8	3,637	2	2,825	5	1,940	3	449	2	557	14	2,902	2	327
SEDGWICK	15,327	26,702	29,095	5	1,384	1	907	6	6,716	4	6,904	12	5,757	5	988	5	1,028	11	3,025	3	587
SUMMIT	38,419	129,702	159,293	6	11,097	3	685	15	38,006	6	2,682	17	17,949	19	3,591	9	1,702	60	45,161	4	3,591
TELLER	13,490	32,604	37,706	2	7,120	3	772	9	8,577	5	1,200	12	6,179	8	1,259	5	626	23	4,930	3	559
WASHINGTON	10,513	20,644	22,954	8	2,604	6	1,493	3	7,076	1	233	12	5,369	4	244	3	525	14	3,157	3	787
WELD	307,069	579,103	641,001	61	45,816	20	79,124	80	142,579	76	119,072	106	51,937	51	25,608	92	30,970	180	65,629	17	18,387
Greeley	223,710	446,893	499,387	37	23,915	13	76,181	38	116,351	47	95,680	56	33,285	44	25,152	62	23,340	94	37,454	9	17,367
YUMA	25,998	41,961	45,094	10	5,071	5	4,778	12	11,413	12	9,549	10	2,942	10	1,653	13	1,695	19	3,984	4	1,053

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,428,005	16,989,825	18,372,258	1,193	736,455	571	2,048,842	3,207	4,370,299	1,530	2,828,192	2,215	1,632,083	1,940	917,512	2,056	743,876	5,169	1,893,095	755	577,422
METROPOLITAN STATISTICAL AREAS																					
Bridgeport-Milford, Ct	1,401,820	2,500,439	2,649,068	139	133,382	77	274,804	491	664,209	184	420,726	310	250,366	270	125,951	285	126,943	726	250,348	107	[illegible]
Bristol, Ct	204,024	233,385	237,928	30	8,381	12	24,867	67	64,359	30	51,834	45	20,608	30	6,066	42	10,305	104	19,433	16	5,227
Danbury, Ct	624,838	938,495	1,034,936	91	52,094	32	114,902	165	248,595	92	124,420	117	85,741	112	56,912	121	40,064	256	90,183	28	20,538
Hartford, Ct	2,558,062	4,403,705	4,910,892	251	177,242	108	580,840	619	1,112,438	325	728,377	496	458,852	401	265,832	459	176,758	1,150	551,054	200	173,170
Middletown, Ct	194,743	258,593	301,692	15	9,720	8	44,169	53	74,680	31	47,411	46	33,220	18	7,474	29	8,076	91	27,673	15	13,083
New Britain, Ct	408,125	654,066	720,576	47	29,173	25	60,379	160	194,306	70	108,506	94	73,888	68	27,130	74	31,467	251	85,553	35	29,362
New Haven-Meriden, Ct	1,503,962	2,341,238	2,550,615	170	68,349	80	358,084	537	596,324	200	362,939	351	217,162	361	150,954	303	113,300	858	281,177	105	71,889
New London-Norwich, Ct-R.I.	880,311	1,472,604	1,576,920	102	57,675	55	186,138	260	377,654	143	279,489	206	143,099	182	52,834	181	64,691	482	148,543	63	51,355
Norwalk, Ct	629,282	1,088,634	1,189,206	60	45,959	32	84,923	136	247,203	84	216,399	109	79,034	116	78,136	132	57,481	233	122,243	23	22,269
Stamford, Ct	860,480	1,584,356	1,876,448	82	75,589	53	185,496	213	413,310	85	284,118	151	156,265	197	114,310	168	87,695	316	172,529	48	52,693
Waterbury, Ct	680,970	945,362	1,030,110	87	49,050	37	116,356	265	269,048	129	160,639	147	83,605	120	49,194	146	33,977	368	94,479	59	35,454
COUNTIES, Cities																					
FAIRFIELD	3,026,657	5,239,120	5,728,784	323	262,294	164	565,724	876	1,316,034	373	850,085	578	463,869	620	326,636	613	255,829	1,303	541,427	177	160,847
Bridgeport	418,473	617,899	653,251	35	18,839	37	60,491	215	162,738	65	98,510	95	59,531	85	32,770	101	37,954	291	59,757	42	26,183
Danbury	344,946	445,684	459,933	37	27,048	21	63,297	77	77,915	48	59,225	55	32,109	44	11,421	61	22,150	122	36,327	9	4,484
Greenwich	262,533	503,660	538,560	22	16,432	11	27,043	63	125,326	37	122,170	40	49,836	66	46,310	43	18,347	90	58,566	19	11,559
Norwalk	352,475	573,264	616,713	32	24,187	23	69,881	90	139,755	54	97,417	66	45,204	39	29,376	69	27,696	138	55,285	9	11,131
Stamford	420,450	860,369	965,446	37	27,709	35	157,965	111	208,181	38	123,250	77	63,916	84	47,487	89	54,848	181	78,807	20	28,504
Trumbull	118,341	162,621	169,667	12	5,813	4	67,439	18	37,492			15	10,205	35	20,315	17	2,820	18	4,464	5	5,513
HARTFORD	2,813,743	4,729,797	5,149,413	278	195,964	130	610,467	730	1,160,272	338	760,022	535	461,944	466	280,461	513	203,220	1,346	597,904	220	185,624
Bristol	189,354	207,567	208,110	25	7,851	11	24,024	59	57,887	25	48,087	42	17,818	29	5,892	37	6,209	89	15,461	14	5,028
Enfield	189,032	307,393	330,668	16	6,926	15	80,741	33	66,867	18	45,449	22	18,493	37	19,366	31	17,161	53	25,615	12	7,397
Hartford	406,823	677,141	731,539	23	16,843	22	95,495	140	112,924	33	103,454	75	54,652	79	37,061	70	30,477	324	127,953	43	38,551
Manchester	230,500	353,854	376,662	21	10,632	10	54,570	47	105,544	31	57,263	43	37,600	30	22,374	42	12,143	88	35,965	11	10,546
New Britain	167,018	235,689	247,134	16	3,991	14	24,664	68	62,293	23	46,648	41	20,423	38	14,304	31	7,666	112	26,495	23	6,036
LITCHFIELD	436,953	655,417	696,301	88	37,617	41	64,838	178	176,927	111	136,621	108	58,277	81	26,350	102	23,857	279	55,939	43	24,353
Torrington	122,071	202,694	218,892	21	9,578	14	30,608	46	62,960	32	37,190	24	16,687	22	9,892	26	7,579	67	15,017	8	5,083
Winsted	20,984	33,237	35,688	6	2,531	3	555	15	8,808	7	3,715	13	5,065	11	1,794	11	2,232	21	2,088	5	1,435
MIDDLESEX	403,070	570,877	599,377	65	24,617	28	77,227	130	144,994	101	95,972	110	62,184	52	13,698	77	16,743	219	64,220	37	21,225
Middletown	133,176	198,963	210,769	14	7,754	7	40,083	36	54,969	20	31,234	22	14,911	15	6,582	20	6,110	69	22,011	11	8,802
NEW HAVEN	2,482,495	3,826,794	4,083,738	276	139,398	131	509,861	893	1,023,965	360	600,022	561	373,467	507	201,999	496	171,195	1,374	438,589	182	119,581
Ansonia	51,803	89,596	97,498	6	2,568	3	8,681	21	15,984	9	27,495	14	7,145	21	5,131	17	6,369	32	8,174	3	1,787
Meriden	175,175	354,786	261,487	17	10,854	7	39,392	57	52,922	23	43,974	44	19,139	47	17,880	31	13,366	96	18,423	8	7,419
Milford	234,294	445,150	492,818	22	23,303	13	50,617	62	92,876	38	102,094	53	72,505	30	14,489	39	32,517	95	53,361	14	9,430
Naugatuck	49,630	82,097	88,592	10	3,771	4	8,001	27	29,603	15	14,387	12	8,852	8	1,873	12	2,470	31	6,706	7	4,456
New Haven	357,172	572,165	613,818	26	7,038	17	85,212	162	126,294	44	57,434	85	44,808	121	54,429	93	36,473	289	82,648	44	22,075
Wallingford	146,827	226,228	241,039	17	8,088	10	31,529	40	58,631	29	64,082	32	20,611	23	4,087	20	4,865	71	22,995	6	4,175
Waterbury	410,236	539,738	558,947	31	22,499	23	98,341	142	128,653	67	83,008	75	37,607	74	29,580	80	14,809	203	47,052	30	18,389
NEW LONDON	735,017	1,220,968	1,324,773	87	44,554	47	148,641	220	317,716	129	251,075	185	129,894	134	42,598	150	56,353	402	122,993	52	40,298
New London	157,648	205,547	212,519	12	6,745	7	46,254	[illegible]	23,086	[illegible]	55,454	18	8,339	30	8,744	35	10,821	82	18,703	12	5,467
Norwich	173,974	376,981	427,518	15	9,619	12	52,635	39	112,882	23	[illegible]	33	35,882	32	14,362	32	20,401	75	29,465	12	10,694
TOLLAND	275,041	471,357	512,197	36	12,398	11	53,127	84	156,518	62	88,910	70	55,638	38	15,299	48	8,817	119	45,921	25	17,355
Vernon	133,605	241,889	265,410	12	3,397	3	32,684	33	75,611	21	46,000	22	22,923	23	12,837	26	6,734	44	27,465	11	10,393
WINDHAM	255,029	275,495	277,675	40	19,613	19	18,957	96	73,873	64	45,785	68	26,810	42	10,471	57	7,862	127	26,102	19	8,139
Willimantic	85,335	61,337	57,355	8	1,710	4	4,182	22	20,417	14	7,664	11	3,864	19	4,152	16	1,665	34	4,075	8	2,334

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,138,502	3,510,016	3,800,008	233	186,022	139	535,754	656	873,299	343	579,029	435	329,616	368	167,274	338	172,949	863	351,945	132	138,755
METROPOLITAN STATISTICAL AREAS																					
Wilmington, De-N.J.-Md.	1,791,371	3,007,234	3,271,620	177	129,505	99	462,565	514	720,004	282	504,899	370	313,346	274	132,986	268	159,090	719	301,377	107	119,766
COUNTIES, Cities																					
KENT	371,280	426,928	428,425	45	28,536	23	56,265	111	81,546	89	97,938	78	30,243	55	17,272	62	12,682	128	42,280	18	10,446
Dover	207,094	252,205	255,499	16	13,528	15	54,722	40	46,838	40	49,371	36	16,805	36	12,194	34	8,993	76	31,340	12	7,178
NEW CASTLE	1,459,582	2,465,505	2,685,679	124	103,364	74	442,653	392	590,967	172	381,675	252	240,901	234	123,881	213	140,505	545	236,960	90	106,933
Newark	161,299	270,041	290,022	16	9,471	9	17,914	29	51,516	19	76,150	44	35,556	26	12,493	24	7,465	48	29,152	9	12,132
Wilmington	300,211	237,405	223,447	12	8,435	19	21,318	136	21,974	42	53,503	49	15,502	73	16,366	44	6,924	208	26,673	21	5,845
SUSSEX	307,640	617,583	685,904	64	54,122	42	36,836	153	200,786	82	99,416	105	58,472	79	26,121	63	19,762	190	72,705	24	21,376
Milford	65,644	125,243	137,825	5	3,604	5	2,325	15	30,048	19	47,283	13	7,091	11	12,691	11	4,166	23	7,159	6	5,055

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,084,664	2,917,614	3,070,131	70	47,650	68	266,497	538	522,771	103	258,286	250	225,863	435	221,880	266	151,969	1,158	649,787	148	146,022
METROPOLITAN STATISTICAL AREAS																					
Washington, D.C.-Md.-Va.	11,847,217	19,411,051	20,996,201	667	639,412	362	2,826,083	2,187	4,306,114	1,044	3,787,739	1,684	1,990,954	1,611	1,077,868	1,604	902,026	3,698	2,334,350	532	965,432
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,084,664	2,917,614	3,070,131	70	47,650	68	266,497	538	522,771	103	258,286	250	225,863	435	221,880	266	151,969	1,158	649,787	148	146,022
Washington	2,084,664	2,917,614	3,070,131	70	47,650	68	266,497	538	522,771	103	258,286	250	225,863	435	221,880	266	151,969	1,158	649,787	148	146,022

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,413,088	59,584,999	66,225,357	4,595	2,873,065	1,922	7,970,560	11,379	15,327,202	6,069	12,589,334	7,287	5,775,457	6,830	2,758,483	6,669	3,058,742	13,673	7,431,188	1,964	2,488,800
METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fl	477,101	931,456	1,049,944	84	52,610	24	143,941	154	271,208	90	188,812	95	83,647	73	36,628	92	40,759	176	125,226	29	44,314
Daytona Beach, Fl	861,352	1,491,944	1,646,073	154	81,754	52	167,600	307	384,007	178	266,966	266	158,390	181	60,757	180	59,441	516	231,098	64	83,252
Fort Lauderdale-Hollywood-Pompano Beach, Fl	3,802,430	7,504,116	8,172,653	433	256,117	147	996,569	1,059	1,791,077	672	1,614,866	655	622,799	889	401,891	849	431,991	1,585	1,052,512	219	312,918
Fort Myers, Fl	721,152	1,670,312	1,938,257	127	154,082	40	237,069	261	456,617	131	351,508	143	141,559	155	64,048	174	118,517	300	189,009	40	59,202
Fort Pierce, Fl	454,037	825,482	919,785	88	66,077	27	78,254	166	221,140	120	179,763	108	94,086	102	31,434	137	43,378	187	91,780	28	26,686
Fort Walton Beach, Fl	314,899	500,776	543,403	52	33,597	31	73,639	151	111,784	89	108,869	95	47,565	61	20,759	77	25,097	169	64,019	14	12,090
Gainesville, Fl	526,645	1,033,413	1,164,441	78	60,209	33	135,794	216	269,448	88	205,997	148	118,513	88	53,155	82	50,616	228	128,160	36	48,134
Jacksonville, Fl	2,407,905	3,641,109	3,947,376	298	147,708	138	449,289	897	830,506	463	867,919	561	417,447	425	155,896	432	136,099	975	386,748	141	161,837
Lakeland-Winter Haven, Fl	1,001,126	1,752,161	1,933,843	157	119,575	72	209,302	405	467,257	255	394,876	305	178,462	158	78,580	202	70,834	374	179,364	59	75,051
Melbourne-Titusville-Palm Bay, Fl	816,733	1,459,166	1,623,430	123	76,865	66	239,371	256	361,072	200	349,234	233	142,815	130	32,640	168	52,469	372	171,451	40	66,060
Miami-Hialeah, Fl	5,561,036	9,669,543	10,686,645	567	256,671	322	1,459,216	1,825	2,224,344	790	1,960,060	1,039	825,256	1,673	657,619	1,106	576,863	2,396	1,264,239	427	430,900
Ocala, Fl	352,790	654,299	729,611	88	57,763	28	75,647	179	176,303	87	114,830	123	101,576	50	20,802	78	23,097	162	73,442	22	20,812
Orlando, Fl	2,275,552	5,010,161	5,563,627	305	224,017	125	606,908	695	1,287,940	494	1,185,123	498	573,961	349	153,226	451	197,363	875	635,607	108	168,176
Panama City, Fl	333,919	518,232	560,345	45	25,265	28	72,313	157	106,515	66	127,755	108	39,144	70	27,057	85	27,567	204	76,315	22	15,817
Pensacola, Fl	873,621	1,192,691	1,265,046	125	60,548	53	175,925	364	313,084	212	275,859	195	107,681	147	37,385	174	48,882	379	119,531	60	42,162
Sarasota, Fl	775,961	1,509,880	1,702,649	137	105,209	45	172,736	190	361,138	136	310,333	150	136,139	186	65,312	214	131,989	317	198,168	43	65,177
Tallahassee, Fl	571,244	864,736	936,167	74	51,496	36	112,248	230	208,496	93	201,971	143	77,296	122	52,521	116	31,510	200	93,983	35	28,703
Tampa-St. Petersburg-Clearwater, Fl	4,933,390	10,267,305	11,705,407	760	468,667	262	1,581,794	1,749	2,918,028	911	2,128,697	1,082	963,073	881	383,226	976	477,138	2,171	1,335,475	261	410,746
West Palm Beach-Boca Raton-Delray, Fl	1,949,701	4,309,740	4,766,876	280	163,863	108	497,005	638	1,138,482	302	884,426	350	365,703	516	243,310	459	271,329	742	534,655	113	184,409
COUNTIES, Cities																					
ALACHUA	485,365	956,315	1,078,375	70	56,105	27	130,696	183	239,932	75	190,965	126	107,265	84	51,465	75	48,410	207	120,337	32	43,821
Gainesville	417,180	837,419	947,381	48	52,317	20	128,941	91	202,845	52	182,624	75	69,950	68	48,757	60	46,601	146	96,297	23	40,107
BAKER	27,192	40,412	43,317	6	1,039	6	1,180	26	12,693	9	10,733	17	10,944	3	624	3	837	10	1,508	3	1,235
BAY	333,919	518,232	560,345	45	25,265	28	72,313	157	106,515	66	127,755	108	39,144	70	27,057	85	27,567	204	76,315	22	15,817
Panama City	266,663	394,138	422,155	33	16,522	18	65,060	98	72,284	51	110,141	72	24,999	53	21,723	65	24,737	134	48,606	17	13,056

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRADFORD	41,280	77,098	86,066	8	4,104	6	5,098	33	29,516	13	15,032	22	11,248	4	1,690	7	2,206	21	7,823	4	4,313
BREVARD	816,733	1,459,166	1,623,430	123	76,865	66	239,371	156	361,072	200	349,234	233	142,815	130	32,640	168	52,469	372	171,451	40	66,060
Cocoa	42,155	64,225	69,137	7	1,558	6	2,593	12	21,786	3	1,079	10	5,356	16	2,247	9	1,386	49	24,401	3	2,761
BROWARD	3,802,430	7,504,116	8,172,653	433	256,117	147	996,569	1,059	1,791,077	672	1,614,866	655	622,799	889	401,891	849	431,891	1,585	1,052,512	219	312,918
Fort Lauderdale	1,077,185	1,611,373	1,729,471	89	55,303	37	172,815	207	244,495	251	506,348	149	105,118	237	85,107	185	64,601	432	277,654	45	51,088
Hollywood	618,399	1,400,817	1,619,207	42	27,358	26	335,179	145	363,410	80	295,117	99	104,894	147	93,510	121	54,569	228	136,930	41	79,806
Pompano Beach	401,584	869,224	996,742	30	19,882	16	237,267	81	144,239	57	225,295	50	47,747	108	83,613	71	42,476	114	78,104	16	24,300
CALHOUN	21,118	32,889	35,547	5	3,395	3	1,192	20	12,637	10	5,958	20	5,323	6	658	3	1,480	12	1,239	2	16
CHARLOTTE	150,885	279,744	311,958	40	30,036	11	20,561	46	62,537	28	61,192	37	31,974	24	18,068	46	14,948	62	21,838	11	20,786
Punta Gorda	58,905	111,174	121,630	16	8,182	2	2,668	21	27,045	14	32,257	18	14,068	8	5,593	17	6,957	25	10,494	4	6,133
CITRUS	100,106	240,288	280,522	41	25,460	14	11,061	62	85,456	34	30,287	44	37,877	22	9,454	26	8,662	76	23,853	10	12,924
CLAY	175,776	442,064	520,673	36	20,104	12	124,141	74	102,991	35	58,976	39	47,293	41	27,347	35	10,538	71	53,056	12	22,904
Orange Park	52,086	148,602	167,910	13	5,858	5	17,358	13	32,086	6	4,380	12	26,152	24	17,688	12	5,980	25	23,031	4	3,643
COLLIER	342,585	752,976	865,654	66	54,571	21	86,868	108	185,768	65	170,863	68	62,767	110	46,253	96	63,385	148	90,077	15	22,701
Naples	255,220	567,279	653,464	47	34,207	11	76,696	58	141,461	44	130,318	39	39,010	90	39,658	77	47,603	91	63,393	11	19,237
COLUMBIA	106,842	166,174	179,624	23	15,278	15	12,628	49	39,963	33	32,318	43	26,980	27	6,522	22	3,954	50	20,192	8	6,439
Lake City	96,305	152,387	165,172	22	14,025	12	9,994	46	39,018	31	29,233	40	24,210	27	6,522	22	3,954	46	17,956	8	6,439
DADE	5,561,036	9,669,543	10,686,645	567	256,671	322	1,459,216	1,825	2,224,344	790	1,960,060	1,039	825,256	1,673	657,619	1,106	576,862	2,396	1,264,239	427	430,900
Florida City	12,579	28,406	31,572	5	1,944	1	1,573	9	4,103	2	1,838	9	11,476	5	495	6	2,652	8	5,554		
Homestead	100,773	145,737	155,458	21	14,096	7	25,721	45	52,655	18	15,759	14	7,543	16	3,292	18	5,144	44	10,881	6	6,131
Miami	1,495,395	2,160,605	2,304,527	169	48,083	98	279,840	599	397,596	272	455,700	287	158,514	515	164,469	372	158,196	818	292,215	141	104,186
DE SOTO	39,660	74,448	83,195	13	4,813	8	5,557	21	28,382	11	14,728	15	10,045	8	1,876	7	1,504	22	5,670	4	4,750
DIXIE	13,150	20,014	21,538	4	50	1	1,719	15	7,129	7	2,965	13	4,067	3	1,685	4	477	13	1,319	1	
DUVAL	2,025,100	2,699,970	2,840,477	221	104,788	101	298,872	690	577,154	380	694,051	437	258,012	328	112,596	359	115,293	775	270,600	112	125,462
Jacksonville	1,929,092	2,600,366	2,740,136	210	102,952	94	293,683	655	552,254	363	674,362	410	246,547	314	110,760	340	113,457	700	252,161	104	121,559
ESCAMBIA	771,857	976,030	1,017,443	101	49,982	43	163,855	301	207,638	179	232,993	155	78,339	132	35,215	142	41,185	334	102,936	49	33,443
Pensacola	304,514	363,342	374,910	25	15,970	17	14,202	106	71,792	37	127,977	58	28,115	60	17,735	52	16,988	132	36,397	23	11,673
FLAGLER	17,916	36,169	40,949	7	1,532	1	1,251	14	10,727	8	10,256	14	8,719	2		4	778	17	4,056	2	
FRANKLIN	15,726	24,199	26,089	9	2,779	2	27	34	10,963	7	2,724	10	3,160	3	57	6	647	17	2,857	3	1,109
GADSDEN	68,590	87,312	91,080	8	1,110	13	4,774	83	26,304	21	21,936	34	13,021	29	4,782	22	3,083	25	4,013	11	3,414
GILCHRIST	5,030	7,984	8,656	2	39	3	429	15	4,930			4	897	1		1	32	13	1,062	1	
GLADES	3,784	4,932	5,164	2	1	1	733	8	2,692	1		7	709	1		1	35	12	994		
GULF	19,070	23,024	23,795	6	1,669	8	1,505	24	11,191	8	2,589	10	2,158	2	28	8	1,030	20	1,750	4	980
HAMILTON	20,283	44,638	51,311	3		4	1,989	21	12,312	4	4,076	25	20,650	1	2,237	5	762	19	5,850	2	995
HARDEE	38,731	62,912	68,491	14	6,716	6	2,417	30	26,551	10	7,938	23	7,590	8	2,191	12	1,763	15	2,958	5	4,003
HENDRY	56,238	100,680	111,550	14	8,110	7	4,900	32	46,059	19	19,438	22	9,880	12	1,759	13	2,284	25	8,299	3	3,700
HERNANDO	82,939	184,353	212,329	37	16,214	8	12,783	44	65,838	25	34,069	31	29,678	17	3,362	19	5,171	49	16,116	5	12,386
Brooksville	77,429	156,936	172,841	19	15,352	8	12,532	31	49,262	14	30,045	31	19,264	31	3,242	10	4,592	33	11,613	2	11,231
HIGHLANDS	125,499	207,730	226,987	32	16,958	10	15,392	65	64,911	39	45,254	47	25,524	32	8,786	30	5,762	55	16,313	10	9,533
HILLSBOROUGH	2,070,389	4,637,159	5,354,085	284	193,919	102	714,563	831	1,313,074	418	1,014,254	502	477,143	369	183,782	379	208,407	956	619,929	102	175,592
Tampa	1,364,600	2,875,927	3,281,516	137	76,631	58	460,344	487	604,844	239	724,015	307	268,468	285	151,375	253	158,051	664	434,530	68	107,965
HOLMES	22,114	45,096	51,137	7	2,439	6	1,705	26	17,956	7	9,843	10	6,651	8	1,212	6	1,335	12	3,010	4	2,390
INDIAN RIVER	176,772	474,187	564,908	44	37,839	10	25,377	63	151,302	38	107,897	47	46,834	49	23,238	60	34,096	81	60,875	12	23,685
Vero Beach	131,601	342,067	405,108	32	31,646	8	23,056	38	104,434	22	50,687	29	31,940	45	22,863	50	28,771	55	48,678	11	22,773
JACKSON	99,807	135,877	143,411	23	6,481	21	11,442	93	41,496	31	33,060	49	15,158	21	4,156	22	4,605	43	10,495	11	4,907
Marianna	66,651	89,568	94,152	13	4,208	7	9,599	31	21,824	20	24,841	24	8,795	15	3,571	13	2,405	27	8,914	7	3,060
JEFFERSON	18,089	39,824	45,776	3	7,017	4	1,376	23	13,570	4	3,096	17	11,879	6	1,020	5	2,074	9	1,833	3	172
LAFAYETTE	4,193	6,400	6,892	3	1,587	2		5	871	1	23	5	1,417	2	23	1	1,783	5	395	1	8
LAKE	303,103	515,642	560,885	82	43,236	29	65,004	139	142,585	100	121,653	119	48,315	56	15,839	71	17,185	135	39,692	25	26,111
Leesburg	137,658	225,263	245,645	28	19,451	11	20,472	39	54,929	37	71,528	31	15,671	23	6,342	28	9,195	46	18,133	12	12,970
LEE	721,152	1,670,312	1,938,257	127	154,082	40	237,069	261	456,617	131	351,508	143	141,559	155	64,048	174	118,617	300	189,009	40	59,202
Cape Coral	53,168	123,154	142,853	21	14,094	2	2,041	30	55,388	9	5,427	15	12,031	25	8,672	28	10,755	35	13,047	4	8,440
Fort Myers	462,858	1,047,523	1,210,577	51	65,065	19	204,418	140	238,387	78	314,860	70	63,399	66	40,403	97	69,489	120	91,384	15	20,683
LEON	502,654	777,424	845,087	66	50,386	23	107,474	147	182,192	72	180,035	109	64,275	93	47,739	94	28,427	175	89,970	24	25,289
Tallahassee	335,444	425,719	443,868	59	33,741	15	53,141	98	102,596	58	58,592	82	34,937	62	23,927	80	22,353	145	52,744	21	16,060
LEVY	40,462	54,808	57,777	12	1,729	9	2,818	49	19,973	14	8,561	28	12,041	7	1,180	6	2,232	38	4,915	4	1,390
LIBERTY	3,252	5,786	6,401	3	115	1		4	604	1		12	2,864			1	2,396	4	69		
MADISON	27,216	39,831	42,566	7	3,031	7	644	35	13,640	9	5,382	22	9,100	6	743	7	616	12	1,830	5	4,585
MANATEE	477,101	931,456	1,049,944	84	52,610	24	143,941	154	271,208	90	188,812	95	53,647	73	36,628	92	40,789	176	125,226	29	44,314
Bradenton	197,186	328,652	359,608	37	24,505	10	58,538	54	61,444	44	79,037	34	26,047	41	15,934	45	17,772	62	34,524	15	16,821
MARION	352,790	654,299	729,611	88	57,763	28	75,647	179	176,303	87	114,830	123	101,576	50	20,802	78	23,097	162	73,442	22	20,812
Ocala	270,645	491,811	546,373	52	37,334	14	71,726	98	122,520	58	88,890	63	58,401	39	17,883	59	19,533	104	60,490	15	16,701
MARTIN	185,596	359,962	404,587	54	40,458	10	19,410	73	109,546	57	64,893	50	34,148	50	12,299	75	23,058	87	42,081	12	9,929
Stuart	115,663	227,513	256,385	22	21,233	4	14,563	28	64,388	30	46,634	23	18,628	32	9,721	49	18,590	49	27,131	7	6,827
MONROE	212,038	422,470	478,253	51	30,253	15	59,994	101	119,376	64	51,449	49	37,410	67	15,291	49	13,219	195	88,823	14	18,680
Key West	117,083	202,053	222,454	14	9,367	9	34,826	58	52,717	29	31,411	17	12,759	41	7,253	25	5,929	105	35,159	7	8,479
NASSAU	67,065	111,307	121,650	17	5,205	17	8,800	54	37,614	15	15,039	33	21,902	19	4,845	9	1,165	40	11,030	7	3,936
OKALOOSA	314,899	500,776	543,403	52	33,597	31	73,639	151	111,784	89	108,869	95	47,565	61	20,759	77	25,097	169	64,019	14	12,090
Fort Walton Beach	158,354	259,406	283,012	20	21,456	9	20,352	43	36,314	50	85,480	40	21,603	27	9,357	29	15,422	87	42,447	4	3,679
OKEECHOBEE	49,128	298,044	324,694	14	60,782	8	117,411	35	33,087	18	10,820	20	14,865	12	2,187	14	36,440	35	10,981	4	29,942
ORANGE	1,639,775	3,833,108	4,468,659	210	186,200	85	508,080	474	1,006,832	368	908,920	362	462,989	230	133,669	316	169,962	622	518,496	78	125,828
Orlando	734,485	1,404,034	1,574,478	69	56,087	35	246,678	155	256,173	129	378,477	122	123,930	119	69,102	144	84,796	257	181,786	37	44,221
OSCEOLA	132,207	287,627	330,018	25	13,466	11	22,080	61	88,085	31	72,073	43	42,129	23	6,251	28	9,023	68	46,023	9	13,970
PALM BEACH	1,949,701	4,309,740	4,766,876	280	163,863	108	497,005	638	1,138,482	302	884,426	350	365,703	516	243,310	459	271,329	742	534,655	113	184,409
Boca Raton	184,900	468,246	551,991	25	18,056	11	84,013	60	142,536	18	10,384	24	42,863	83	35,780	80	59,824	84	74,612	10	22,762
Palm Beach	98,803	200,672	227,424	5	1,525	7	5,861	20	42,381			5	5,777	90	62,029	20	11,139	79	37,612	7	5,958
West Palm Beach	521,733	1,022,690	1,152,095	38	29,702	22	228,281	111	169,353	64	308,032	62	47,626	103	60,490	83	57,787	157	96,946	23	38,248
PASCO	342,248	745,534	855,533	104	65,384	33	92,086	159	260,442	75	102,823	91	86,183	43	24,969	113	40,291	163	73,954	22	26,762
PINELLAS	2,437,814	4,700,209	5,283,460	335	193,150	119	762,362	715	1,278,674	393	977,551	450	370,069	452	171,113	465	223,269	1,003	625,476	132	196,006
Clearwater	514,565	848,776	927,084	51	28,911	21	132,870	95	157,705	71	254,051	79	49,413	112	34,682	92	43,638	189	132,729	18	21,934
St. Petersburg	36,266	57,759	62,662	1	153	4	1,589	13	19,894	5	1,022	9	6,188	20	3,702	6	1,420	40	16,386	3	3,646
POLK	1,001,126	1,752,161	1,933,843	157	119,575	72	209,302	405	467,257	255	394,876	305	178,462	158	78,580	202	70,834	374	179,364	59	75,051
Lake Wales	71,834	127,663	138,831	19	16,679	10	5,899	29	32,978	24	26,448	27	14,541	10	7,083	9	4,767	32	11,948	6	7,716
Lakeland	415,044	721,385	795,175	53	36,581	21	172,727	108	177,635	89	165,156	80	57,487	66	34,967	84	31,826	119	73,023	17	29,070
Winter Haven	208,952	363,267	400,400	32	31,040	12	48,163	79	92,614	31	71,060	44	21,403	44	26,952	47	12,555	88	41,833	14	17,067
PUTNAM	120,657	197,094	214,845	30	13,238	14	8,932	73	64,282	39	39,287	35	25,680	21	6,549	27	6,943	56	11,343	9	19,919
Palatka	91,399	145,754	158,181	12	5,839	8	7,213	34	39,054	24	35,173	20	20,098	18	6,124	21	6,410	30	8,792	6	16,924
ST. JOHNS	139,964	387,768	464,576	24	17,611	8	17,476	79	112,747	37	99,853	52	90,240	37	11,108	29	9,103	89	52,062	10	9,535
St. Augustine	126,347	343,303	409,777	22	17,048	6	15,798	63	103,021	29	95,173	43	59,924	34	10,763	27	8,865	77	47,473	10	9,535

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. LUCIE	268,441	465,320	515,178	34	25,619	17	58,844	93	111,594	63	114,870	38	59,938	52	19,135	62	20,320	100	49,699	16	16,757
Fort Pierce	227,845	426,421	476,290	30	23,982	14	57,799	80	103,718	49	101,576	47	52,979	45	18,862	49	18,476	86	47,044	13	15,880
Port St Lucie	8,802	8,847	8,856	2	452	2	550	2	2,101	1	1,867	1	1,869	4	134	3	245	5	1,040	2	209
SANTA ROSA	101,764	216,661	247,603	24	10,546	10	12,070	63	105,446	33	42,866	40	29,342	15	2,170	32	7,697	45	16,595	11	8,719
SARASOTA	775,961	1,509,880	1,702,649	137	105,209	45	172,736	190	361,138	136	310,333	150	136,139	186	65,312	[illegible]	121,989	317	198,168	43	65,177
Sarasota	364,451	592,142	644,855	59	31,385	24	100,462	91	134,963	64	71,040	68	41,290	114	33,114	114	32,951	167	78,920	27	29,459
SEMINOLE	500,370	889,426	764,950	70	24,351	29	76,748	160	193,023	95	204,130	93	68,843	96	13,306	107	18,378	185	71,088	21	28,378
Sanford	136,138	291,971	334,282	17	9,219	11	20,021	55	71,148	32	132,835	33	24,200	17	5,081	26	6,423	55	26,221	7	15,242
SUMTER	45,937	87,128	97,493	13	2,129	4	2,244	42	28,753	11	4,201	33	36,114	5	1,179	8	2,163	28	9,966	5	3,053
SUWANNEE	54,132	80,544	86,352	15	3,254	9	5,982	51	24,966	17	20,656	29	7,932	14	2,690	12	2,308	25	4,422	8	4,517
TAYLOR	47,222	52,641	53,669	9	3,123	6	2,713	37	13,294	17	9,479	29	6,931	14	2,112	13	2,369	30	6,144	6	1,606
UNION	6,770	11,660	12,827	3	1,387			12	5,901	5	1,795	9	1,739	1		4	249	2	92	1	5
VOLUSIA	861,352	1,491,944	1,646,073	154	81,754	52	167,600	307	384,007	178	266,966	266	158,390	181	60,757	180	59,441	516	231,098	64	83,252
Daytona Beach	407,973	628,987	678,824	29	28,340	19	121,651	85	86,042	63	156,969	82	42,339	108	38,648	53	23,463	234	102,130	22	21,415
DeLand	75,859	132,389	146,020	16	7,155	4	6,349	28	31,652	16	46,015	22	11,344	12	4,039	20	[illegible]	39	17,092	6	3,214
WAKULLA	9,966	16,995	18,667	2	1,192	4	1,103	21	7,980	6	2,757	10	1,050	4	99	4	132	12	2,459	1	146
WALTON	34,773	46,021	48,329	8	3,372	8	1,808	40	16,204	8	8,641	30	8,956	8	1,072	10	1,157	26	2,760	4	1,744
WASHINGTON	23,048	129,216	170,550	4	16,322	7	7,978	41	87,955	9	11,531	18	16,145	8	3,449	10	4,161	11	9,467	2	323

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,915,816	26,564,646	28,847,211	2,035	1,368,882	1,507	3,561,891	7,495	6,508,635	3,895	5,686,896	5,066	2,819,081	3,267	1,251,082	3,353	1,145,273	6,345	2,739,798	1,428	977,895
METROPOLITAN STATISTICAL AREAS																					
Albany, Ga	345,745	495,069	520,813	36	35,666	25	70,194	144	102,873	70	114,431	86	38,258	85	26,714	84	27,503	135	42,861	24	14,813
Athens, Ga	373,002	607,976	655,451	45	32,821	35	64,758	169	134,321	120	159,153	135	61,605	83	23,831	78	28,689	177	55,767	38	20,588
Atlanta, Ga	7,095,276	13,301,465	14,744,520	672	617,754	391	2,238,226	2,098	3,017,630	1,257	2,793,029	1,659	1,427,921	1,153	575,855	1,265	523,965	2,514	1,593,535	474	394,432
Augusta, Ga-S.C	981,280	1,422,360	1,508,991	125	81,767	70	191,612	414	362,680	245	302,050	262	135,516	173	71,652	190	57,133	407	131,655	76	46,923
Chattanooga, Tn-Ga	1,339,964	1,869,268	1,962,728	156	97,666	107	250,667	523	454,425	313	397,507	432	219,604	220	80,241	262	75,014	539	165,944	109	60,498
Columbus, Ga-Al	695,446	1,027,394	1,086,239	76	39,263	47	147,755	277	210,160	147	241,725	209	99,978	134	54,134	157	52,092	321	103,716	51	30,855
Macon-Warner Robins, Ga	843,968	1,125,989	1,168,603	91	60,878	52	149,256	336	261,302	182	226,809	269	125,494	177	59,173	158	45,132	330	103,691	71	33,727
Savannah, Ga	706,525	1,178,500	1,286,164	56	60,638	44	163,915	248	259,710	136	255,529	204	121,467	135	65,983	143	75,536	292	129,826	51	40,062
COUNTIES, Cities																					
APPLING	30,712	47,247	50,293	7	2,217	6	3,669	31	16,262	11	10,948	21	4,591	7	1,940	5	1,003	17	4,368	5	1,096
ATKINSON	8,476	13,636	14,629	2	1,644	3	178	13	5,535	3	252	12	2,271			2	336	11	1,109	2	221
BACON	22,268	32,936	34,818	3	559	2	1,783	15	8,145	6	11,504	11	3,294	10	1,585	2	633	6	1,961	5	2,238
BAKER	3,785	5,258	5,491			1		8	2,465			5	1,024					2		1	16
BALDWIN	86,645	117,811	122,964	9	6,895	16	16,306	41	36,957	27	19,372	28	11,339	20	3,986	18	3,702	47	10,349	8	3,062
Milledgeville	72,433	91,238	93,653	9	6,895	11	7,634	35	32,810	23	12,156	26	8,062	18	2,706	16	2,468	42	9,244	8	3,062
BANKS	1,452	3,421	3,936			1	363	9	1,466	3	38	1	459	1		2		4	409		
BARROW	56,825	94,993	102,673	8	4,174	8	3,769	45	28,184	25	26,928	24	12,288	16	5,240	14	2,122	23	6,951	7	4,051
BARTOW	115,848	164,064	172,040	22	12,571	13	8,132	72	36,155	34	38,268	53	28,320	25	8,187	26	8,262	39	12,541	9	5,551
Cartersville	85,890	121,964	127,956	15	9,322	11	7,304	27	28,690	17	29,844	20	12,064	23	7,753	21	7,205	26	10,943	9	5,516
BEN HILL	43,091	59,858	62,552	11	3,006	6	3,172	32	22,261	18	10,983	12	5,030	17	3,957	17	3,225	17	3,449	8	2,527
BERRIEN	38,714	50,456	52,136	4	2,819	8	1,425	31	16,763	11	17,720	15	2,922	4	1,168	9	1,298	16	1,510	3	228
BIBB	581,287	754,680	779,111	49	31,200	31	111,006	209	164,075	103	156,344	178	83,166	128	40,365	110	30,493	206	67,599	42	22,776
Macon	554,101	715,011	737,304	39	26,003	30	108,500	182	149,348	94	154,586	165	75,810	120	37,703	100	28,333	196	65,305	40	22,014
BLECKLEY	23,630	30,840	31,872	4	334	4	1,199	16	10,998	12	7,767	14	4,810	7	1,340	4	464	8	1,816	4	1,253
BRANTLEY	5,006	8,131	8,737	2	809	2	678	15	3,611	2	776	11	1,452			1	243	4	8		
BROOKS	20,642	30,799	32,606	3	1,185	12	1,855	31	10,655	7	7,610	15	2,125	4	1,497	10	2,177	12	[illegible]	3	1,593
BRYAN	15,624	32,240	36,211	5	3,812	2	41	16	10,192	6	7,312	19	8,686			2	164	9	1,979	1	485
BULLOCH	100,259	152,663	162,249	20	8,123	12	12,550	51	40,147	35	38,199	37	8,616	25	14,979	22	7,407	37	14,175	10	5,560
Statesboro	89,169	138,599	147,788	16	6,448	10	10,319	38	38,677	31	33,085	29	7,174	25	14,979	19	6,279	34	13,994	8	4,415
BURKE	37,604	59,039	63,070	9	4,979	9	2,542	48	23,804	14	9,705	12	2,851	10	2,991	10	6,862	16	2,379	5	2,666
BUTTS	25,349	43,420	47,129	4	2,211	6	774	20	14,088	13	6,098	26	10,730	10	2,708	5	1,055	17	3,323	4	1,775
CALHOUN	10,323	13,063	13,422	4	513	6	972	22	5,850	8	3,185	9	1,284	4	380	1	323	6	309	2	180
CAMDEN	21,786	51,855	59,780	4	1,438	11	5,303	30	19,772	15	7,762	22	12,800	7	1,000	2	2,556	16	3,373	3	2,005
CANDLER	18,519	27,834	29,502	3	1,351	4	1,205	14	8,265	11	8,091	8	3,664	4	1,088			9	1,704	5	1,146
CARROLL	156,577	260,538	281,327	34	14,817	24	13,941	118	90,416	60	59,858	55	22,335	47	9,944	38	8,880	55	20,415	18	11,735
Carrollton	101,669	169,623	183,230	18	9,813	11	10,716	67	62,964	34	24,192	31	11,488	35	8,386	21	5,942	39	18,129	11	8,429
CATOOSA	66,667	114,185	123,931	12	7,049	8	20,929	24	36,255	12	15,896	29	21,618	10	2,718	20	3,344	20	7,302	6	5,828
CHARLTON	15,637	20,767	21,532	4	1,186	6	1,203	16	4,701	6	7,756	9	2,504	3	505	1	556	9	1,515	3	114
CHATHAM	685,739	1,147,284	1,253,030	52	59,340	41	163,447	227	249,604	129	244,133	194	118,854	132	65,674	134	72,654	285	128,583	49	38,957
Savannah	357,252	423,660	430,371	28	25,530	30	33,125	157	101,969	73	48,705	97	39,753	95	32,985	85	22,467	182	52,572	35	13,937
CHATTAHOOCHEE	4,400	8,924	9,980			1	565	6	661	1	234	5	991	3	753			12	3,168		
CHATTOOGA	45,360	66,393	69,927	14	3,235	17	4,349	39	24,559	36	13,749	18	4,985	13	2,905	14	2,613	20	3,165	6	2,138
CHEROKEE	77,432	139,862	153,295	20	19,182	13	7,094	64	45,753	32	31,669	29	11,681	20	4,512	33	7,223	36	7,534	9	6,554
CLARKE	303,993	495,511	531,597	[illegible]	28,808	19	57,508	81	100,313	56	140,462	78	38,181	58	19,830	58	24,580	125	53,132	24	16,383
Athens	227,253	339,156	358,957	26	19,767	15	46,777	66	76,168	39	35,760	66	29,150	57	19,310	55	21,597	114	49,261	22	14,554
CLAY	2,512	4,141	4,462			2	473	9	2,032	1	488	5	340	1	171			5	602	2	58
CLAYTON	495,548	1,068,640	1,210,401	47	38,874	25	254,808	149	241,881	92	166,875	98	123,039	71	50,800	71	25,966	123	100,025	24	68,886
Jonesboro	34,473	85,700	95,948	10	2,250	4	1,848	32	46,107	11	6,522	12	16,409	5	1,022	9	1,338	15	9,906	5	6,839
CLINCH	8,965	14,340	15,369	4	1,008	4	1,045	16	4,109	3	2,748	9	2,491	2	466	2	241	5	451	2	341
COBB	1,034,443	2,208,825	2,499,165	114	111,223	56	508,652	253	502,218	190	494,796	224	238,856	165	106,217	175	77,237	295	223,777	65	80,153
Marietta	223,073	384,870	418,380	27	22,123	10	46,188	47	72,263	52	123,451	53	35,007	33	13,174	32	15,610	77	51,251	16	19,647
COFFEE	68,786	95,122	99,335	16	8,989	13	7,385	31	30,331	22	17,551	27	6,768	24	5,816	18	3,644	38	7,652	8	2,944
COLQUITT	89,145	141,299	151,389	23	13,190	11	9,145	80	45,570	28	24,083	31	10,141	31	9,681	22	6,071	32	8,156	12	6,741
Moultrie	82,756	134,696	144,843	18	12,859	7	8,909	55	42,439	26	23,825	22	7,934	30	9,633	22	6,071	28	8,059	10	6,683
COLUMBIA	48,479	86,967	95,165	19	14,391	11	8,046	38	26,537	16	7,591	19	16,196	11	1,645	20	3,007	26	5,652	6	2,941

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
1COLUMBUS																					
CONSOL. GOVT.																					
1Columbus																					
COOK	23,347	32,679	34,184	7	722	7	1,373	31	10,101	6	3,197	22	8,450	6	937	5	1,028	13	2,467	5	[illegible]
COWETA	98,089	193,376	215,372	20	16,222	13	20,570	69	60,070	27	35,485	42	22,172	18	8,110	21	11,494	38	17,569	8	[illegible]
CRAWFORD	5,327	7,467	7,814	1	457	3	271	13	2,648	2	472	7	1,613	1	54			3	15	1	
CRISP	80,044	101,934	104,914	10	1,988	10	6,991	48	29,491	20	13,903	32	25,758	14	5,301	15	2,030	30	8,363	4	1,276
Cordele	64,035	84,185	87,094	10	1,988	10	6,991	40	28,762	19	10,461	28	18,423	12	3,727	14	1,535	29	6,319	4	1,276
DADE	25,418	39,597	42,237	4	1,443	4	1,777	17	14,288	11	3,940	15	12,650	5	1,312	6	1,839	5	1,981	3	1,482
DAWSON	5,238	10,092	11,190	2	628	4	211	16	3,471	3	629	6	2,194	1		1	112	3	474	1	24
DECATUR	56,469	72,192	74,356	17	3,929	12	5,999	51	22,300	16	14,201	25	5,607	19	3,215	15	2,206	27	5,835	10	2,298
DE KALB	1,809,736	3,438,729	3,806,762	131	132,174	75	789,672	375	735,028	235	639,365	381	341,114	261	154,636	316	163,363	570	377,328	102	112,880
DODGE	50,048	72,191	75,935	12	3,265	10	3,940	56	22,306	15	9,820	43	18,555	11	1,579	8	2,432	15	7,297	9	2,510
DOOLY	20,313	28,201	29,463	6	439	6	394	13	5,613	7	8,716	16	9,297	3	65	6	1,655	6	978	4	1,242
DOUGHERTY	342,166	487,742	512,598	32	35,017	24	70,194	135	99,466	69	114,203	80	35,285	84	26,714	81	27,385	132	42,623	23	14,809
Albany	306,633	450,231	475,279	26	32,977	19	55,732	[illegible]	92,621	65	113,893	77	34,740	72	24,159	69	25,102	124	39,522	30	13,537
DOUGLAS	114,277	223,623	248,735	24	14,648	11	11,657	51	78,021	43	49,867	39	36,987	22	7,364	30	6,274	35	17,308	11	13,138
EARLY	29,813	36,106	36,819	4	1,938	3	1,737	21	13,838	14	8,674	10	3,034	10	1,466	7	848	12	1,231	6	1,616
ECHOLS	494	857	931					1	742			1	189								
EFFINGHAM	20,786	31,216	33,134	4	1,298	3	468	21	10,106	7	11,396	10	2,613	3	309	9	2,882	7	1,243	2	1,108
ELBERT	49,087	77,102	82,384	15	4,413	12	4,742	45	24,897	14	24,757	21	5,038	12	2,393	14	2,468	19	4,024	10	3,438
EMANUEL	51,595	70,696	73,698	15	7,241	14	5,164	38	21,380	11	17,197	29	7,186	14	1,989	7	3,294	22	2,878	8	2,163
EVANS	22,218	33,922	36,052	5	3,614	1	736	18	9,862	7	6,253	17	4,863	8	1,812	7	742	16	2,468	3	1,384
FANNIN	33,997	50,692	53,648	9	4,061	7	4,546	24	18,397	18	7,073	18	7,151	11	1,950	6	1,541	13	2,921	5	2,142
FAYETTE	31,225	92,814	105,255	10	4,821	3	4,106	36	28,403	9	10,934	15	7,310	8	4,018	6	3,043	12	5,149	4	2,400
FLOYD	246,609	317,997	327,906	35	11,082	21	37,393	115	83,415	68	67,963	76	19,545	55	18,235	81	17,662	114	31,622	25	10,937
Rome	227,883	295,477	304,978	27	8,294	17	37,157	96	77,174	60	66,860	58	13,964	80	17,808	73	16,333	91	27,754	21	9,256
FORSYTH	47,081	89,988	99,658	12	11,748	3	2,086	41	25,762	19	24,512	21	12,221	11	1,818	17	3,135	20	7,825	4	2,950
FRANKLIN	51,534	72,970	76,518	12	8,927	8	1,360	39	19,743	30	17,202	38	12,230	20	1,917	13	2,332	29	4,330	8	2,634
FULTON	2,516,963	4,059,839	4,391,326	147	151,924	95	520,634	582	729,729	296	856,337	470	394,681	400	185,650	357	154,537	1,066	681,796	133	122,853
2Atlanta	1,834,449	2,557,928	2,669,861	88	62,578	65	391,853	403	395,756	181	515,754	295	194,522	310	155,010	233	89,920	795	408,387	100	67,349
Roswell	55,437	133,059	148,587	7	2,403	6	8,347	30	15,469	17	64,829	9	13,492	13	5,041	16	3,983	30	30,760	4	1,133
GILMER	29,871	43,866	46,313	12	5,557	10	3,326	22	11,269	18	14,030	9	2,672	10	731	6	1,461	10	2,096	3	1,463
GLASCOCK	1,089	1,900	2,068	1	100			5	883			5	907					3	96	1	
GLYNN	216,443	353,655	380,613	27	15,211	17	30,224	86	86,483	36	86,867	48	37,192	61	25,728	52	18,473	103	49,513	30	9,218
Brunswick	147,083	240,900	239,360	17	11,495	11	20,526	68	66,232	33	43,625	34	16,623	38	19,935	45	16,422	63	31,201	14	6,895
GORDON	70,809	97,778	102,046	11	3,081	12	3,851	62	31,074	31	15,169	35	13,396	29	5,823	24	5,231	37	11,010	9	4,097
GRADY	42,313	59,193	61,942	13	4,155	7	2,263	39	20,649	14	14,717	18	7,286	9	2,514	13	1,651	13	3,917	5	2,122
GREENE	21,438	38,236	41,610	7	1,440	6	952	32	14,899	10	7,045	33	6,588	7	850	5	895	10	1,600	5	2,368
GWINNETT	328,155	848,542	993,287	48	65,747	31	57,626	142	390,714	102	253,165	96	127,271	53	13,680	102	39,100	104	69,091	26	36,020
Lawrenceville	84,051	218,289	245,143	13	13,856	10	20,968	32	53,781	37	80,401	31	27,768	13	4,521	24	5,538	35	15,464	6	9,671
HABERSHAM	73,508	116,402	124,554	12	18,191	16	4,998	43	31,918	42	25,821	26	8,709	15	4,224	17	4,270	35	[illegible]	10	4,704
HALL	228,360	464,703	494,450	22	31,719	17	59,061	124	122,022	63	78,638	69	28,300	47	29,909	59	17,776	76	36,392	23	21,333
Gainesville	179,553	362,517	405,516	23	30,151	13	66,862	58	84,471	35	54,761	45	19,504	35	27,861	40	16,018	58	31,994	25	20,960
HANCOCK	9,839	15,684	16,799	2	526	3	854	21	7,078	6	2,590	7	3,072	3	772	3	245	6	553	1	143
HARALSON	38,067	49,948	51,661	7	3,499	16	1,481	38	14,647	22	8,790	22	4,369	27	4,810	18	1,889	22	3,132	8	2,903
HARRIS	16,746	26,675	28,579	6	522	4	759	30	8,702	6	3,589	15	2,842	2	368	4	197	14	8,877	3	826
HART	25,488	44,376	48,243	10	1,761	5	3,724	32	18,857	17	7,361	14	4,218	8	1,737	13	2,894	21	3,762	5	2,480
HEARD	3,385	4,047	6,613	1	555	2	246	17	2,401	2	453	10	1,344			4	97	5	546	1	30
HENRY	56,841	87,363	92,961	16	7,312	10	2,360	37	23,630	26	18,098	47	19,960	7	506	14	1,479	20	12,440	6	1,822
HOUSTON	207,905	281,683	293,010	26	22,120	16	36,552	77	67,567	59	56,298	56	25,367	36	15,193	37	11,379	88	29,851	19	5,810
Warner Robins	159,247	216,279	225,076	19	10,992	10	33,852	48	52,903	50	49,802	24	13,113	25	13,702	29	8,384	60	21,601	13	5,264
IRWIN	12,088	17,255	18,116	2	1,633	4	717	19	4,757	7	4,127	10	1,967	3	1,179	[illegible]	53	9	716	3	797
JACKSON	52,370	81,386	86,769	10	2,871	8	4,185	38	19,013	43	14,717	38	18,080	20	2,717	14	3,314	37	10,095	8	[illegible]
JASPER	8,810	13,396	14,227	3	1,095	3	421	16	4,647	6	3,883	5	1,691	3	163	1	206	4	829	2	70
JEFF DAVIS	27,553	39,649	41,693	4	1,522	4	2,611	19	12,452	7	8,489	16	6,352	11	1,809	9	1,224	11	1,808	5	1,628
JEFFERSON	30,505	55,280	60,628	7	1,717	11	3,150	35	20,693	18	11,461	25	7,438	9	1,904	10	2,593	16	2,344	5	2,938
JENKINS	13,611	18,737	19,546	3	666	1	386	23	5,685	6	3,717	10	3,883	6	1,761	2	560	10	749	3	718
JOHNSON	11,571	16,243	17,004	3	333	6	630	22	6,294	11	4,317	10	2,560	3	627	4	668	4	338	1	116
JONES	12,834	22,766	24,866	3	1,024			24	9,169	4	2,372	14	[illegible]	3	322	1	462	12	1,672	4	2,679
LAMAR	22,177	32,062	33,753	3	1,314	6	2,315	24	9,020	15	10,112	7	2,358	3	1,372	7	880	16	2,726	3	1,376
LANIER	5,968	10,401	11,328	4	988	2	837	9	2,647	3	4,167	7	1,115			2	204	3	11	1	102
LAURENS	102,850	164,185	175,947	14	9,984	14	16,069	76	46,848	42	40,256	40	10,794	26	9,906	26	6,867	44	7,970	14	7,246
Dublin	88,662	139,315	148,845	8	5,427	11	12,920	33	41,230	37	39,374	28	7,234	26	9,906	19	4,920	35	6,747	13	6,669
LEE	3,579	7,327	8,215	4	649	1		9	3,407	1	228	6	2,973	1		3	218	3	238	1	4
LIBERTY	45,738	88,916	98,764	9	7,537	7	7,224	35	22,196	15	15,173	19	15,149	8	1,988	5	2,026	32	17,020	6	4,505
LINCOLN	6,056	8,415	8,792	4	731	3	337	13	2,838	3	1,008	8	1,607	4	850	2	141	4	519	2	111
LONG	3,064	5,101	5,506	1	448	1	1,357	7	1,482	2	393	8	1,041					5	338	1	91
LOWNDES	249,757	428,323	465,078	37	25,368	15	41,349	116	93,475	61	93,398	83	62,223	71	25,761	49	16,006	93	42,867	22	27,711
Valdosta	223,750	384,100	417,161	30	22,725	14	40,320	92	84,849	55	90,371	63	40,143	70	25,612	42	15,639	78	39,244	19	[illegible]
LUMPKIN	12,832	23,528	25,858	4	4,054	4	386	25	9,567	7	2,428	3	1,850	1	896			13	4,648	2	451
McDUFFIE	53,349	78,170	82,473	10	8,061	11	4,850	37	28,117	12	13,591	20	7,527	13	2,052	13	3,960	17	5,065	8	3,467
McINTOSH	17,995	25,589	26,856	2	853	2	335	16	6,647	5	6,987	12	6,615	1	126			19	3,633	1	74
MACON	21,311	41,687	46,371	5	1,062	8	1,262	24	15,518	8	[illegible]	9	4,076	4	1,737	6	1,751	11	2,008	6	1,591
MADISON	11,422	19,230	20,803	3	117	3	427	39	9,043	18	3,326	16	2,880	2	82	4	103	12	1,654	3	771
MARION	7,867	11,120	11,657	2	95	2	147	17	2,909	6	3,770	5	1,237	3	164			3	286	3	682
MERIWETHER	59,079	76,508	78,969	14	3,574	8	2,101	50	18,584	14	34,287	25	4,345	14	2,249	10	3,077	29	4,290	6	1,996
MILLER	14,135	16,163	16,315	3	832	4	471	24	6,369	5	3,676	9	2,364	5	786	4	745	4	199	3	523
MITCHELL	40,171	56,475	59,141	5	3,522	14	4,350	44	19,353	11	11,461	25	8,492	12	1,586	11	2,373	17	1,795	8	2,274
MONROE	35,599	46,126	47,608	6	1,645	6	457	20	9,543	10	11,952	19	14,702	10	1,465	3	381	10	4,601	3	1,608
MONTGOMERY	17,730	22,150	22,713	3	700	4	3,199	21	4,872	10	6,884	12	2,382	2	470	4	1,033	9	2,780	3	435
MORGAN	24,804	48,385	53,781	7	4,256	9	2,365	21	15,473	10	11,971	19	8,843	5	717	4	1,521	4	1,501	3	1,723
MURRAY	35,371	56,986	61,161	7	3,537	9	2,142	25	24,251	15	9,526	16	5,826	9	1,472	16	5,762	19	4,210	5	1,729
MUSCOGEE	605,007	911,062	966,026	53	33,116	35	135,985	194	174,527	106	226,702	157	85,478	112	50,799	133	49,950	266	90,784	41	26,469
Columbus	600,348	911,062	966,026	57	33,116	48	135,985	247	174,527	114	226,702	216	85,478	117	50,799	129	49,950	241	90,784	38	26,469
NEWTON	77,059	118,621	126,336	11	4,026	12	13,533	58	39,639	31	21,440	35	11,734	15	4,997	18	3,867	30	11,426	11	6,034
OCONEE	5,217	13,849	16,282	3	925	4	1,838	11	5,982	3	648	5	2,494	3	1,202	2	692	3	886	3	382

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OGLETHORPE	8,268	12,482	13,239	2	2,203	2	395	22	4,417	3	2,140	6	1,192	3	669	1	552	3	346	1	262
PAULDING	32,009	31,331	33,053	10	2,283	5	1,810	34	19,763	16	12,801	18	7,269	7	598	7	827	9	2,744	7	3,181
PEACH	41,942	66,860	71,617	13	6,834	5	1,698	26	29,491	16	11,795	21	12,120	10	3,293	10	2,798	27	4,569	6	2,462
PICKENS	30,302	50,350	54,373	5	1,462	8	1,667	15	11,895	11	22,570	12	5,336	6	320	5	835	10	2,509	3	2,267
PIERCE	19,104	27,545	28,985	7	2,753	3	469	20	6,673	6	8,019	20	2,975	4	907	2	409	12	2,474	4	1,457
PIKE	4,427	7,769	8,469	3	368	3	610	18	3,455	4	179	9	972	1		3	248	3	736	1	409
POLK	70,981	121,838	129,754	16	7,654	13	5,143	72	43,652	31	28,290	41	8,761	33	6,292	17	4,606	31	7,873	13	8,913
PULASKI	24,698	31,627	32,575	6	540	5	832	24	10,909	9	8,830	9	2,538	8	1,101	9	980	8	[illegible]	4	1,629
PUTNAM	17,112	29,138	31,618	5	694	7	1,406	21	12,581	6	5,923	10	3,032	4	830	4	714	12	1,979	3	1,330
QUITMAN	898	1,756	1,992			1	167	9	1,629			1	99					1	97		
RABUN	23,470	42,198	46,212	6	3,855	2	1,758	26	15,469	10	7,346	14	4,309	4	1,610	6	1,910	20	2,933	5	1,999
RANDOLPH	15,237	20,263	21,006	6	1,103	6	1,077	[illegible]	6,863	6	3,933	9	1,925	7	1,083	6	984	10	1,224	4	1,235
RICHMOND	622,198	848,530	886,475	55	40,247	28	138,842	[illegible]	175,942	126	192,096	117	59,533	100	47,056	101	37,143	256	94,266	39	22,127
Augusta	299,365	339,213	361,920	23	16,029	14	56,794	[illegible]	36,477	57	74,466	48	17,689	76	30,579	64	24,316	133	34,064	31	9,878
ROCKDALE	88,560	198,148	225,925	12	14,572	4	6,917	39	53,755	20	65,326	23	26,100	13	3,669	10	6,235	27	23,633	7	6,653
Conyers	68,090	185,844	209,409	17	13,292	3	6,917	27	44,537	17	65,326	18	24,181	4	3,256	20	5,992	15	21,955	6	5,792
SCHLEY	5,431	7,574	7,919	2		3	690	6	1,924	3	2,004	5	1,039			5	511	3	353		
SCREVEN	19,257	46,191	49,401	8	5,266	7	1,903	40	16,211	16	9,496	18	4,090	7	2,442	6	1,072	10	1,472	5	2,306
SEMINOLE	24,954	30,702	31,392	6	2,629	4	1,009	22	11,413	9	6,336	9	2,018	7	1,005	6	843	12	1,368	4	1,502
SPALDING	146,406	256,130	279,080	19	11,440	10	27,669	62	71,111	49	57,215	47	14,449	44	17,259	40	13,683	56	22,203	18	13,549
Griffin	141,020	246,864	269,006	18	11,011	10	27,669	56	66,193	49	57,215	46	14,226	41	16,530	40	13,683	53	21,910	17	13,015
STEPHENS	74,588	106,455	111,801	9	3,891	9	9,761	43	24,920	29	39,272	17	6,823	13	2,580	26	4,432	35	7,413	8	4,646
STEWART	10,278	16,037	17,112	2	483	4	538	21	5,198	6	4,437	11	3,003	2	57	3	61	6	881	3	735
SUMTER	86,947	154,853	169,544	10	8,189	6	3,641	49	40,605	18	26,192	30	15,846	27	12,130	14	5,010	34	9,862	8	6,352
Americus	82,304	150,399	165,181	8	7,398	6	3,641	39	39,579	17	25,690	26	15,369	25	11,862	14	5,010	29	9,586	6	6,190
TALBOT	5,377	9,300	10,110	2	333	5	1,160	12	3,424	3	320	8	2,365	1	413	2	137	2	84	1	46
TALIAFERRO	1,167	1,391	1,414			3	469	5	558			1	34			1	151	1	19	1	49
TATTNALL	33,233	49,196	51,991	6	2,075	10	1,990	32	17,244	17	10,265	28	5,263	9	2,298	12	4,484	16	1,740	6	2,471
TAYLOR	13,647	21,322	22,765	4	707	6	689	20	6,915	6	6,935	9	1,960	8	885	1	1,117	6	584	3	1,159
TELFAIR	25,446	33,290	34,417	7	1,643	11	1,968	25	11,194	10	6,867	13	2,576	8	1,155	11	1,712	9	1,541	4	2,271
TERRELL	23,391	28,683	29,316	6	1,394	8	1,278	29	8,725	6	5,983	13	2,117	6	2,351	10	1,085	12	1,467	5	1,254
THOMAS	107,677	167,132	178,219	21	10,415	16	16,235	82	52,353	23	32,147	51	15,718	34	9,124	32	5,791	42	10,832	13	5,907
Thomasville	99,422	156,403	167,145	16	9,840	11	15,778	59	48,019	19	31,127	36	13,590	23	9,094	29	5,707	38	10,525	10	5,466
TIFT	111,366	144,742	149,392	18	10,118	7	12,455	56	28,954	33	31,879	55	17,193	26	5,095	27	4,929	43	13,611	11	5,496
Tifton	106,983	138,167	142,484	17	9,868	7	12,455	46	27,257	33	31,879	43	13,616	26	5,095	27	4,929	41	13,329	10	5,275
TOOMBS	66,629	97,694	103,072	15	9,267	11	6,408	37	29,319	23	17,829	32	9,118	17	6,329	17	3,090	24	5,779	6	3,157
TOWNS	9,216	16,425	17,958	1	2,702	3	807	14	4,520	9	3,881	4	1,126	2	287	2	367	8	2,320	1	201
TREUTLEN	8,357	10,616	10,916	1		3	607	5	3,131	7	1,663	7	2,382	4	367	3	325	7	937	3	1,024
TROUP	153,784	269,627	294,039	20	12,883	13	20,621	103	75,282	53	50,020	54	27,281	47	25,800	44	21,131	53	19,336	18	11,533
La Grange	114,104	208,644	229,153	15	7,380	9	18,643	72	62,510	37	35,563	30	21,557	38	20,662	30	14,359	42	17,368	12	9,883
West Point	25,493	12,786	10,244	1	2,241	1	507	7	4,316	9	760	8	767	15		10		6	400	5	
TURNER	20,375	27,134	28,142	2	1,225	6	1,420	18	8,835	10	7,231	17	3,830	7	1,170	8	681	8	1,165	4	1,249
TWIGGS	5,495	10,770	11,978	1	286	1	336	16	6,687	2		4	2,190		396	1	125	4	325	2	89
UNION	15,157	24,028	25,716	6	3,814	4	714	27	7,319	12	3,616	6	2,552	6	725	6	1,012	8	1,683	2	834
UPSON	64,634	77,924	79,416	9	1,870	9	5,662	48	21,809	[illegible]	17,272	22	5,648	21	4,523	20	3,647	32	4,812	10	3,726
WALKER	110,811	130,224	132,045	17	4,407	9	2,630	78	31,099	46	21,899	54	16,672	32	8,674	22	3,238	42	6,084	13	3,253
WALTON	59,280	87,221	92,107	16	5,173	9	4,519	61	29,881	22	22,118	24	10,036	12	4,073	21	3,300	25	3,403	8	3,665
WARE	138,024	177,723	183,192	23	10,680	10	28,374	67	38,349	28	34,807	50	19,550	40	11,309	33	8,119	44	11,372	13	5,130
Waycross	134,111	172,588	177,881	20	9,887	8	27,737	58	37,523	27	34,669	43	18,285	39	11,278	32	8,090	41	11,269	15	5,130
WARREN	8,233	9,888	10,068	3	345	2	245	13	3,000	3	1,979	8	1,954	3	229	4	472	5	395	2	125
WASHINGTON	37,522	55,792	59,014	11	5,209	8	2,069	36	15,708	17	13,902	23	5,782	12	2,939	8	1,926	14	2,758	6	2,120
WAYNE	57,381	88,408	94,122	12	4,606	7	3,015	33	19,582	20	21,304	27	6,881	18	5,061	15	3,393	29	7,807	7	9,090
WEBSTER	3,056	4,936	5,298	1		2	2,254	3	912	1		2	520								
WHEELER	3,874	5,616	5,911	2	777			13	2,154	5	530	7	1,334	3	117	3	150	3	298	1	71
WHITE	24,819	43,642	47,603	3	1,799	6	1,008	18	6,886	14	15,715	13	3,937	4	200	3	1,290	26	5,678	3	1,414
WHITFIELD	223,114	329,255	348,193	20	10,626	15	23,185	93	84,952	88	60,510	63	28,372	55	17,979	108	43,868	72	29,365	20	10,963
Dalton	193,640	296,202	314,939	19	10,454	13	22,683	63	73,577	65	55,180	47	25,353	47	16,125	86	39,353	59	26,420	18	10,737
WILCOX	8,363	12,331	13,026	3		7	770	16	3,345	4	1,922	11	1,483			2	2,529	5	670	4	611
WILKES	27,186	42,680	45,611	9	2,814	8	1,983	26	14,148	12	12,634	7	2,176	7	2,331	6	1,487	14	2,158	5	1,765
WILKINSON	15,036	24,514	26,372	4	708	4	1,084	26	8,328	4	6,295	11	6,192	1	32	2	911	9	1,258	2	64
WORTH	27,606	37,188	38,653	8	1,891	6	2,186	28	12,767	13	11,100	16	3,551	8	900	6	310	15	1,697	5	1,781

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,294,118	5,490,666	5,962,313	194	116,538	259	1,035,578	876	1,204,277	291	732,553	411	360,674	733	338,797	444	170,159	1,657	1,041,070	115	327,960
METROPOLITAN STATISTICAL AREAS																					
Honolulu, HI	2,604,207	4,094,595	4,383,833	127	66,254	140	873,832	601	786,001	214	537,372	284	244,938	495	240,278	317	113,024	1,294	806,281	91	241,224
COUNTIES, Cities																					
HAWAII	275,938	770,600	914,476	28	22,497	54	85,128	111	239,297	33	132,046	64	73,009	85	56,587	56	36,003	147	118,772	14	61,057
Hilo	183,782	313,906	610,009	13	9,471	13	33,169	44	141,153	21	121,991	35	46,338	34	32,640	37	28,406	83	72,411	8	50,425
North Kona	NO DATA AVAILABLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	2,604,207	4,094,595	4,383,833	127	66,254	140	873,832	601	786,001	214	537,372	284	244,938	495	240,278	317	113,024	1,294	806,281	91	241,224
Honolulu	1,905,160	2,822,194	2,983,989	67	33,988	93	589,643	425	436,145	131	350,028	176	163,243	401	202,132	220	84,786	991	614,707	63	143,026
KAUAI	126,399	213,839	231,604	16	11,048	29	38,080	64	72,633	17	50,002	33	19,244	43	11,309	28	6,389	84	40,394	2	5,062
Lihue	63,489	101,627	109,237	6	9,396	7	17,407	11	21,899	12	19,994	7	6,981	19	4,989	11	2,613	30	18,173	1	1,540
MAUI	287,574	411,642	432,400	23	16,739	36	48,558	100	106,344	27	44,135	34	23,483	110	30,423	43	14,573	132	75,423	8	20,617
Wailuku	45,439	61,864	64,786	5	1,273	3	2,134	23	16,551	12	19,006	8	3,599	6	794	10	3,274	27	9,379	1	547

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,016,361	4,650,509	4,978,392	556	416,872	256	426,788	968	1,133,921	832	1,045,164	830	425,233	509	187,784	792	232,430	1,793	519,968	213	185,956
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boise City, Id	658,599	1,008,423	1,074,181	91	97,633	23	109,844	134	214,142	144	219,487	101	77,174	95	38,222	156	62,751	306	133,581	31	33,608
COUNTIES, Cities																					
ADA	658,599	1,008,423	1,074,181	91	97,633	23	109,844	134	214,142	144	219,487	101	77,174	95	38,222	156	62,751	306	133,581	31	33,608
Boise City	491,612	700,482	735,760	49	41,453	19	82,824	99	165,139	86	135,301	77	41,951	78	32,948	119	46,954	234	95,748	25	24,571
ADAMS	4,374	7,563	8,227	2	1,683	4	270	5	3,192			5	1,434					7	551	2	447
BANNOCK	239,768	399,847	432,491	39	32,089	13	42,941	64	88,183	58	85,381	68	39,182	42	25,360	69	22,608	111	45,470	12	16,576
Pocatello	227,011	385,828	418,432	30	29,787	12	42,892	54	84,278	49	84,182	56	36,920	41	25,199	60	21,973	97	43,777	9	16,104
BEAR LAKE	17,964	27,805	29,647	4	1,415	4	927	10	8,164	10	8,333	11	3,131	5	1,592	5	969	13	2,164	3	1,539
BENEWAH	21,535	27,350	28,141	5	1,585	4	926	12	7,269	7	8,182	10	3,034	5	563	3	638	27	3,408	2	1,680
BINGHAM	76,122	131,370	142,896	20	14,841	10	6,850	46	39,735	29	42,251	20	7,510	17	4,386	24	3,666	35	10,227	7	4,325
Blackfoot	59,389	104,037	113,469	13	10,617	8	5,997	21	28,174	15	36,948	11	5,885	12	3,499	12	2,885	22	8,275	4	3,149
BLAINE	43,306	96,966	110,617	7	12,139	3	2,824	18	25,627	10	14,915	11	7,696	16	5,179	12	3,438	43	18,161	3	4,417
BOISE	2,852	4,806	[illegible]	1		2	138	5	1,939			2	475			1		12	1,936		
BONNER	64,107	109,687	119,138	20	8,979	9	4,296	24	33,158	20	25,459	22	10,851	11	3,124	16	4,319	56	15,116	5	4,118
Sandpoint	45,592	75,899	81,962	11	5,454	4	2,937	11	16,003	17	23,199	12	6,230	11	3,124	11	4,054	21	9,349	3	3,152
BONNEVILLE	301,151	327,628	328,152	26	30,219	16	45,667	58	60,461	53	66,991	66	27,366	35	12,859	64	20,291	98	26,731	12	9,737
Idaho Falls	298,809	314,483	324,884	25	30,141	14	45,303	51	59,164	50	66,746	62	27,138	35	12,859	59	20,187	93	25,912	12	9,737
BOUNDARY	20,308	32,089	34,347	8	2,562	3	1,276	15	12,111	8	7,049	8	3,799	5	530	3	660	10	2,960	2	1,543
BUTTE	8,070	12,544	13,380	3	305			7	2,929	3	784	12	4,191	3	525	1	141	11	2,245	1	1,133
CAMAS	785	750	734	1	148	1	35	2	236			2	155					2	87		
CANYON	274,712	435,599	467,333	43	34,201	17	50,535	84	111,397	94	108,394	57	29,130	52	17,703	74	22,410	119	39,541	12	18,752
Caldwell	100,341	138,377	144,501	18	12,961	6	8,414	26	32,527	36	37,941	26	11,761	13	2,046	29	9,025	40	11,539	3	5,970
Nampa	169,056	262,409	286,612	17	19,137	9	41,523	35	65,021	45	64,901	21	13,548	30	13,940	31	10,823	60	25,796	8	12,782
CARIBOU	20,014	29,162	30,754	7	1,842	3	246	14	8,485	10	7,929	10	5,828	4	1,400	8	736	11	1,782	4	1,047
CASSIA	72,205	165,526	191,022	17	15,587	14	19,550	21	41,729	26	46,252	25	12,278	15	8,242	19	6,778	42	14,418	7	6,612
Burley	60,455	152,465	177,977	17	15,587	12	16,254	15	40,059	27	44,478	15	10,519	15	7,473	16	5,586	35	13,234	5	5,934
CLARK	1,977	5,480	6,498			1	960			2	2,988	1	923					4	852		
CLEARWATER	26,711	38,102	40,035	7	3,323	4	453	12	13,982	8	10,726	10	2,197	2	1,343	6	620	20	3,720	3	1,109
CUSTER	7,429	23,475	28,494	4	1,242	2	1,543	10	11,424	2		4	4,530	2	205			19	4,114	1	1,986
ELMORE	48,450	56,212	56,927	10	3,929	5	3,020	15	13,526	18	18,068	17	5,540	5	658	13	1,987	34	5,542	3	1,264
FRANKLIN	20,817	40,790	45,408	6	2,635	4	2,095	7	9,147	13	11,052	9	6,153	5	1,177	14	5,120	13	2,853	2	1,581
FREMONT	25,702	33,588	34,738	15	4,113	4	911	18	8,448	8	7,173	13	5,921	3	824	6	667	22	3,004	3	1,218
GEM	25,020	21,481	20,664	7	1,779	4	891	7	6,452	15	5,326	12	1,269	4	204	13	1,187	15	1,292	4	842
GOODING	24,997	43,915	47,920	5	4,986	6	4,008	15	13,636	9	8,470	15	6,909	2	745	6	946	20	4,069	2	1,374
IDAHO	30,353	41,051	42,714	13	3,203	10	1,527	29	12,607	9	7,257	16	5,024	5	1,107	8	2,186	39	4,885	3	1,677
JEFFERSON	22,608	33,263	35,135	8	4,357	3	1,167	13	10,702	11	5,405	11	5,533	6	1,046	12	1,300	11	2,644	2	1,019
JEROME	24,313	46,827	51,953	6	3,277	5	2,966	11	16,359	5	4,268	13	9,280	9	1,960	10	2,511	24	5,554	2	1,518
KOOTENAI	181,789	317,007	345,534	36	32,027	9	22,414	56	89,015	56	63,970	45	33,688	29	8,293	45	10,076	142	42,662	12	10,341
Coeur d'Alene	137,009	230,913	250,045	19	21,380	8	18,536	32	57,409	40	54,842	25	22,113	22	7,575	31	9,306	75	26,086	7	8,542
LATAH	90,645	114,046	117,152	18	7,890	9	9,060	31	29,315	21	24,469	20	5,425	14	4,541	27	7,562	57	13,082	10	5,858
Moscow	80,693	102,269	105,184	12	7,732	3	8,807	17	25,781	17	23,849	12	4,697	12	2,901	24	7,323	30	10,239	7	5,593
LEMHI	17,823	33,379	34,843	7	2,625	3	1,893	10	10,065	10	4,962	8	3,469	6	2,764	10	1,403	28	5,305	2	533
LEWIS	10,053	14,382	15,114	4	1,757	1		9	6,023	3	938	7	1,500	3	696	4	128	17	2,000	2	392
LINCOLN	2,683	4,584	4,978	1	182	2	408	5	1,213	2	725	3	867	1	68	2	86	10	1,003	1	192
MADISON	57,799	93,428	100,400	10	12,854	5	4,882	13	23,995	5	17,173	10	7,658	12	7,043	17	7,549	16	5,391	3	4,320
MINIDOKA	38,508	73,659	81,634	6	4,836	4	1,705	16	21,400	16	26,751	14	9,504	7	2,303	9	2,347	29	6,807	3	2,174
NEZ PERCE	168,610	203,910	208,037	19	12,616	11	35,085	38	41,646	33	43,497	29	11,786	28	8,092	42	11,371	98	22,333	10	10,347
Lewiston	166,987	202,661	206,837	19	12,616	11	35,085	32	40,944	33	43,497	26	11,577	28	8,092	41	11,341	88	22,142	10	10,347
ONEIDA	6,986	10,597	11,259	2		3	590	2	1,534	4	2,945	11	1,753			3	472	6	1,234	1	1,224
OWYHEE	10,978	18,309	19,785	4	4,369	6	2,619	6	3,723	3	759	13	3,099			2	188	14	2,577	2	733
PAYETTE	27,541	37,146	38,636	9	3,454	1	323	19	10,263	11	9,890	13	4,918	3	460	15	2,347	21	2,987	4	960
POWER	10,617	19,241	21,110	5	527			7	7,484	4	4,704	3	2,271	5	913	4	173	9	2,386	2	1,186
SHOSHONE	51,173	81,105	86,866	10	3,834	4	758	25	27,138	20	16,801	20	13,495	9	2,779	11	2,778	61	9,048	10	3,647
Kellogg	25,353	37,847	40,346	3	1,316	1	222	10	10,350	9	13,876	7	5,182	4	1,306	6	1,349	14	2,251	4	1,567
Wallace	16,733	32,704	29,998		1,948		366		11,676		2,834		2,762		1,329		564		6,176		2,131
TETON	6,574	12,382	13,682	2	2,186	2	468	8	3,348	3	2,278	6	1,161	2	57	1	206	9	1,410	1	974
TWIN FALLS	210,236	344,856	372,096	39	29,175	14	36,166	45	65,819	50	88,442	60	30,419	33	19,939	44	18,545	107	34,622	16	20,469
Twin Falls	181,794	322,009	349,116	29	26,903	11	35,050	26	59,810	41	85,235	36	25,439	29	19,200	39	17,965	77	32,468	13	19,916
VALLEY	18,655	43,229	49,622	4	8,003	3	2,431	10	8,724	8	6,169	10	5,883			7	659	25	7,334	2	2,368
WASHINGTON	21,442	27,950	28,898	5	1,615	5	2,120	14	8,176	11	8,531	7	1,852	9	882	5	591	17	2,877	4	1,016

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,003	55,236,524	58,175,302	4,117	2,509,295	2,319	6,989,404	8,897	11,633,330	5,379	10,777,898	7,815	5,176,310	7,065	3,032,043	6,354	2,516,008	20,704	6,550,156	2,645	2,134,560
METROPOLITAN STATISTICAL AREAS																					
Alton-Granite City, Il	883,158	1,405,417	1,526,277	103	78,893	37	131,649	259	372,792	166	356,422	239	166,925	116	40,235	166	55,035	493	152,634	71	49,217
Aurora-Elgin, Il	1,158,429	1,467,886	1,477,847	124	91,709	51	193,510	173	287,565	146	274,281	246	145,537	196	62,539	198	63,600	447	155,398	56	50,929

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TOTAL RETAIL SALES (THOUSANDS)				NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Bloomington-Normal, Ill.	447,034	684,451	740,760	72	48,891	27	83,463	72	139,299	74	121,211	119	100,187	74	37,313	71	29,793	200	89,346	19	21,272
Champaign-Urbana-Rantoul, Ill.	609,900	858,718	912,158	69	53,731	31	125,841	93	163,462	86	153,293	116	85,337	102	39,594	111	40,419	259	120,455	26	31,458
Chicago, Ill.	21,743,779	31,003,564	32,560,333	1,473	974,047	933	4,015,671	4,684	6,249,950	1,685	5,471,334	3,054	2,529,741	3,867	2,023,465	2,853	1,458,220	10,885	3,859,054	1,471	1,306,005
Davenport-Rock Island-Moline, Ia-Ill.	1,422,385	1,878,948	1,965,041	151	97,867	70	278,752	246	379,135	229	391,085	315	197,808	225	73,874	237	84,912	780	233,300	77	74,228
Decatur, Ill.	507,583	647,081	676,527	61	44,618	29	99,076	81	135,112	89	143,329	71	58,086	74	26,809	77	28,311	199	67,989	22	16,943
East St. Louis-Belleville, Ill.	885,284	1,281,636	1,369,535	102	70,501	50	280,028	256	288,607	188	241,525	190	113,487	158	62,864	157	51,449	558	148,720	72	34,864
Joliet, Ill.	903,742	1,201,659	1,208,640	109	62,961	54	123,762	192	250,441	139	273,500	223	151,874	106	33,103	150	48,560	503	131,577	65	48,559
Kankakee, Ill.	344,020	420,252	436,693	46	32,681	24	48,023	59	88,536	78	96,427	72	40,489	55	14,412	43	14,082	205	53,106	23	16,958
Lake County, Ill.	1,565,211	2,516,779	2,737,961	144	147,297	64	293,317	229	518,306	210	675,489	278	251,848	299	131,298	259	120,848	742	286,045	73	91,913
Peoria, Ill.	1,424,132	1,772,122	1,841,769	148	104,878	76	265,995	278	358,039	238	388,520	292	152,303	175	62,906	227	80,213	642	184,293	75	47,529
Rockford, Ill.	947,762	1,340,327	1,427,985	105	89,166	34	221,711	198	292,184	160	226,215	233	143,803	141	45,441	161	72,802	441	164,536	46	47,271
St. Louis, Mo-Ill.	6,255,038	10,495,718	11,294,413	539	411,942	314	1,661,118	1,599	2,546,724	1,005	2,130,240	1,377	1,168,521	970	454,424	987	474,977	2,830	1,199,182	397	347,976
Springfield, Ill.	749,853	989,450	1,038,553	78	88,682	39	159,091	136	205,618	109	169,029	157	90,878	133	49,224	121	37,218	376	113,194	50	45,664
COUNTIES, Cities																					
ADAMS	230,410	356,474	385,219	28	20,201	14	50,674	52	85,199	49	70,897	56	27,005	45	19,990	58	19,632	162	43,188	12	16,222
Quincy	203,983	328,236	356,632	19	18,997	10	49,321	33	81,715	34	55,660	34	24,652	40	19,263	50	17,827	134	39,910	12	16,222
ALEXANDER	34,636	47,414	50,060	3	1,009	8	5,794	18	10,345	10	7,421	21	11,033	16	1,280	4	1,267	36	7,942	4	1,222
Cairo	27,505	37,998	40,095	1	413	4	3,239	12	8,496	6	6,584	15	10,033	13	1,250	3	989	22	5,392	4	1,222
BOND	37,204	49,622	52,153	13	3,316	8	2,092	12	11,002	12	10,512	26	10,926	10	1,729	13	1,316	26	6,493	3	1,555
BOONE	73,706	101,785	107,675	13	8,333	6	3,447	20	27,728	19	24,726	26	16,676	11	2,627	13	3,663	38	11,773	4	2,982
Belvidere	61,860	83,866	88,421	9	6,523	4	2,963	14	20,960	15	23,560	20	13,122	11	2,627	11	3,064	28	8,309	3	2,815
BROWN	10,358	11,694	11,941	6	1,280	2	474	4	4,013	6	2,100	7	1,200	3	336	4	439	8	1,149	2	399
BUREAU	114,743	134,093	137,765	24	6,537	13	13,724	38	27,480	39	38,683	47	18,025	28	3,406	32	5,037	102	13,100	8	4,185
Spring Valley	21,999	24,916	25,499	4	670	1	1,005	8	6,063	5	10,450	8	3,133	9	510	6	888	16	1,185	1	498
CALHOUN	12,290	15,068	15,608	3	693	5	466	15	3,274	8	2,653	11	4,388	1	171	4	221	23	3,027	2	332
CARROLL	38,109	45,748	47,214	17	2,387	4	1,002	19	9,427	13	8,950	18	7,146	13	1,339	16	1,790	55	7,397	4	1,390
CASS	38,786	44,582	45,690	12	3,115	4	861	19	10,418	18	12,329	24	5,904	8	1,122	14	2,127	40	5,141	5	1,858
Beardstown	23,171	27,646	28,541	6	1,738	2	682	6	6,665	8	5,074	13	4,640	5	947	5	1,613	24	3,436	3	1,548
CHAMPAIGN	609,900	858,718	912,158	69	53,731	31	125,841	93	163,462	86	153,293	116	85,337	102	39,594	111	40,419	259	120,455	26	31,458
Champaign	305,919	510,894	493,329	18	19,314	10	69,171	30	75,170	34	98,193	39	38,418	61	29,879	58	29,886	116	66,304	11	19,319
Urbana	76,739	109,652	116,635	9	6,005	4	12,543	16	19,951	10	12,928	24	15,193	12	5,268	18	6,285	53	22,733	5	2,630
CHRISTIAN	105,385	137,386	169,067	28	12,143	11	9,580	34	47,397	30	32,185	42	17,522	30	9,663	28	9,034	82	13,022	13	5,868
Taylorville	62,770	97,709	105,558	9	6,208	4	7,330	11	25,609	15	23,133	14	8,097	17	6,864	19	7,779	34	7,855	7	4,071
CLARK	45,387	54,305	56,012	15	2,856	5	1,375	16	13,294	15	10,751	26	13,022	7	591	16	1,008	35	5,253	7	1,241
Casey	15,551	18,153	18,674	4	957	1	298	4	5,691	3	3,891	10	2,843	5	425	4	498	10	848	2	373
CLAY	43,106	83,172	93,360	14	6,221	12	4,522	19	28,557	26	20,554	16	7,785	15	4,268	16	3,385	22	6,488	2	2,343
Flora	30,682	59,123	64,812	6	4,370	7	3,804	8	16,822	16	16,804	8	5,055	13	3,857	10	2,777	13	3,936	1	1,509
CLINTON	71,686	104,804	111,965	28	20,324	7	3,918	41	24,216	23	20,937	24	9,867	17	3,972	24	4,339	79	12,363	7	2,178
COLES	191,065	235,431	244,285	24	10,301	14	31,401	39	45,443	53	58,068	42	26,544	42	10,345	44	10,700	88	21,942	13	10,579
Charleston	56,382	63,593	67,298	8	2,737	3	3,681	12	18,342	16	13,775	15	7,378	13	2,269	11	1,549	36	8,711	6	2,088
Mattoon	114,998	149,984	157,023	10	4,851	6	21,712	20	26,481	31	38,868	20	17,165	27	7,680	26	8,533	41	12,446	7	8,491
COOK	18,476,595	25,706,943	26,970,327	1,190	698,976	847	3,489,980	4,262	5,259,598	1,399	4,239,633	2,594	2,052,224	3,457	1,816,138	2,435	1,214,149	9,840	3,312,624	1,329	1,100,240
Chicago	8,939,384	11,987,480	12,606,453	365	273,640	466	1,470,495	2,809	2,523,366	636	1,499,153	1,213	861,168	1,939	870,364	1,197	559,850	6,211	1,716,916	844	571,035
CRAWFORD	57,632	95,130	103,850	10	5,363	8	7,417	14	30,309	19	21,628	21	12,041	16	2,569	16	3,310	29	6,217	6	4,543
Robinson	41,296	67,111	72,275	7	5,033	5	5,745	6	19,977	11	16,954	10	4,699	13	2,076	8	1,793	17	5,139	4	3,632
CUMBERLAND	19,769	27,220	28,765	9	2,419	4	277	8	[illegible]	9	5,162	13	7,033	4	411	5	2,264	11	2,523	2	164
DE KALB	210,766	368,817	382,167	40	19,126	15	30,950	58	58,265	48	61,461	63	38,390	47	14,768	46	11,278	141	35,212	15	9,810
De Kalb	111,902	136,972	141,803	13	11,139	5	10,144	24	34,215	15	19,755	24	13,346	26	9,316	21	4,138	64	20,797	6	5,581
DE WITT	64,032	80,800	84,118	15	6,817	6	1,861	13	18,035	17	22,023	17	12,337	17	2,065	15	2,947	42	10,960	5	1,372
Clinton	48,167	56,735	[illegible]	9	4,739	3	1,518	9	13,997	13	16,657	9	8,835	11	1,474	7	1,040	22	7,474	4	955
DOUGLAS	73,885	89,482	92,721	16	4,169	8	1,296	20	19,574	31	14,351	25	20,666	16	7,994	18	9,591	33	6,541	6	3,934
DU PAGE	2,783,304	4,619,437	4,870,309	301	230,360	86	478,564	332	845,594	197	1,025,661	352	406,831	324	182,666	334	223,603	770	480,614	118	179,208
Wheaton	124,113	207,534	227,087	15	15,899	6	2,057	24	52,921	11	61,446	22	20,379	31	14,804	20	11,663	34	13,530	9	12,965
EDGAR	60,160	73,074	74,369	19	4,479	11	9,929	17	17,867	16	17,007	25	7,159	16	2,221	9	2,274	45	6,030	6	[illegible]
Paris	44,298	53,703	[illegible]	10	2,613	8	7,749	13	14,487	10	10,758	11	4,776	15	2,109	7	1,867	28	4,668	5	1,968
EDWARDS	18,902	30,373	32,996	14	4,567	4	293	10	8,428	12	8,922	12	2,664	6	801	11	1,543	14	1,982		
EFFINGHAM	151,889	236,688	335,733	22	19,838	16	19,055	22	42,013	34	47,390	48	62,400	32	8,543	34	11,229	61	26,637	5	2,816
Effingham	127,522	201,206	217,857	13	11,835	12	18,605	10	38,802	25	41,090	32	55,324	28	7,325	15	6,500	39	22,097	5	2,816
FAYETTE	66,379	87,542	91,806	20	6,800	11	8,682	27	22,877	26	13,863	27	10,969	12	2,945	18	2,124	37	7,995	4	3,226
FORD	51,073	59,563	61,166	9	4,468	5	2,289	20	15,586	21	12,753	29	8,615	9	2,237	17	1,036	28	5,771	6	1,889
Paxton	13,583	18,985	19,666	2	885	3	761	6	5,836	6	[illegible]	9	3,456	4	879	4	232	8	2,047	4	1,106
FRANKLIN	113,105	162,226	172,732	28	8,655	20	7,299	62	49,955	47	42,410	40	15,025	38	7,530	34	8,428	77	13,902	13	4,898
Benton	45,295	62,364	65,780	9	2,467	6	3,602	13	18,080	19	23,500	10	4,013	13	2,529	8	3,051	22	3,761	3	1,394
West Frankfort	39,412	58,742	62,609	7	3,128	5	2,387	23	20,331	18	9,971	12	6,287	11	2,147	17	3,963	19	4,399	4	1,806
FULTON	117,406	153,869	161,290	30	11,300	20	9,435	42	42,631	40	36,772	48	16,142	27	7,352	37	8,171	77	13,533	11	4,049
Canton	68,452	85,322	88,630	7	2,761	6	8,405	13	21,119	18	21,428	17	8,907	16	6,173	21	5,014	28	6,400	4	2,351
GALLATIN	17,408	19,749	20,183	8	2,219	2	910	8	4,544	9	4,188	14	2,335	5	782	5	1,601	14	1,104	4	843
GREENE	34,499	38,417	39,140	14	2,378	6	937	24	12,152	14	7,683	21	5,161	13	1,241	15	1,490	34	3,031	7	1,830
GRUNDY	100,062	136,611	144,206	20	6,320	6	12,023	21	31,685	20	32,727	34	23,331	15	2,528	22	4,184	72	17,714	10	5,305
Morris	67,021	90,541	95,246	6	3,158	4	9,045	10	22,622	13	22,506	13	12,366	9	2,264	11	2,994	34	9,313	5	4,267
HAMILTON	22,145	27,224	28,215	6	2,155	8	1,745	10	7,047	9	6,721	14	3,748	3	323	2	581	8	857	2	1,250
HANCOCK	41,206	50,283	52,054	22	3,863	7	838	25	12,424	25	14,969	30	5,507	13	864	20	2,070	48	5,530	9	1,616
HARDIN	7,653	9,126	9,404	3	332	3	349	12	3,990	4	1,168	8	1,558	1	142	3	323	12	805	1	176
HENDERSON	10,447	10,483	10,495	6	986	2	172	11	1,763	8	2,282	10	2,383			5	357	22	1,890		
HENRY	170,987	200,992	206,685	42	10,493	18	12,137	40	47,856	45	43,849	59	32,748	41	10,582	34	7,072	113	21,445	9	7,293
Kewanee	62,571	74,141	76,342	15	2,735	4	9,993	16	19,927	14	11,916	16	7,002	20	7,324	12	3,624	39	6,244	4	4,149
IROQUOIS	90,055	100,104	101,967	24	7,039	9	4,363	29	23,624	31	21,469	45	15,927	19	2,958	28	3,992	88	11,600	7	1,919
Watseka	38,794	42,167	42,842	7	2,681	5	4,048	10	11,086	11	8,165	8	3,125	11	2,393	7	2,106	20	3,733	3	1,423
JACKSON	241,587	358,281	383,860	32	17,267	16	66,908	51	62,561	43	70,508	48	24,428	39	15,673	40	11,353	121	43,329	12	8,823
Carbondale	179,824	275,692	296,990	11	5,499	8	58,945	23	41,890	20	56,864	24	16,008	31	14,203	20	6,809	70	34,308	8	7,651
Murphysboro	39,805	51,130	53,382	13	5,821	5	6,164	11	13,911	13	6,847	11	4,936	8	1,470	11	1,576	20	4,528	4	1,178

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JASPER	28,248	36,263	37,874	12	5,880	4	1,354	12	8,919	8	9,898	15	2,106	4	846	7	1,116	17	1,892	2	836
JEFFERSON	129,747	256,662	289,421	23	13,869	17	46,297	36	58,522	37	61,666	37	28,669	18	6,447	39	18,898	55	25,996	8	8,527
Mount Vernon	119,293	237,549	268,178	17	11,294	16	44,388	25	55,435	32	61,443	28	26,635	17	6,190	34	11,595	45	24,956	8	8,527
JERSEY	42,442	61,392	65,463	4	3,111	5	2,317	21	17,104	14	18,392	17	5,660	9	3,070	10	2,454	40	7,166	4	2,176
JO DAVIESS	43,939	68,773	74,347	20	5,973	8	1,356	23	13,794	10	12,884	24	8,468	12	791	11	1,042	89	15,191	6	2,453
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	18,556	24,903	26,204	5	620	5	1,370	23	9,160	7	4,845	12	3,280	5	490	3	456	13	1,589	3	590
KANE	1,094,895	1,388,193	1,394,971	110	83,875	49	190,811	163	263,901	126	262,917	220	134,639	184	59,717	184	59,375	407	144,803	52	46,406
Aurora	421,163	517,067	535,662	35	17,756	16	117,870	65	83,485	41	115,291	78	45,426	96	33,928	70	25,477	129	39,019	21	18,504
Elgin	333,904	418,960	435,779	26	28,328	11	53,670	31	77,643	35	99,790	54	28,464	32	12,718	39	19,566	87	33,375	13	17,944
KANKAKEE	344,020	420,252	436,695	46	32,681	24	48,023	59	88,536	78	96,427	72	40,489	55	14,412	43	14,082	205	53,106	23	16,958
Kankakee	204,826	212,546	213,971	14	6,737	11	41,929	24	39,962	35	45,077	31	12,364	38	12,103	23	9,383	84	19,931	15	11,488
KENDALL	63,534	79,693	82,876	14	7,834	2	2,699	10	23,664	20	11,364	26	10,898	12	2,822	14	4,225	40	10,795	4	4,523
KNOX	236,349	262,093	266,897	37	15,051	20	32,882	59	56,210	47	52,982	64	27,762	55	12,325	63	14,083	142	25,414	15	10,256
Galesburg	196,410	222,445	227,283	17	9,750	12	31,922	29	47,233	30	45,966	41	19,332	44	11,407	44	13,107	88	21,026	12	10,106
LAKE	1,565,211	2,516,779	2,737,961	144	147,297	64	293,317	229	518,306	210	675,489	278	251,848	299	131,298	259	120,848	742	286,045	73	91,913
North Chicago	26,155	48,091	53,502	3	2,192			6	10,602	6	2,104	11	8,511	2	1,477	2	888	55	18,323	1	1,645
Waukegan	374,307	543,723	553,514	22	17,880	15	96,856	45	96,212	44	126,749	43	37,668	85	36,546	52	26,069	139	49,577	15	19,423
LA SALLE	427,010	567,043	597,121	64	31,463	42	67,080	118	128,981	88	123,959	123	73,218	92	25,676	116	26,974	335	66,428	31	16,675
La Salle	44,902	111,816	47,147	6	408	5	5,261	14	10,273	8	7,838	19	7,781	11	1,623	13	1,909	49	5,116	3	940
Oglesby	8,058	9,227	9,461	2	195	2	388	7	2,838	1	40	5	910	6	1,009	7	1,325	17	1,888	2	591
Ottawa	126,457	185,735	198,606	16	10,890	8	12,620	23	38,385	21	51,413	31	30,541	17	7,587	23	8,363	72	18,357	8	8,339
Peru	90,000	141,722	153,405	3	6,091	5	38,847	16	34,898	11	27,947	11	11,926	14	5,386	16	7,003	40	13,272	3	1,812
Streator	86,210	104,305	107,814	11	6,621	7	5,565	29	25,390	24	25,076	22	8,591	23	8,413	24	4,719	64	12,937	7	3,075
LAWRENCE	34,899	50,473	53,814	9	2,646	5	2,092	18	13,550	12	8,942	23	8,444	12	2,903	11	3,629	31	4,916	6	2,015
Lawrenceville	23,965	34,426	36,519	3	1,087	2	1,262	8	8,574	8	6,965	14	5,765	9	2,759	5	3,492	22	3,301	3	1,350
LEE	94,271	125,415	131,779	18	7,781	14	8,778	29	33,890	27	24,394	33	11,264	17	5,550	26	5,312	82	17,574	8	4,078
Dixon	66,943	90,762	95,652	10	6,248	8	8,023	16	27,344	14	9,499	20	7,291	14	5,121	16	4,308	47	12,777	5	3,399
LIVINGSTON	123,707	154,498	160,574	34	6,055	19	16,182	29	40,269	37	32,963	45	17,614	30	6,148	35	5,333	86	16,350	9	2,442
Pontiac	58,906	77,802	81,619	13	2,426	8	13,195	9	20,458	11	12,343	14	7,710	16	4,299	9	3,174	32	9,627	2	1,298
LOGAN	101,864	136,727	143,892	27	8,849	13	11,538	31	32,581	27	30,370	43	19,747	21	5,977	31	5,442	69	17,209	7	3,846
Lincoln	81,605	109,495	115,232	14	6,009	11	10,499	18	26,918	18	24,159	22	13,168	18	3,476	23	4,621	40	14,213	5	3,631
MCDONOUGH	124,013	143,506	147,330	27	9,424	16	14,480	25	29,842	21	28,508	44	14,264	33	7,769	29	6,818	69	19,345	9	4,435
Macomb	95,522	116,277	120,289	13	3,867	11	13,795	12	24,355	10	24,931	27	9,333	25	6,455	15	5,231	47	17,784	7	3,520
MCHENRY	483,680	677,184	719,797	81	44,711	20	47,127	100	144,758	89	206,040	108	70,686	86	24,661	84	20,468	275	65,816	24	26,557
Crystal Lake	105,869	187,293	206,933	11	12,705	6	31,981	17	41,643	12	31,734	21	18,472	28	14,311	25	6,973	34	14,368	3	8,027
Woodstock	66,389	101,418	109,162	13	11,741	2	6,886	12	23,273	6	16,466	14	15,909	12	3,260	12	6,552	35	9,514	4	4,043
MCLEAN	447,034	684,451	740,760	72	48,891	27	85,463	72	139,299	74	171,211	119	100,187	74	37,313	71	29,793	200	89,346	19	21,272
Bloomington	317,955	538,075	524,003	32	27,952	14	81,209	37	90,191	45	107,400	52	40,890	53	31,753	43	22,219	123	59,126	12	19,595
Normal	54,166	121,615	140,223	5	7,763	2	2,682	9	35,789	2	2,131	19	38,181	12	4,178	16	6,408	29	22,679	4	1,260
MACON	507,583	647,081	676,527	61	44,618	29	99,076	81	135,112	89	143,329	71	58,086	74	26,809	77	28,311	199	67,989	22	16,943
Decatur	467,524	567,948	587,321	38	31,901	26	96,470	61	110,387	74	127,429	55	47,450	67	25,314	60	25,021	162	59,219	21	15,750
MACOUPIN	123,380	190,573	205,579	36	16,873	18	9,696	54	50,272	37	51,743	59	22,627	34	5,455	35	6,827	116	19,737	17	6,867
MADISON	840,716	1,344,025	1,460,814	101	75,582	52	149,332	238	355,688	172	338,030	222	161,265	107	37,165	156	52,581	453	145,468	67	47,041
Alton	173,962	307,458	339,779	14	25,963	10	50,447	34	73,903	36	73,346	37	23,690	19	7,186	27	14,884	83	33,433	16	11,369
East Alton	44,166	59,784	62,987	3	1,668	4	15,359	11	17,669	14	8,627	10	3,626	12	3,276	8	2,201	17	5,152	2	3,093
Edwardsville	57,998	75,273	78,745	8	6,073	7	3,745	17	18,626	10	18,092	15	7,877	12	3,461	12	2,165	37	9,981	4	3,554
Wood River	69,549	97,896	103,911	3	8,878	1	9,385	17	13,911	11	42,119	9	7,623	8	2,744	8	4,299	29	8,641	4	1,931
MARION	163,266	246,739	265,378	30	10,554	19	26,628	51	62,435	49	56,416	61	28,821	40	14,622	41	10,883	98	23,894	12	6,649
Central City		55,041	66,052		2,289		7,991		18,560		22,351		8,527		1,020		1,412		2,622		8
Centralia	102,162	158,057	172,911	13	7,177	7	15,198	18	32,884	23	32,127	25	15,422	29	13,517	21	8,901	52	19,183	9	6,641
MARSHALL	30,122	30,983	31,146	11	3,552	5	1,524	14	7,584	9	6,764	17	3,594	10	959	7	519	31	3,737	3	1,348
MASON	49,939	46,538	46,025	16	3,457	9	3,070	20	11,536	16	8,457	24	6,015	10	833	10	1,575	53	5,193	4	1,030
MASSAC	38,146	46,231	47,785	8	2,631	7	2,407	17	10,646	19	11,075	16	7,579	9	1,100	7	846	29	5,318	5	2,360
MENARD	23,710	24,356	24,481	5	2,395	6	772	13	6,511	6	4,590	12	4,973	4	707	6	348	16	2,420	3	934
MERCER	35,111	43,176	44,740	15	2,595	4	977	19	10,020	13	7,915	24	9,972	12	1,909	15	1,894	36	4,288	6	982
MONROE	39,222	57,134	60,992	10	6,158	6	2,413	19	16,157	14	14,656	13	4,470	7	1,399	10	1,737	44	6,854	4	1,626
MONTGOMERY	97,993	135,051	142,789	21	6,231	14	12,073	35	32,844	47	35,339	48	17,722	33	5,459	17	4,491	79	14,441	10	4,333
Litchfield	42,293	58,749	62,041	7	2,715	3	6,213	9	13,378	18	13,239	16	7,786	13	2,379	9	3,142	18	6,076	4	2,020
MORGAN	147,610	198,877	209,419	27	11,772	14	24,043	28	45,944	39	48,051	39	20,241	26	8,441	36	6,248	69	19,507	13	9,567
Jacksonville	129,196	173,946	183,149	17	10,121	10	23,476	14	37,548	26	42,274	25	16,850	22	7,721	26	5,207	53	17,317	13	9,295
MOULTRIE	27,241	30,792	31,451	6	1,930	4	1,028	13	6,422	14	7,795	15	4,362	8	1,023	10	1,209	24	4,081	4	1,547
OGLE	102,500	137,216	144,340	29	9,366	13	4,775	36	36,827	29	30,963	49	19,217	23	4,653	34	3,972	88	16,197	11	4,171
PEORIA	875,186	1,104,174	1,149,682	76	63,263	50	214,132	144	190,377	114	191,721	147	77,742	116	45,230	128	53,085	410	122,749	45	29,742
Peoria	721,819	883,915	915,210	43	48,538	36	204,927	84	118,982	81	165,313	91	50,961	64	31,932	96	48,829	275	83,702	29	21,216
PERRY	53,895	92,961	102,264	15	6,703	10	6,251	22	29,998	15	14,267	21	14,450	19	4,082	14	3,604	33	9,378	6	5,226
Du Quoin	33,055	57,117	61,931	7	3,640	6	3,855	9	18,287	9	9,288	10	5,889	12	2,539	9	2,547	15	6,660	4	2,769
Pinckneyville	19,204	34,019	36,983	6	2,894	4	2,396	8	10,390	4	4,609	8	7,678	7	1,543	4	1,010	12	2,323	2	1,457
PIATT	41,734	46,282	47,134	8	1,784	5	1,370	13	11,678	15	18,790	17	4,404	8	472	11	1,786	27	3,428	4	1,255
PIKE	45,638	52,997	54,378	18	8,044	10	1,871	27	11,951	19	11,332	29	7,396	12	1,479	9	1,200	37	4,811	5	2,000
POPE	4,189	4,452	4,500	1	247	1	264	7	1,117	3	1,558	2	270	2	34	1	175	4	485	1	53
PULASKI	12,219	14,473	14,902	7	1,107	2	846	19	4,849	5	2,508	16	2,451	5	188	4	320	16	1,182	4	407
PUTNAM	10,360	19,944	22,372	7	1,445			6	6,905	3	3,348	9	4,909	3	57	2	447	15	1,742	1	404
RANDOLPH	87,162	133,774	144,134	22	9,103	20	8,808	33	36,177	30	35,282	42	16,126	22	3,520	25	6,456	75	13,877	10	4,079
RICHLAND	61,575	110,637	122,647	11	11,105	9	7,452	17	30,869	18	24,296	20	12,829	14	[illegible]	25	5,499	21	9,855	4	2,442
Olney	52,707	92,783	102,463	9	10,301	2	6,618	8	19,319	14	24,206	16	9,585	13	5,617	18	5,025	18	9,004	4	2,442
ROCK ISLAND	636,533	822,100	859,563	52	38,523	29	123,978	109	164,350	118	187,537	118	67,196	93	[illegible]	91	29,185	362	108,322	32	32,547
East Moline	62,997	88,370	93,719	4	1,057	3	1,223	12	31,023	16	25,423	16	10,765	9	[illegible]	6	1,052	48	9,719	4	[illegible]
Moline	297,495	395,389	415,382	20	10,720	13	100,719	39	59,690	37	77,975	36	21,114	50	17,567	42	19,530	121	44,437	10	[illegible]
Rock Island	136,440	400,177	177,766	14	5,411	4	20,856	29	27,377	37	44,973	28	14,945	19	[illegible]	[illegible]	6,755	95	27,108	11	[illegible]
ST. CLAIR	813,618	1,176,832	1,257,570	74	49,977	43	256,110	215	264,391	165	220,588	166	103,620	141	[illegible]	133	47,110	479	136,357	65	[illegible]
Belleville	258,899	397,952	429,027	16	17,605	8	59,177	30	70,391	58	137,409	36	26,856	38	[illegible]	51	18,644	113	36,114	21	11,774
SALINE	88,350	149,078	163,441	20	8,811	11	15,447	30	45,704	26	26,665	39	13,597	24	6,376	26	9,196	43	12,483	14	7,620
Eldorado	24,799	38,081	40,738	1	1,142	3	3,270	6	13,284	9	[illegible]	11	4,469	6	1,060	8	3,379	10	2,192	4	2,717
Harrisburg	51,820	92,756	102,712	13	5,059	5	10,808	13	28,200	15	17,990	13	6,199	13	4,520	13	4,948	25	8,360	9	4,643
SANGAMON	726,143	965,094	1,014,072	73	86,287	33	158,319	123	199,107	103	164,439	145	85,905	129	48,517	115	36,870	360	110,774	41	44,730
Springfield	568,520	774,168	816,777	44	75,902	22	122,684	83	157,682	58	140,602	96	68,545	93	37,418	79	30,053	246	86,983	28	41,497

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCHUYLER	20,920	26,408	27,490	5	1,551	3	3,408	8	5,397	6	5,293	15	4,093	8	1,812	10	1,555	14	1,984	4	807
SCOTT	14,004	17,463	18,151	8	1,228	2	821	7	3,428	7	7,973	11	1,963	7	546	1	169	19	1,636	2	150
SHELBY	51,123	70,534	74,595	21	4,031	6	986	21	16,298	17	17,084	26	11,076	10	2,289	10	2,407	45	5,672	5	1,868
Shelbyville	28,630	38,855	40,900	6	1,113	6	388	6	9,668	8	10,427	7	3,828	8	1,873	4	1,109	18	3,119	5	1,868
STARK	12,145	11,517	11,425	9	1,302	3	130	12	2,889	9	3,717	6	486	3	56	4	101	13	1,309	2	137
STEPHENSON	150,954	206,372	217,876	27	12,565	14	31,157	44	49,858	37	44,281	40	19,225	22	7,004	43	9,640	89	20,666	6	8,305
Freeport	133,568	180,342	189,947	18	8,087	12	30,221	29	44,963	26	36,500	27	15,627	20	6,865	35	7,927	58	16,838	5	8,272
TAZEWELL	453,165	566,044	589,000	46	38,776	20	50,542	99	145,325	103	157,371	113	64,644	45	16,595	78	22,241	187	53,877	24	16,565
Pekin	195,957	223,780	228,986	10	4,063	7	23,470	31	63,860	41	53,685	42	20,894	29	7,896	24	9,341	47	18,186	9	6,491
UNION	41,498	56,600	59,729	10	2,790	8	1,523	35	16,714	13	17,206	22	6,965	13	2,173	10	1,984	28	4,377	5	1,704
VERMILION	307,695	378,915	393,045	49	20,694	23	49,060	73	87,618	72	75,415	93	37,641	50	20,576	65	16,063	185	42,618	23	15,964
Danville	208,620	270,672	283,116	20	15,765	11	44,107	37	53,257	35	49,121	43	24,171	36	18,196	32	11,128	99	32,978	15	14,010
WABASH	41,693	72,936	80,454	9	4,643	4	2,824	10	17,846	15	22,562	18	8,196	13	3,697	10	2,508	19	7,129	3	1,997
Mount Carmel	40,601	71,801	78,043	8	4,138	4	2,824	8	17,008	15	22,562	15	7,350	13	3,697	10	2,508	18	7,040	3	1,997
WARREN	69,416	79,114	80,989	15	3,344	12	7,218	16	17,328	23	24,915	25	7,184	21	3,064	14	3,319	41	7,454	5	2,833
Monmouth	58,252	67,264	68,978	8	2,222	8	5,507	10	15,911	18	21,084	16	5,640	16	2,935	10	2,965	33	6,761	4	2,431
WASHINGTON	29,522	48,065	52,340	14	4,771	4	2,124	22	13,588	6	15,159	11	3,981	8	1,170	11	1,660	38	4,600	4	1,827
Wamac	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	56,540	99,372	109,702	17	19,720	12	5,344	18	24,223	28	25,343	22	9,975	12	4,013	14	3,774	30	5,661	3	1,312
WHITE	63,499	121,483	136,175	11	6,451	13	6,970	22	27,576	18	38,448	36	22,176	13	2,724	14	3,961	26	7,631	7	3,674
Carmi	46,792	90,656	99,431	6	4,513	6	5,683	9	21,078	11	28,563	14	13,172	10	2,405	9	2,771	18	5,625	4	2,592
WHITESIDE	215,066	294,650	311,827	37	21,704	17	46,693	57	57,548	50	67,856	50	25,397	37	15,109	50	14,723	104	26,938	13	10,797
Rock Falls	45,330	33,211	35,112	9	1,760	2	2,869	13	14,884	13	8,567	15	12,456	4	1,019	9	2,452	26	5,333	2	2,024
Sterling	110,900	197,242	185,160	9	4,201	9	42,532	20	32,690	18	40,696	12	7,034	23	13,272	23	9,118	40	14,505	6	7,925
WILL	803,680	1,065,048	1,064,434	89	56,641	48	111,739	171	218,736	139	240,773	189	128,543	91	30,575	128	44,356	431	113,863	55	43,254
Joliet	430,407	586,288	618,644	34	24,953	19	84,126	70	129,926	50	147,885	68	46,793	42	21,710	52	33,968	176	59,185	28	25,557
WILLIAMSON	169,779	313,757	350,147	28	32,246	17	28,670	52	79,486	32	74,121	56	36,642	47	19,210	41	17,450	81	24,184	15	12,015
Herrin	46,582	70,339	75,092	5	3,563	6	3,120	14	20,683	10	16,114	8	4,888	17	6,810	10	4,553	24	5,030	6	4,191
Marion	100,804	206,166	233,849	17	26,455	7	25,106	20	47,494	16	56,622	25	22,306	25	11,360	20	10,857	33	15,406	5	4,766
WINNEBAGO	874,056	1,238,542	1,320,310	92	80,833	48	218,264	178	264,456	141	201,489	207	127,127	130	42,814	148	69,139	403	152,763	42	44,289
Rockford	650,828	827,318	862,366	51	22,011	30	127,663	123	193,418	90	164,957	137	70,594	95	25,609	113	56,942	273	92,502	32	30,286
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	14,213	30,126	33,309	1	890	2	5,263	6	9,019	11	2,003	7	5,887			3	554	15	3,406		
WOODFORD	95,801	101,904	103,087	26	10,839	6	1,321	35	22,337	21	39,228	32	9,917	14	1,081	21	4,887	45	7,667	6	1,222

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,266,271	27,821,422	29,723,621	2,535	1,421,049	1,183	3,584,603	4,254	6,192,122	3,784	6,107,229	4,867	3,184,912	2,948	1,118,497	3,554	1,196,962	8,523	2,985,470	1,255	1,100,636
METROPOLITAN STATISTICAL AREAS																					
Anderson, In	476,933	558,940	567,039	73	25,359	31	77,627	91	121,269	108	129,323	122	49,300	71	21,907	114	23,282	222	59,175	35	23,243
Bloomington, In	302,016	408,645	425,325	35	20,697	11	52,416	58	91,265	56	68,666	74	41,387	65	26,388	69	20,170	128	48,776	17	19,186
Cincinnati, Oh-Ky-In	4,754,713	7,383,886	7,966,146	440	263,486	204	1,283,187	1,661	1,804,930	547	1,373,078	1,020	831,567	639	271,077	706	327,236	2,341	922,472	311	259,067
Elkhart-Goshen, In	538,497	643,845	655,288	69	30,861	32	76,750	112	126,692	112	181,845	116	62,593	87	22,724	108	23,494	226	63,908	34	27,815
Evansville, In-Ky	969,888	1,506,846	1,607,831	118	95,458	53	194,800	215	321,644	210	319,871	231	160,461	136	97,697	182	75,843	506	167,159	62	54,597
Fort Wayne, In	1,294,271	1,881,103	1,984,112	129	72,737	76	288,037	183	388,756	239	420,684	276	195,382	221	86,043	271	89,032	533	235,506	84	66,904
Gary-Hammond, In	2,147,832	2,947,090	3,075,628	186	124,358	84	368,800	433	733,277	337	593,813	475	340,708	313	134,885	288	132,828	1,001	316,341	149	119,890
Indianapolis, In	4,427,493	8,708,533	9,722,070	421	375,993	219	1,310,533	819	1,863,289	613	1,913,163	927	965,830	594	325,463	732	382,699	1,592	971,904	252	342,125
Kokomo, In	397,483	492,377	504,047	53	22,731	25	80,024	88	99,497	69	108,976	91	45,853	77	23,372	81	21,454	177	52,467	25	18,677
Lafayette, In	419,324	544,972	563,081	48	23,549	16	103,056	63	110,351	63	97,336	79	47,183	60	18,704	63	29,912	190	67,404	26	24,948
Louisville, Ky-In	3,210,192	4,540,919	4,777,309	304	204,609	164	656,841	902	1,035,990	305	930,648	708	471,792	407	177,778	496	213,212	1,366	521,829	224	165,407
Muncie, In	439,682	602,417	628,214	76	27,427	15	72,675	98	128,172	107	145,235	95	61,757	81	22,133	92	29,797	194	64,540	26	26,790
South Bend-Mishawaka, In	846,059	1,054,794	1,081,586	92	40,600	37	151,901	188	217,647	143	223,834	189	96,569	135	48,476	158	51,481	432	128,541	51	38,293
Terre Haute, In	600,829	834,177	872,596	62	44,034	31	107,038	111	133,089	84	156,171	130	86,443	69	41,285	82	36,968	286	73,624	26	29,104
COUNTIES, Cities																					
ADAMS	85,296	120,954	129,828	20	9,882	10	14,075	19	27,039	38	31,082	28	11,441	21	3,939	23	6,392	41	13,862	7	4,965
Decatur	62,417	84,410	88,810	13	8,052	6	9,144	11	18,105	27	22,766	16	7,418	14	2,679	12	2,437	27	9,823	4	3,080
ALLEN	1,140,396	1,613,058	1,691,798	96	56,981	57	272,868	133	304,353	188	347,542	216	162,269	189	77,537	220	79,962	437	208,380	70	55,554
Fort Wayne	867,619	1,226,784	1,286,566	58	28,861	45	233,929	96	208,845	136	272,903	151	101,014	153	67,919	165	65,516	339	167,764	56	45,224
BARTHOLOMEW	245,228	311,313	320,240	24	18,867	12	40,599	53	67,772	49	61,311	58	38,471	38	11,173	59	16,533	87	30,457	13	10,709
Columbus	214,383	274,820	283,171	20	18,554	9	39,411	34	60,396	41	56,866	41	23,127	34	11,126	52	15,473	75	25,966	12	10,360
BENTON	21,865	31,440	33,068	12	2,433	3	209	12	8,144	9	8,329	21	5,332	3	402	7	629	24	2,934	5	1,474
BLACKFORD	39,548	77,304	86,007	11	11,396	4	2,488	20	25,148	15	16,767	19	11,380	12	2,925	11	3,023	22	5,875	3	3,323
Hartford City	32,433	63,759	70,026	8	8,219	2	2,013	14	19,139	11	15,052	14	8,378	10	2,739	9	2,814	17	5,362	2	2,898
BOONE	107,645	155,237	160,534	23	8,345	10	6,234	33	30,886	27	26,372	35	36,094	21	6,397	22	4,636	49	12,712	10	8,625
Lebanon	61,216	76,677	78,691	10	4,678	4	5,724	20	17,677	18	17,024	20	10,898	12	4,401	11	2,495	23	7,007	5	3,012
BROWN	13,501	23,768	25,936	5	1,025	1		10	4,176	6	2,256	10	3,257	5	381	4	806	21	7,309	3	515
CARROLL	38,733	63,478	68,386	11	7,299	4	1,067	18	17,812	9	22,370	16	7,654	9	860	7	1,146	32	5,279	6	2,524
CASS	139,892	171,061	174,813	29	8,369	13	23,448	39	36,493	37	38,066	43	15,891	28	5,664	32	8,591	83	17,679	9	8,116
Logansport	126,601	156,232	159,927	19	7,368	9	23,168	31	33,346	30	33,122	29	12,962	27	5,642	28	8,494	70	16,199	7	7,940
CLARK	333,556	417,997	429,164	21	18,345	19	91,972	80	73,413	56	88,073	90	54,893	32	12,825	44	12,785	117	37,706	15	15,906
Jeffersonville	90,981	104,163	105,251	9	5,549	8	7,846	28	20,113	21	27,845	27	12,344	11	1,774	12	1,587	51	13,814	7	6,043

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	75,287	122,783	132,141	16	6,525	8	5,770	30	25,716	17	39,865	25	24,331	11	4,030	14	2,227	37	8,332	6	5,460
Brazil	53,423	88,352	95,340	6	4,317	5	4,603	13	21,633	11	25,944	15	19,084	9	3,637	7	1,208	20	4,898	5	4,971
CLINTON	85,783	114,596	118,955	15	5,865	9	7,657	27	29,643	29	27,204	35	14,387	19	4,366	24	4,687	58	11,247	10	5,247
Frankfort	72,538	97,920	101,829	8	5,034	6	7,482	17	26,087	26	26,398	22	11,520	19	4,366	23	4,643	44	8,441	6	4,426
CRAWFORD	12,441	20,919	22,632	5	1,950	4	564	16	7,868	5	2,981	12	3,961	5	432	8	965	14	1,702		
DAVIESS	70,407	103,915	109,921	15	5,878	8	15,001	28	25,821	19	20,333	33	12,357	22	6,452	24	4,090	42	9,742	10	5,289
Washington	50,534	78,283	83,475	7	3,087	6	11,850	14	20,358	12	14,734	18	7,970	19	5,722	19	3,665	30	7,762	8	4,397
DEARBORN	72,321	130,925	143,612	14	6,638	10	4,254	29	37,117	23	26,828	24	19,290	15	3,681	18	6,026	56	16,218	9	9,602
DECATUR	72,761	83,563	84,461	18	3,729	7	6,777	19	19,165	20	20,001	30	15,718	17	2,064	18	2,317	29	7,783	4	1,223
Greensburg	67,807	78,364	79,290	15	3,605	6	6,568	11	17,608	19	19,783	21	13,570	17	2,064	14	2,256	23	7,315	3	1,153
DE KALB	87,085	164,601	182,009	20	8,327	9	10,928	30	54,495	23	45,624	34	18,714	18	6,084	27	5,899	53	17,459	8	6,164
Auburn	48,203	91,743	100,453	9	4,786	3	7,191	13	28,313	9	23,560	14	7,980	12	4,454	13	3,283	22	11,508	4	4,448
DELAWARE	439,682	602,417	628,214	76	27,427	15	72,675	98	128,172	107	145,235	95	61,757	81	22,133	92	29,797	194	64,540	26	26,790
Muncie	350,829	482,281	508,237	50	19,158	12	72,120	72	102,690	77	113,085	68	34,306	59	17,733	74	22,695	164	56,369	20	24,951
DUBOIS	124,496	228,890	252,132	20	12,922	12	17,708	29	42,104	25	99,362	36	19,670	22	7,715	23	9,734	65	22,635	8	4,962
Jasper	91,904	179,431	199,605	9	7,342	7	15,931	12	27,525	13	89,785	16	11,704	13	6,376	17	8,526	32	15,983	4	4,842
ELKHART	538,497	643,845	655,288	69	30,861	32	76,750	112	126,692	112	181,845	116	62,593	87	22,724	108	23,494	226	63,908	34	27,815
Elkhart	328,733	397,784	405,699	26	14,653	14	62,244	57	72,137	60	111,882	62	42,478	51	15,797	49	10,332	126	39,159	21	18,170
Goshen	91,751	107,324	108,799	15	5,447	7	3,849	24	26,315	25	27,625	21	12,192	19	3,935	24	3,961	45	10,178	6	4,905
FAYETTE	70,049	91,397	94,485	10	2,255	6	8,139	33	25,740	25	11,401	20	9,239	16	3,383	20	3,763	39	11,431	6	6,325
Connersville	67,629	88,771	91,858	9	2,208	5	7,873	24	24,289	22	11,161	18	9,057	15	3,341	18	3,706	38	11,375	6	6,325
FLOYD	152,293	207,619	216,350	29	8,863	4	6,172	61	61,268	33	41,090	46	24,931	15	13,033	37	15,479	84	21,459	14	8,568
New Albany	140,220	188,672	196,105	21	7,864	4	6,172	51	52,727	30	40,043	37	21,827	13	12,548	32	14,722	68	19,274	13	8,397
FOUNTAIN	64,850	104,132	111,749	20	8,576	6	2,531	27	27,868	21	32,774	33	12,584	12	1,986	15	1,429	46	11,601	9	5,486
FRANKLIN	27,695	48,097	52,354	7	2,960	4	1,680	22	10,756	20	10,065	15	4,699	7	383	4	1,783	29	5,548	1	770
FULTON	45,509	74,895	80,741	16	3,946	7	3,998	22	22,311	21	19,804	25	10,056	15	1,941	12	2,273	34	6,627	5	3,640
Rochester	31,704	53,096	57,376	5	872	3	2,491	11	18,245	14	13,936	15	7,741	14	1,856	4	757	18	4,572	3	2,683
GIBSON	85,924	155,530	170,629	23	14,497	14	23,211	26	28,089	31	31,055	43	21,669	21	6,882	22	4,448	54	17,900	9	6,413
Princeton	52,945	93,253	101,316	8	6,185	7	18,311	11	13,992	14	22,947	18	7,768	14	6,493	12	3,010	23	7,885	5	4,328
GRANT	255,664	312,121	318,849	43	18,627	12	30,169	67	70,496	68	76,719	67	31,728	48	14,876	61	13,600	144	30,666	23	15,486
Marion	219,668	269,880	275,992	30	16,422	8	29,439	42	59,826	59	68,634	44	23,616	39	14,193	51	11,890	96	24,628	17	12,817
GREENE	71,051	131,091	144,392	24	14,869	9	9,625	21	31,668	30	27,324	39	23,688	21	5,343	16	2,921	56	11,209	6	5,083
Bloomfield	18,106	33,880	37,033	7	7,723	1	260	5	4,689	7	5,455	13	9,076	7	1,807	4	703	10	2,241	1	952
Linton	39,711	71,998	78,457	10	2,690	5	8,629	8	19,688	14	20,546	11	7,544	10	2,864	7	1,355	23	5,935	2	2,872
HAMILTON	174,733	243,850	255,135	45	18,436	10	4,846	44	63,158	33	58,638	49	20,933	36	7,375	50	12,435	87	27,305	18	12,059
Noblesville	62,802	86,308	[illegible]	13	3,722	2	4,275	12	27,481	11	21,022	19	10,659	[illegible]	5,440	10	3,471	28	8,016	8	6,428
HANCOCK	91,730	116,701	120,093	23	6,472	8	6,038	22	30,737	25	28,671	44	18,770	11	1,071	28	4,247	44	9,134	10	6,552
Greenfield	71,608	92,753	95,742	14	5,518	6	5,676	10	25,227	15	24,404	25	13,304	6	643	16	2,499	22	7,464	6	5,262
HARRISON	50,266	87,105	94,780	15	5,904	10	5,805	19	28,410	26	17,739	22	12,854	3	872	12	4,842	42	7,745	4	2,569
HENDRICKS	156,966	339,157	384,242	23	18,758	12	7,948	35	103,268	25	82,887	48	81,045	23	5,177	40	10,004	53	27,707	9	19,089
HENRY	150,715	166,828	162,505	23	7,759	18	13,476	42	37,955	58	36,315	52	23,100	27	5,506	43	9,400	74	14,868	9	5,331
New Castle	114,831	127,238	127,771	16	6,053	9	12,396	28	32,996	41	26,045	30	11,104	21	4,857	26	8,069	47	11,422	8	4,905
HOWARD	359,974	427,906	435,160	43	20,212	21	72,066	72	81,365	59	92,279	71	37,386	65	20,540	69	20,379	156	46,844	21	16,549
Kokomo	346,024	413,914	421,352	39	19,799	19	71,855	65	79,473	58	91,063	60	32,146	63	20,276	63	18,683	148	45,944	20	15,940
HUNTINGTON	104,817	135,155	139,420	26	9,948	10	9,735	35	31,089	29	27,798	43	22,431	17	4,410	35	4,407	49	10,018	8	4,971
Huntington	74,361	97,703	101,106	14	6,817	7	8,762	17	26,695	18	16,374	23	10,612	16	4,350	25	3,709	32	7,697	6	4,559
JACKSON	120,123	138,525	140,091	28	13,724	13	10,435	38	31,427	27	25,576	46	23,181	17	6,953	28	4,549	60	12,274	10	4,465
Seymour	95,906	110,574	111,825	18	12,502	9	10,156	21	21,949	18	20,283	25	17,246	16	6,806	19	3,157	38	9,035	7	4,385
JASPER	85,705	133,982	143,078	23	17,050	8	7,457	21	27,594	20	24,478	41	30,126	20	6,240	16	2,543	42	12,950	7	5,577
Rensselaer	40,434	62,147	66,491	7	5,752	4	3,888	9	15,722	10	12,955	17	9,009	9	2,741	7	1,825	20	8,075	4	3,207
JAY	57,398	88,090	93,754	18	4,125	6	1,991	15	28,086	19	19,467	32	14,066	14	3,439	18	4,786	39	7,885	4	3,328
Portland	37,787	54,304	57,608	10	3,055	3	179	8	19,134	15	11,849	14	8,220	10	2,955	13	2,732	22	5,540	3	3,229
JEFFERSON	100,231	158,398	169,498	24	14,671	13	15,565	29	39,171	25	37,501	32	14,942	20	5,842	22	7,644	43	12,847	10	6,370
Madison	86,412	137,223	146,964	16	9,363	9	14,724	16	33,661	24	34,075	22	11,657	20	5,842	17	7,455	36	11,942	9	5,440
JENNINGS	39,672	60,953	64,894	14	4,290	3	935	18	18,593	14	15,893	17	10,271	7	1,192	12	1,876	19	4,199	2	2,991
JOHNSON	235,529	326,661	341,562	43	14,762	18	78,243	52	60,015	44	65,667	70	44,474	32	10,707	53	9,089	94	29,738	14	12,920
Edinburg	22,441	29,795	31,266	5	1,612	1	688	7	8,156	6	8,100	10	6,604	3	174	6	577	12	1,436	2	1,704
Franklin	47,059	65,400	68,375	7	4,514	6	4,882	11	19,903	11	6,899	19	11,484	8	2,902	10	2,087	27	7,814	4	5,258
KNOX	145,604	226,242	241,454	27	22,434	16	37,390	50	47,238	44	47,751	51	21,287	25	6,767	35	9,591	87	22,156	16	11,398
Bicknell	13,101	16,985	17,762	3	470	2	587	4	3,907	8	6,867	6	1,137	2	751	2	623	10	1,267	1	942
Vincennes	117,596	186,574	199,821	17	21,119	12	36,287	[illegible]	32,870	30	40,329	29	16,916	23	6,016	29	7,974	60	18,953	12	8,399
KOSCIUSKO	170,876	240,660	252,223	40	16,234	18	[illegible]	[illegible]	57,381	62	54,391	66	29,023	36	8,610	50	9,407	99	25,193	16	10,769
Warsaw	108,737	156,324	164,415	20	12,945	9	16,928	20	36,661	28	34,344	22	13,904	22	6,086	27	7,794	34	14,333	6	6,276
LAGRANGE	51,413	93,207	102,275	20	14,810	7	3,985	22	20,924	20	18,115	23	15,089	10	871	13	2,512	31	10,101	5	3,211
LAKE	1,866,821	2,597,199	2,716,943	143	106,664	70	336,932	380	643,614	283	535,770	388	283,664	276	128,325	236	119,735	868	267,919	124	103,209
East Chicago	94,651	122,163	126,044	11	6,182	2	5,036	48	28,809	13	28,501	26	14,393	20	6,055	12	4,295	121	16,623	11	7,379
Gary	338,688	435,833	449,465	30	11,778	13	42,173	97	100,123	54	96,770	98	55,095	47	13,869	60	20,322	205	52,133	26	18,480
Hammond	371,679	545,618	503,198	27	13,322	10	62,511	69	121,033	55	73,427	80	54,951	47	27,044	47	27,720	185	60,842	22	16,466
LA PORTE	382,774	447,281	453,438	43	21,495	22	64,569	91	98,228	81	91,993	104	54,854	60	19,511	73	16,144	189	41,665	20	17,840
La Porte	134,330	153,225	154,673	18	5,449	9	11,207	27	36,470	32	36,294	40	22,750	16	7,993	30	6,498	64	11,629	11	6,148
Michigan City	216,429	258,324	262,839	16	10,011	11	52,478	46	57,453	42	51,953	41	19,907	42	11,499	34	9,089	93	24,736	9	11,692
LAWRENCE	123,443	146,849	149,338	20	7,734	16	13,643	39	38,653	52	32,586	38	15,663	25	6,466	31	6,351	46	10,753	10	7,263
Bedford	95,741	114,223	116,216	17	6,445	9	12,354	24	29,466	35	22,802	29	11,229	22	5,575	20	5,474	35	8,041	8	5,704
MADISON	476,933	558,940	567,039	72	25,359	31	77,627	91	121,269	108	129,323	122	49,300	71	21,907	114	23,282	222	59,175	35	23,243
Anderson	275,436	329,236	335,136	42	17,304	17	49,566	45	62,394	39	60,152	60	28,812	40	15,899	69	17,973	131	43,684	18	14,026
Elwood	52,644	58,847	59,493	7	2,084	3	7,180	14	14,831	16	18,097	18	7,238	10	1,744	14	152	26	3,784	4	2,611
MARION	3,427,062	7,191,681	8,105,919	227	291,280	142	1,182,862	561	1,474,709	398	1,575,822	611	711,192	433	282,035	481	330,743	1,160	831,857	176	265,812
Indianapolis	3,271,611	6,893,669	7,774,811	210	273,793	134	1,155,297	536	1,387,180	373	1,527,610	565	666,567	410	272,911	460	320,911	1,090	790,539	166	251,353
MARSHALL	128,561	189,696	200,524	36	11,803	10	7,715	38	40,886	39	60,115	43	27,391	29	8,378	39	7,444	62	16,462	12	7,779
Plymouth	68,920	102,489	109,206	14	6,199	4	7,186	10	23,555	18	25,625	18	12,744	15	6,335	19	3,983	30	10,560	4	3,554
MARTIN	26,241	41,680	44,638	5	492	5	1,341	10	12,189	8	11,797	12	8,324	4	331	6	3,015	22	3,657	3	398
MIAMI	87,284	108,966	111,775	22	5,552	7	10,368	29	23,522	31	27,479	39	13,553	20	3,599	32	4,187	58	10,144	5	4,673
Peru	74,003	93,634	96,267	11	3,456	6	9,994	17	19,884	24	23,386	24	11,536	17	3,460	22	3,400	40	8,465	5	4,673
MONROE	302,016	408,645	425,325	35	20,697	11	52,416	58	91,265	56	68,666	74	41,387	65	26,388	69	20,179	128	48,776	17	19,186
Bloomington	277,730	379,333	395,786	29	16,173	9	52,360	46	79,676	51	67,871	62	36,648	62	26,282	64	19,938	113	45,234	14	17,685
MONTGOMERY	108,087	147,478	153,701	26	7,588	14	17,910	27	37,387	32	30,542	45	15,367	23	6,343	29	6,158	64	14,826	10	6,796
Crawfordsville	94,157	130,344	136,175	12	3,629	11	17,709	17	35,075	30	27,937	28	12,428	23	6,343	17	5,078	41	13,189	9	5,996
MORGAN	114,749	196,464	213,318	16	5,056	12	14,102	37	68,855	28	40,680	40	28,774	16	5,045	30	7,151	57	22,128	7	8,780
Martinsville	59,966	100,209	108,260	7	2,317	7	9,968	20	31,513	14	24,912	20	13,124	10	3,674	21	5,257	26	9,076	4	4,377

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NEWTON	34,568	60,231	65,613	8	4,023	3	288	15	16,128	12	13,334	22	9,644	7	2,455	10	2,134	29	6,807	7	3,972
NOBLE	81,282	138,704	150,525	26	9,691	10	8,038	28	38,982	34	34,859	36	19,205	14	4,735	23	4,965	55	13,477	11	6,342
Kendallville	44,981	75,455	81,551	6	3,643	5	6,252	7	20,257	16	20,929	10	7,305	11	4,241	11	3,266	16	6,693	4	4,197
OHIO	4,758	7,524	8,049	2	107	2	14	6	5,229			2	1,185	3	266	1	96	7	509	1	30
ORANGE	37,839	65,473	71,217	13	6,971	6	2,533	26	22,244	20	13,052	17	10,244	18	1,581	11	1,104	24	4,022	7	3,448
OWEN	21,909	41,593	46,011	7	1,351	3	324	13	13,536	11	8,968	19	10,917	6	226	7	952	18	4,002	2	1,308
Spencer	20,434	38,952	42,656	4	853	2	300	8	12,755	10	8,793	12	9,469	5	219	4	866	15	3,862	2	1,308
PARKE	32,796	53,161	57,147	12	5,260	6	1,423	25	16,922	9	9,707	20	9,355	5	325	3	805	28	4,125	4	1,848
PERRY	48,809	82,558	89,432	11	3,952	12	9,258	26	24,846	13	14,767	24	7,170	13	2,774	17	5,861	45	10,474	7	3,283
PIKE	27,996	38,967	40,743	8	1,956	5	729	15	9,375	10	9,970	19	11,145	6	430	12	1,587	15	2,509	3	1,045
PORTER	281,011	349,891	358,685	43	17,694	14	31,868	53	89,663	54	58,043	87	57,044	37	6,560	52	13,093	133	48,422	25	16,681
Chesterton	35,911	43,421	44,923	6	2,818	1	648	7	11,084	6	7,763	15	11,661	10	743	8	1,630	23	3,689	4	2,333
Valparaiso	150,677	186,867	191,431	14	4,795	8	28,240	22	43,456	26	38,050	32	18,378	18	4,811	30	8,929	44	25,627	10	7,225
POSEY	50,906	81,490	86,638	20	4,198	9	7,240	17	17,433	17	25,606	23	10,561	13	2,301	14	3,069	41	7,994	5	2,946
Mount Vernon	34,406	51,799	55,278	7	3,088	5	1,777	5	12,425	10	17,380	8	5,540	10	2,019	9	2,405	20	4,237	3	2,052
PULASKI	27,885	47,541	51,589	10	3,494	4	1,290	9	7,699	20	18,837	17	6,338	8	1,764	5	1,687	24	4,310	5	3,146
PUTNAM	69,676	116,874	126,451	22	12,644	9	7,799	24	31,733	19	24,391	32	13,829	12	2,892	20	3,819	38	12,475	7	4,540
Greencastle	55,004	90,280	97,337	10	9,227	5	6,654	12	24,086	11	22,784	13	7,243	9	2,664	15	3,446	22	9,243	5	3,892
RANDOLPH	63,865	77,061	78,566	23	5,087	8	3,569	29	22,230	15	17,943	31	9,087	22	3,611	20	2,285	48	5,945	9	4,162
Union City	20,122	24,475	25,346	8	1,617	3	1,279	9	8,942	5	4,478	7	2,873	6	753	6	427	11	1,705	2	1,694
Winchester	28,161	32,498	33,366	4	847	3	1,766	5	7,625	6	10,732	8	2,632	11	2,270	7	1,231	16	2,332	4	2,129
RIPLEY	57,638	99,928	106,738	18	10,232	8	2,936	26	30,692	20	22,569	28	13,012	15	2,012	15	3,787	41	9,318	6	3,966
RUSH	50,864	69,880	72,913	7	4,930	8	3,861	21	16,744	13	21,715	24	9,517	9	970	8	3,091	26	4,683	3	1,214
Rushville	40,605	55,578	58,573	5	2,222	7	3,505	14	14,816	10	18,017	15	7,698	7	812	5	2,235	16	3,551	3	1,214
ST. JOSEPH	846,059	1,054,794	1,081,586	92	40,600	37	151,901	188	217,647	143	223,834	189	96,569	125	48,476	158	51,451	432	128,541	51	38,293
Mishawaka	201,289	252,753	259,541	14	9,550	9	25,203	34	57,974	32	77,162	41	17,531	28	8,190	40	11,523	99	30,898	10	7,929
South Bend	501,252	741,511	633,051	39	13,356	22	114,485	98	115,616	57	117,161	88	53,356	79	35,033	75	28,610	245	72,753	31	22,704
SCOTT	48,882	90,966	100,282	14	4,900	11	5,142	20	28,241	16	21,492	19	17,494	7	1,672	15	3,019	23	7,085	6	2,857
SHELBY	119,079	138,782	141,267	21	12,684	7	10,260	35	31,661	33	34,426	30	16,548	22	7,656	28	4,394	48	11,323	8	8,288
Shelbyville	105,709	127,518	129,993	14	11,098	7	10,260	26	29,437	25	31,567	23	15,210	22	7,656	24	4,158	41	10,949	8	7,484
SPENCER	41,841	75,307	82,519	13	3,152	5	918	19	19,267	19	22,003	26	19,843	7	1,179	11	3,459	34	5,739	4	2,477
STARKE	61,398	87,272	91,593	19	5,611	14	10,525	21	21,228	17	16,918	22	18,303	6	2,288	8	1,080	43	8,438	4	2,370
STEUBEN	93,418	157,408	170,381	25	11,963	5	4,504	34	31,944	38	31,362	39	33,889	23	7,275	15	2,946	59	22,141	7	4,581
SULLIVAN	43,310	69,305	74,392	16	4,203	5	3,966	22	15,976	12	15,330	27	16,130	11	2,285	9	1,666	41	5,266	8	2,804
Sullivan	30,845	46,415	49,530	10	3,483	2	3,695	9	9,264	9	14,193	11	5,546	10	2,190	5	1,328	18	2,896	3	2,298
SWITZERLAND	7,400	12,973	14,147	2	390	3	427	9	6,160	4	3,093	5	1,082	3	445	5	568	6	693	1	192
TIPPECANOE	419,324	544,972	563,081	48	25,549	16	103,056	63	110,351	62	97,336	79	47,183	60	18,704	63	29,912	190	67,404	26	24,948
Lafayette	313,062	453,402	422,319	27	15,952	13	79,428	38	89,124	43	83,497	51	30,039	53	16,866	43	23,191	117	42,608	19	15,715
West Lafayette	71,974	94,256	97,483	12	3,934	2	19,731	12	15,713	10	1,429	18	14,110	6	[illegible]	13	5,558	52	18,420	6	8,588
TIPTON	37,509	64,471	68,887	9	2,519	4	7,958	16	18,332	10	16,697	20	8,467	12	2,832	12	1,075	21	5,623	4	2,128
Tipton	34,318	53,136	56,900	6	1,848	3	6,360	11	13,742	9	15,347	15	6,489	10	[illegible]	9	860	13	5,288	4	2,128
UNION	11,114	20,805	22,958	3	5,279	2	115	10	5,933	5	2,257	7	3,799	5	489	3	564	9	2,812	1	24
VANDERBURGH	703,243	1,020,955	1,076,445	59	60,499	23	164,722	116	199,472	141	183,599	138	90,199	85	69,875	125	57,048	345	126,091	42	40,017
Evansville	656,566	924,068	969,868	55	30,468	21	144,205	108	181,937	129	177,547	123	77,161	81	67,626	114	55,726	321	115,737	40	37,368
VERMILLION	40,314	90,389	103,141	15	6,787	6	4,993	23	31,215	11	24,968	21	16,367	6	3,623	8	1,051	42	7,295	4	1,732
Clinton	27,603	60,900	67,561	7	4,487	4	3,925	10	23,884	7	19,158	11	4,480	4	2,849	8	1,051	21	3,172	2	1,180
VIGO	525,542	711,394	740,455	46	37,509	23	101,268	81	107,373	67	116,306	103	62,112	58	37,255	68	24,741	219	65,292	20	23,644
Terre Haute	425,227	559,433	579,097	36	25,416	16	69,141	58	102,463	43	65,038	79	47,105	47	31,824	62	19,997	172	48,735	16	18,123
WABASH	107,034	126,238	128,184	26	11,448	12	11,673	36	28,085	27	27,267	36	14,635	24	4,283	32	6,035	54	10,589	14	5,621
Wabash	69,338	82,025	83,344	13	5,549	7	9,667	21	18,032	17	17,207	20	8,908	15	3,469	18	4,609	37	8,249	8	2,947
WARREN	6,471	10,214	10,923	5	1,547	1	33	8	3,221	2		6	2,049			2	770	10	2,036	1	102
WARRICK	76,343	130,913	142,202	18	12,074	9	3,998	33	43,519	23	39,056	33	17,635	13	3,620	18	1,578	46	9,450	6	3,445
WASHINGTON	40,733	63,985	68,393	13	6,905	5	2,937	22	20,725	20	15,376	21	6,399	7	2,031	15	2,338	18	4,134	3	1,965
WAYNE	293,670	387,315	401,145	35	12,673	23	68,097	70	75,312	78	92,393	70	50,067	42	9,445	46	11,873	116	35,899	17	14,920
Richmond	238,085	309,771	320,044	22	7,776	18	64,873	43	59,677	56	79,098	41	25,712	36	9,070	36	8,505	88	28,833	14	12,055
WELLS	61,301	77,612	79,960	12	3,171	6	3,736	16	20,817	25	21,477	22	6,945	18	3,391	17	5,160	29	6,971	5	2,688
Bluffton	47,620	59,944	61,573	8	2,164	5	3,389	6	15,677	17	12,891	13	5,569	16	3,181	13	4,778	20	6,299	3	2,405
WHITE	66,516	105,787	113,319	19	11,401	9	9,242	23	27,066	27	21,143	30	12,024	17	2,838	18	3,191	55	13,183	6	5,261
Monticello	48,345	76,090	81,640	8	7,511	7	8,027	13	20,012	20	15,835	13	7,372	12	2,359	13	2,894	35	9,170	3	3,710
WHITLEY	66,790	103,444	110,305	13	7,429	10	4,241	20	29,908	28	27,518	26	14,399	14	2,422	24	3,171	43	9,667	6	5,186
Columbia City	42,179	67,070	72,049	6	6,069	7	3,928	9	21,440	17	10,557	15	10,810	12	2,337	20	2,974	25	6,468	3	3,724

IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,832,778	13,356,395	13,978,492	2,184	1,002,693	921	1,527,580	2,529	2,915,283	2,159	2,863,677	3,424	1,564,383	2,009	541,817	2,311	600,039	6,193	1,388,228	708	414,612
METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Ia	628,354	890,748	938,841	80	64,219	23	154,231	107	193,238	91	174,589	146	77,061	39	20,840	124	47,072	293	103,015	36	32,735
Davenport-Rock Island-Moline, Ia-Il	1,422,385	1,878,948	1,965,041	151	97,867	70	278,752	246	379,135	229	391,085	315	197,808	225	73,874	237	84,912	780	233,300	77	74,228
Des Moines, Ia	1,507,882	2,110,373	2,221,066	184	141,359	80	319,377	254	457,083	240	413,016	340	218,253	274	96,687	269	88,268	692	220,310	67	43,562
Dubuque, Ia	356,968	486,667	509,306	40	34,036	18	85,182	69	97,562	33	95,304	79	45,338	50	14,918	68	30,212	197	53,278	15	17,787
Iowa City, Ia	272,157	408,540	434,800	36	33,365	12	42,986	41	87,705	49	69,470	61	44,418	42	22,810	62	23,426	133	52,480	13	16,359
Omaha, Ne-Ia	2,012,209	2,991,539	3,179,143	223	109,672	89	475,863	385	636,129	319	614,439	460	292,879	271	125,578	331	183,513	1,009	398,356	123	113,808
Sioux City, Ia-Ne	451,370	574,867	594,958	67	36,843	27	75,579	124	132,704	88	103,739	113	66,731	62	23,488	89	27,240	286	65,803	30	24,055
Waterloo-Cedar Falls, Ia	610,753	805,880	838,736	105	34,067	32	107,050	118	159,243	113	183,213	150	76,691	111	36,806	113	35,985	297	77,700	25	24,116

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAIR	30,108	39,650	41,226	12	3,320	4	698	11	7,794	10	7,620	17	12,220	8	770	4	636	22	3,418	4	925
ADAMS	10,958	15,610	16,458	5	800	2	702	9	5,413	5	2,893	7	1,780	4	1,180	2	259	10	1,103	2	518
ALLAMAKEE	38,598	57,372	61,214	17	6,142	8	1,616	14	16,496	17	13,266	20	5,196	17	3,180	12	1,408	52	6,442	4	1,116
APPANOOSE	47,338	58,740	60,443	20	5,141	8	7,244	18	13,698	16	11,352	24	6,318	17	3,424	12	2,538	35	4,465	2	1,261
Centerville	43,801	53,861	55,873	12	3,558	8	7,244	12	13,326	13	11,184	16	5,535	17	3,424	11	2,110	24	3,941	2	1,144
AUDUBON	24,672	33,378	34,877	12	3,009	3	537	9	7,435	8	9,337	12	4,843	7	1,177	9	1,776	24	2,858	4	998
BENTON	54,432	73,484	76,754	26	7,217	6	1,163	23	15,912	15	17,995	38	14,029	13	3,143	20	4,235	60	7,364	5	1,853
Vinton	22,165	30,416	32,067	7	3,059	4	812	6	7,438	7	5,010	12	5,794	5	1,488	[illegible]	1,861	17	2,883	2	1,297
BLACK HAWK	546,162	721,413	751,018	80	43,799	26	104,443	103	136,521	90	167,354	120	64,727	90	33,517	94	[illegible]	247	70,861	21	22,297
Cedar Falls	171,184	239,720	251,977	23	10,888	8	26,905	31	43,000	25	73,712	29	15,159	35	11,604	30	14,400	69	25,140	5	6,500
Evansdale	5,810	6,728	6,912	2	486	1	145	7	2,676	3	526	6	1,141	2	208	4	79	6	982	1	97
Waterloo	345,690	567,931	472,075	43	29,670	15	77,204	54	84,239	54	89,485	71	44,671	51	21,553	60	18,202	149	42,934	15	15,700
BOONE	70,372	83,029	87,110	22	5,747	10	4,957	21	22,697	16	21,134	25	6,986	19	2,811	18	6,188	46	6,788	9	4,619
Boone	56,062	69,199	71,143	14	3,351	7	4,829	13	17,892	12	19,223	15	5,166	14	2,680	11	5,119	[illegible]	6,477	6	2,754
BREMER	64,591	84,467	87,718	25	10,268	6	2,607	15	22,722	23	15,859	30	11,964	21	3,289	19	3,167	[illegible]	6,839	4	1,819
BUCHANAN	50,709	66,111	68,631	19	6,710	7	3,570	15	17,575	15	16,425	30	7,098	10	1,360	13	[illegible]	56	7,193	5	1,729
BUENA VISTA	77,616	112,958	119,626	20	9,831	14	7,437	17	22,992	16	23,791	33	15,086	16	6,066	13	[illegible]	51	13,198	6	2,710
BUTLER	31,044	39,032	40,251	22	7,177	6	2,052	22	6,986	10	7,337	31	5,111	7	[illegible]	18	1,776	30	3,341	3	495
CALHOUN	40,955	53,663	55,765	18	5,979	6	1,250	14	10,575	19	19,970	22	7,427	9	2,513	[illegible]	1,277	34	3,074	4	1,236
CARROLL	88,415	124,658	131,214	25	11,298	10	11,824	25	26,159	20	28,375	39	20,519	20	4,601	21	4,773	72	11,320	6	1,873
Carroll	67,151	92,656	97,136	10	6,112	6	11,561	10	19,888	12	22,362	20	12,940	16	3,928	9	3,752	34	7,293	4	1,376
CASS	68,459	91,394	95,242	16	8,092	14	6,863	18	19,532	18	16,827	34	15,891	22	[illegible]	16	2,732	54	9,740	8	3,082
Atlantic	50,576	66,720	69,950	11	6,944	9	6,687	6	8,723	9	11,643	22	12,944	18	[illegible]	11	[illegible]	[illegible]	6,967	7	2,879
CEDAR	48,788	61,463	63,412	21	6,449	6	2,038	19	16,742	18	15,055	28	12,026	11	[illegible]	12	1,280	39	4,396	4	556
CERRO GORDO	218,078	291,281	303,576	38	20,751	16	45,164	42	58,352	41	58,492	66	30,761	42	14,645	[illegible]	9,898	138	33,287	14	8,064
Mason City	171,289	229,749	239,630	26	14,850	11	44,164	23	43,876	36	54,001	40	15,470	26	11,411	32	8,522	88	23,266	10	6,668
CHEROKEE	54,531	71,962	74,849	13	5,468	7	4,574	13	21,762	17	13,764	20	7,800	23	5,427	14	3,231	36	5,184	7	2,556
Cherokee	44,997	58,441	61,131	9	4,076	7	4,574	6	20,126	13	11,080	8	4,276	21	5,036	8	2,948	19	[illegible]	5	1,950
CHICKASAW	38,062	52,971	55,625	14	5,158	6	1,535	19	14,261	11	10,496	23	10,976	10	2,201	9	1,283	40	5,266	5	984
CLARKE	30,520	42,107	44,141	8	2,483	3	2,368	5	9,773	10	9,631	18	11,478	8	469	6	769	14	2,869	3	689
CLAY	83,565	112,651	117,657	24	7,783	9	12,220	18	21,717	15	26,621	28	9,971	21	6,000	29	5,291	55	12,433	6	3,387
Spencer	78,862	107,448	112,409	14	6,567	8	12,097	10	20,671	13	26,447	17	8,643	19	5,753	26	5,228	[illegible]	11,743	6	3,387
CLAYTON	44,629	66,616	70,837	22	8,952	11	1,484	24	14,232	12	19,465	32	7,296	11	1,807	20	4,539	48	7,669	4	1,413
CLINTON	211,630	289,573	303,142	28	14,776	14	40,203	52	64,543	39	72,458	53	25,360	19	7,684	54	[illegible]	144	29,729	11	9,341
Clinton	168,380	228,535	238,870	16	9,945	10	38,898	30	48,580	21	50,211	31	18,926	15	7,428	36	11,457	92	23,411	7	8,356
CRAWFORD	59,102	80,951	84,759	21	6,381	5	5,355	21	21,181	17	17,573	33	9,999	14	4,027	19	2,673	57	10,210	5	1,651
DALLAS	78,650	97,408	100,186	29	10,597	12	7,696	25	26,734	29	25,044	38	8,893	20	2,417	22	2,719	57	8,051	7	1,773
Perry	40,378	49,448	51,263	10	4,042	8	6,743	10	15,958	10	11,078	10	1,901	9	1,793	10	1,763	22	4,207	3	1,133
DAVIS	22,112	33,539	35,761	8	3,404	3	1,974	5	6,440	8	9,961	11	6,019	9	1,507	3	536	15	2,515	2	64
DECATUR	18,178	25,973	27,398	7	1,775	3	891	12	7,915	8	2,949	17	6,050	10	1,444	6	639	13	2,071	3	1,273
DELAWARE	48,684	68,451	72,004	18	9,875	8	4,495	19	16,403	9	15,056	29	7,531	17	3,219	7	1,217	51	5,599	6	2,160
DES MOINES	175,012	250,002	263,894	27	19,166	12	41,618	42	56,744	34	37,683	44	24,430	29	7,925	39	17,114	93	25,756	12	13,899
Burlington	135,931	185,391	193,924	13	3,000	11	33,358	29	51,440	26	28,270	32	16,941	17	4,516	30	13,148	76	21,648	10	10,016
DICKINSON	59,917	76,758	79,435	17	15,467	10	3,587	23	13,852	15	11,183	22	7,132	29	5,938	14	2,501	58	9,076	6	2,514
DUBUQUE	356,968	486,667	509,306	40	34,036	18	85,182	69	97,562	52	95,304	79	45,338	50	14,918	68	30,212	197	53,278	15	17,787
Dubuque	317,392	439,544	461,164	30	26,303	13	84,767	57	88,345	41	83,235	58	40,650	48	13,736	57	28,469	152	46,478	14	17,690
EMMET	44,985	59,090	61,419	18	4,903	7	5,567	14	12,124	12	14,808	17	8,785	11	3,856	11	1,564	24	4,852	3	1,797
Estherville	39,657	51,487	53,853	10	3,579	5	4,999	8	10,683	10	13,926	11	7,508	10	3,731	9	1,462	15	3,794	2	1,584
FAYETTE	75,014	97,557	101,221	24	5,971	12	8,635	34	22,462	20	24,271	34	11,237	22	3,784	19	[illegible]	60	8,606	9	2,951
Oelwein	35,672	46,554	48,731	8	2,365	8	7,752	10	12,278	8	7,682	11	3,904	16	2,857	11	[illegible]	23	3,966	5	2,116
FLOYD	61,952	80,145	83,081	17	5,708	7	6,962	11	19,896	15	16,794	33	12,869	16	2,864	12	[illegible]	38	6,419	4	1,377
Charles City	50,637	65,352	67,717	11	2,926	6	6,205	5	18,623	9	12,513	18	10,055	15	2,729	10	[illegible]	19	4,751	3	1,114
FRANKLIN	34,218	42,827	44,123	9	4,380	4	1,649	16	9,295	9	9,429	14	7,450	8	1,538	13	1,314	26	3,880	3	992
FREMONT	15,620	23,832	25,441	12	2,277	2	352	9	5,134	6	5,026	13	4,918	7	637	9	867	29	2,767	3	1,575
GREENE	28,611	38,911	40,690	14	5,687	5	2,723	13	9,427	8	7,834	17	4,723	10	1,860	8	677	25	3,690	2	909
GRUNDY	32,547	38,794	39,628	8	2,030	4	454	17	8,507	13	9,502	24	6,639	10	1,350	16	3,422	32	3,333	3	1,518
GUTHRIE	21,077	31,070	32,966	11	1,713	8	1,436	11	6,115	13	6,291	16	6,729	5	467	9	2,157	26	4,588	3	950
HAMILTON	55,385	69,246	71,376	13	4,045	5	2,964	15	14,254	14	13,952	28	15,490	16	3,084	18	2,973	45	8,010	5	1,631
Webster City	37,386	44,321	45,708	6	2,515	3	1,868	9	11,819	11	11,149	13	3,639	14	2,719	12	2,415	24	4,008	4	1,326
HANCOCK	30,044	35,921	36,727	17	4,690	4	1,239	17	6,937	9	8,279	15	5,559	7	1,177	11	2,169	29	2,935	3	1,371
HARDIN	75,734	[illegible]	92,748	38	12,343	9	3,172	24	21,012	29	23,066	35	7,320	31	4,236	37	4,323	59	7,325	9	2,465
HARRISON	52,967	70,794	73,823	22	3,858	6	1,134	19	13,979	11	27,088	28	7,186	10	1,544	10	1,615	49	5,966	7	2,454
HENRY	56,066	69,233	71,187	17	4,893	10	4,933	13	15,407	20	18,650	23	7,743	17	3,377	15	2,535	36	5,359	5	2,177
Mount Pleasant	44,621	54,729	56,751	9	2,421	6	4,189	9	13,624	12	14,861	11	5,309	17	3,377	11	2,280	19	4,684	4	2,013
HOWARD	26,872	37,450	39,329	15	5,504	8	1,680	9	8,297	6	6,963	18	3,289	6	1,341	[illegible]	1,377	36	3,794	2	880
HUMBOLDT	36,468	45,229	46,542	17	4,776	7	1,844	15	12,142	17	11,709	17	4,866	13	1,980	[illegible]	1,988	27	3,684	3	1,302
IDA	21,493	30,126	31,678	9	3,196	4	1,277	9	6,290	10	8,312	10	5,781	7	579	5	710	17	2,610	4	1,155
IOWA	50,822	62,470	64,151	14	2,072	15	2,455	11	11,913	13	7,605	31	12,534	9	764	10	1,910	38	16,784	6	1,545
JACKSON	52,733	75,648	79,872	24	6,016	12	3,839	24	19,601	16	15,111	33	9,322	18	3,358	20	4,012	54	9,249	5	2,519
JASPER	108,354	147,854	154,724	23	12,954	15	9,141	23	32,591	29	34,583	51	25,301	20	5,963	28	[illegible]	67	13,214	13	5,990
Newton	80,935	113,066	118,791	16	[illegible]	10	8,218	8	26,463	17	29,960	27	13,808	18	5,740	19	4,732	34	9,877	9	5,640
JEFFERSON	49,448	64,581	67,045	12	[illegible]	7	5,948	13	16,994	20	15,388	19	7,131	13	3,232	12	2,333	26	3,878	2	2,100
Fairfield	46,731	60,870	[illegible]	9	[illegible]	7	5,948	12	16,543	16	14,323	18	7,001	12	3,147	8	2,064	20	3,614	2	2,100
JOHNSON	272,157	408,540	[illegible]	36	[illegible]	12	42,986	41	87,705	49	69,470	61	44,418	42	22,810	62	23,426	133	52,480	13	16,359
Iowa City	215,305	322,776	[illegible]	21	[illegible]	10	41,525	27	65,039	32	56,786	42	31,087	41	22,697	46	16,134	91	41,990	9	13,454
JONES	49,806	67,924	71,066	22	[illegible]	7	2,615	15	12,502	21	20,346	32	9,986	15	1,775	19	2,314	49	5,702	6	2,483
KEOKUK	30,719	34,708	35,130	18	[illegible]	6	1,091	15	5,217	15	11,009	31	4,238	5	454	11	1,615	35	3,032	3	692
KOSSUTH	81,449	100,055	102,790	27	8,763	10	5,391	21	15,655	19	40,319	26	7,868	16	3,159	16	4,138	42	7,653	5	1,601
LEE	161,398	209,489	217,389	29	15,227	16	23,582	43	51,355	39	46,851	55	23,347	32	7,759	38	9,559	91	17,100	13	7,467
Fort Madison	68,611	87,489	90,462	13	6,251	7	7,538	16	32,547	12	21,173	25	9,527	15	4,461	14	2,967	31	3,270	7	3,418
Keokuk	77,976	99,512	102,889	9	6,191	7	15,757	16	33,578	19	22,326	15	8,769	17	3,253	17	2,928	42	8,218	5	3,847
LINN	628,354	890,748	938,841	80	64,219	23	154,231	107	193,238	91	174,589	146	77,061	59	20,840	124	47,072	293	103,015	36	32,735
Cedar Rapids	523,613	781,600	780,734	50	50,908	16	137,567	73	147,481	62	157,857	93	57,588	43	17,961	89	39,218	216	86,157	28	26,186
Marion	53,146	87,919	95,239	10	5,350	2	4,746	8	33,133	10	9,070	15	6,249	7	1,931	17	7,068	22	11,046	5	5,889
LOUISA	25,427	37,209	39,422	11	2,662	5	628	13	8,323	13	13,181	12	5,368	4	1,289	7	1,169	28	4,726	3	1,070
LUCAS	29,531	44,843	47,827	4	1,429	6	3,847	13	13,113	11	8,823	14	6,305	10	2,758	[illegible]	1,811	19	2,850	2	1,320
LYON	28,478	35,495	36,557	14	4,494	3	573	18	8,950	9	8,705	15	4,273	4	582	8	1,854	30	3,608	3	622
MADISON	33,569	40,992	42,068	11	3,838	7	1,371	8	10,247	11	11,654	16	3,870	13	1,554	7	932	27	4,830	5	1,361

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MAHASKA	73,582	93,672	96,790	19	8,141	6	7,858	19	23,139	20	13,533	25	13,444	18	5,141	16	3,950	52	7,807	3	1,917
Oskaloosa	64,515	82,184	84,930	12	6,159	5	7,450	11	20,206	16	12,687	20	12,604	18	5,141	12	3,715	34	6,490	3	1,917
MARION	72,813	96,128	100,000	23	7,244	18	7,244	28	24,343	24	19,899	32	13,955	22	4,237	18	3,279	52	10,740	5	2,39[illegible]
MARSHALL	155,506	189,713	194,626	29	16,062	14	22,[illegible]81	37	41,879	35	36,669	46	18,571	37	8,710	34	7,916	91	20,171	8	7,792
Marshalltown	146,351	179,778	184,637	23	13,414	10	22,385	27	40,384	31	34,804	35	16,736	35	8,341	31	7,797	72	19,137	8	7,792
MILLS	34,793	49,101	51,698	8	2,201	5	3,113	13	10,907	10	15,315	20	5,768	11	1,489	6	3,62[illegible]	30	4,232	3	1,325
MITCHELL	27,566	36,376	37,843	17	6,001	5	1,109	21	7,660	12	7,832	19	5,368	10	1,293	10	1,082	24	2,741	3	1,159
MONONA	34,476	36,518	36,554	13	2,694	5	617	17	9,015	8	9,151	19	4,142	10	720	9	1,370	39	3,420	3	2,208
MONROE	23,018	31,004	32,369	6	[illegible]43	4	1,472	12	8,874	10	10,712	11	3,209	7	1,280	7	490	18	2,098	4	1,086
MONTGOMERY	40,654	50,275	51,705	12	3,249	8	4,773	15	14,146	15	10,502	18	6,131	14	2,162	10	1,582	24	3,974	4	2,111
MUSCATINE	165,172	258,752	277,700	27	18,310	7	14,443	33	52,046	28	68,931	48	32,261	26	11,969	31	8,468	82	22,[illegible]04	6	8,591
Muscatine	108,452	161,101	171,138	18	10,305	6	13,163	24	45,518	20	30,691	30	18,079	21	11,313	24	6,939	57	15,95[illegible]	3	6,001
O'BRIEN	58,090	76,440	81,924	30	7,754	9	5,299	19	15,753	19	20,589	32	9,896	18	4,461	19	2,822	38	6,541	6	2,31[illegible]
OSCEOLA	16,974	21,946	22,742	9	1,998	3	587	8	3,948	9	4,621	10	3,269	7	1,029	8	722	19	2,576	[illegible]	697
PAGE	67,932	74,212	74,680	21	4,975	9	7,313	14	16,511	15	15,492	29	8,864	25	5,437	19	3,621	41	4,735	8	2,295
Shenandoah	37,331	38,836	39,137	8	3,205	4	4,237	5	8,847	11	7,530	11	2,729	14	3,574	9	2,025	20	1,762	5	1,333
PALO ALTO	34,978	44,811	46,375	16	7,848	4	809	16	10,193	9	9,932	19	5,241	8	1,765	11	973	35	4,433	7	1,296
PLYMOUTH	81,227	113,453	119,225	20	8,929	9	4,958	22	29,458	21	28,489	38	16,182	18	4,487	10	2,746	62	10,372	6	2,290
Le Mars	52,560	73,300	77,449	8	3,617	5	4,547	7	23,450	9	18,186	16	9,438	14	3,815	5	1,340	28	6,336	3	1,297
POCAHONTAS	32,838	37,915	38,518	13	4,224	6	781	16	10,961	13	9,368	20	3,276	8	658	16	1,914	23	3,128	2	602
POLK	1,359,014	1,918,537	2,022,340	133	124,954	60	306,641	210	400,858	198	359,552	270	195,904	241	90,760	228	83,900	601	206,388	56	40,886
Des Moines	971,429	1,333,160	1,396,364	89	86,845	46	235,384	153	272,971	144	247,207	180	113,293	163	64,694	157	58,753	436	144,144	43	31,662
POTTAWATTAMIE	257,678	387,457	412,532	43	12,297	19	46,939	65	92,471	52	96,832	95	56,686	33	9,176	41	11,829	160	47,907	22	18,471
Council Bluffs	220,521	334,292	356,432	28	10,170	13	46,801	44	81,899	39	99,876	48	37,680	26	8,738	27	11,014	102	36,438	17	16,411
POWESHIEK	61,912	[illegible]	104,784	18	4,724	11	5,030	15	21,459	19	20,293	31	25,810	15	4,132	19	4,074	35	8,919	7	3,086
RINGGOLD	14,856	18,254	18,749	7	779	3	693	9	3,913	5	5,121	14	3,049	4	908	4	249	12	1,509	3	628
SAC	35,618	43,003	44,030	16	6,737	10	921	20	9,326	19	10,962	32	5,531	12	1,101	14	965	42	4,520	4	869
SCOTT	614,865	855,856	898,793	57	48,851	23	142,637	97	166,929	66	159,699	138	97,864	91	33,153	112	48,655	305	103,533	36	34,388
Bettendorf	115,054	161,592	169,951	8	10,226	6	35,209	20	42,029	9	16,926	28	18,573	13	2,344	21	11,011	43	19,858	5	5,740
Davenport	452,448	706,043	660,978	41	34,178	14	99,748	63	110,451	51	140,184	87	53,031	77	30,77[illegible]	84	37,429	217	74,258	26	27,572
SHELBY	36,135	[illegible]	55,983	22	5,669	6	5,151	16	11,178	15	13,109	21	7,604	10	1,577	[illegible]	851	34	5,623	5	1,772
SIOUX	82,712	114,450	120,051	28	9,415	12	1,716	34	19,474	28	36,209	30	20,986	27	4,710	38	6,031	50	9,105	8	2,798
STORY	224,836	354,075	380,519	37	23,687	17	49,829	40	74,365	40	71,405	61	34,589	53	17,475	56	17,555	125	48,818	14	7,241
Ames	183,017	[illegible]	324,869	17	15,192	11	48,681	22	62,177	25	58,264	29	28,016	41	15,976	38	14,349	92	44,830	8	5,583
Nevada	19,277	23,412	24,239	8	3,541	1	151	6	5,113	9	9,172	8	1,639	5	816	4	439	6	855	3	1,049
TAMA	42,291	52,167	53,630	23	5,653	10	2,026	24	9,412	17	13,364	28	8,951	11	1,068	13	2,167	51	6,463	4	1,018
TAYLOR	12,658	13,953	14,060	11	1,462	6	564	11	3,983	6	2,082	13	1,996	6	724	5	209	19	1,589	2	486
UNION	47,276	59,144	60,945	18	5,554	8	5,305	13	17,350	16	11,403	20	6,272	13	2,958	13	1,771	36	5,011	6	1,622
Creston	44,443	55,538	57,219	15	5,244	7	5,084	7	16,196	15	11,164	14	5,038	12	2,882	11	1,743	29	4,640	4	1,602
VAN BUREN	13,633	14,644	14,690	15	2,747	4	325	15	2,970	4	1,247	21	3,239	2		4	239	17	1,845	2	642
WAPELLO	137,618	187,131	195,714	21	13,851	12	21,995	33	49,614	30	29,341	48	21,246	18	5,599	31	10,853	82	18,346	8	7,871
Ottumwa	128,746	177,202	185,682	15	11,816	9	21,938	24	48,175	26	28,203	37	17,920	18	5,599	28	10,310	70	17,565	8	7,871
WARREN	70,218	94,428	98,540	22	5,808	8	5,040	19	29,491	13	28,420	32	13,456	13	3,510	19	1,649	34	5,871	4	923
WASHINGTON	64,767	79,539	81,696	20	6,812	12	5,567	18	15,235	19	18,592	33	8,454	14	4,020	21	4,130	47	9,010	8	2,009
Washington	42,459	51,576	33,400	12	3,664	7	4,441	8	12,354	12	10,938	9	3,621	14	4,020	11	2,990	20	5,098	6	1,628
WAYNE	16,159	19,325	19,754	11	2,477	5	701	13	4,946	3	2,433	18	5,091	3	335	3	108	15	1,314	4	681
WEBSTER	203,649	245,843	251,763	35	17,633	12	39,336	47	43,022	40	56,513	60	24,571	33	9,003	50	13,699	110	20,584	13	7,373
Fort Dodge	187,156	226,768	232,377	23	15,378	11	39,240	29	40,009	34	51,701	38	19,833	31	8,389	45	13,476	86	18,713	12	6,765
WINNEBAGO	37,804	42,944	43,504	19	4,917	8	2,339	18	9,007	13	10,766	16	3,669	9	993	23	2,267	31	4,279	6	1,460
WINNESHIEK	52,462	86,019	93,019	12	4,729	6	3,790	29	22,186	19	21,605	29	6,983	14	5,497	24	5,752	53	8,217	4	2,186
WOODBURY	400,058	488,248	500,888	63	34,398	26	75,302	110	110,287	62	86,545	93	44,861	60	22,927	81	24,162	255	51,863	25	19,775
Sioux City	373,272	453,726	465,127	47	31,979	19	74,635	87	104,608	51	74,956	71	38,956	57	21,980	73	23,877	198	46,612	22	19,146
WORTH	17,894	19,738	19,900	11	2,311	3	496	9	4,901	11	3,449	10	1,844	4	170	4	1,512	22	1,659	4	685
WRIGHT	44,893	51,871	52,719	19	3,902	7	1,314	20	14,671	15	13,822	18	4,269	24	2,563	22	2,353	39	4,151	7	1,651

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,696,381	12,075,376	12,967,529	1,487	770,661	623	1,547,443	2,082	2,679,170	2,027	2,807,357	2,466	1,289,876	1,681	583,769	1,929	578,862	4,268	1,221,124	592	343,398
METROPOLITAN STATISTICAL AREAS																					
Kansas City, Ks	1,790,112	2,906,511	3,148,037	190	124,622	97	533,335	371	581,933	291	691,867	333	273,344	310	140,212	346	151,802	650	268,053	85	67,061
Lawrence, Ks	199,066	274,991	287,809	36	22,485	13	27,609	33	63,088	36	51,380	47	25,245	37	14,483	51	12,942	105	30,047	12	5,584
Topeka, Ks	606,911	844,062	878,071	54	60,787	28	115,971	102	167,601	122	172,582	138	77,774	91	34,751	116	35,228	248	81,171	32	65,853
Wichita, Ks	1,502,114	2,707,263	2,973,250	175	159,360	70	379,584	262	565,283	297	664,215	328	242,074	259	157,683	289	130,406	777	335,102	73	73,796
COUNTIES, Cities																					
ALLEN	40,833	58,148	61,180	17	5,340	7	5,711	18	16,034	23	11,330	17	5,730	17	2,659	8	1,401	42	7,441	4	897
Iola	32,058	45,301	47,950	10	3,359	4	5,455	10	12,334	15	8,629	9	3,867	11	2,358	7	1,348	27	6,595	2	620
ANDERSON	16,684	20,507	21,016	10	2,225	2	545	11	5,694	6	3,565	11	2,456	7	1,055	7	1,2[illegible]4	19	2,202	2	387
ATCHISON	48,614	[illegible]	62,717	11	4,014	4	5,102	18	15,488	18	13,50[illegible]	17	5,271	12	4,348	6	1,376	27	5,183	6	2,388
Atchison	46,774	59,253	61,059	10	3,918	4	5,102	14	15,115	17	13,[illegible]2	13	4,455	12	4,348	6	1,376	25	5,084	6	2,388
BARBER	19,162	39,796	44,845	6	2,841	5	964	15	9,639	11	12,766	12	9,153	5	729	7	1,819	15	1,857	4	2,378
BARTON	134,329	257,744	286,348	28	13,814	12	37,453	36	54,126	29	74,870	38	29,131	37	13,824	33	12,348	68	24,131	12	4,987
Great Bend	117,292	227,945	253,804	19	11,534	8	35,911	22	45,254	23	68,405	23	24,047	32	13,130	22	10,607	43	20,762	7	4,728
BOURBON	49,829	72,132	76,134	11	4,152	6	7,381	17	18,392	13	19,298	17	5,669	15	3,507	15	3,082	28	5,941	5	1,798
Fort Scott	47,983	[illegible]	73,314	8	3,789	6	7,381	13	17,644	11	18,448	13	5,345	15	3,507	13	2,963	24	5,769	5	1,798
BROWN	28,371	36,936	38,253	6	2,134	5	1,736	15	10,449	15	9,987	18	5,565	10	1,045	10	1,220	25	2,361	5	1,370
Hiawatha	18,241	22,947	23,888	1	1,043	2	1,094	6	6,303	9	7,082	7	2,070	7	850	8	1,068	13	1,539	3	1,029

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KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	109,490	217,121	242,703	27	11,122	9	9,584	29	58,728	36	64,663	50	28,468	23	7,714	31	16,363	68	23,429	9	4,887
Augusta	39,926	76,375	83,666	8	4,958	1	1,714	4	15,032	13	30,325	12	8,099	7	2,035	14	10,223	18	6,760	5	703
El Dorado	45,718	93,646	105,275	11	4,323	5	7,500	8	32,070	14	14,226	16	7,311	13	5,282	14	6,090	32	12,604	4	4,184
CHASE	7,166	11,316	12,125	3	559			4	1,849	3	611	7	6,356	4	614	4	203	5	1,199	1	194
CHAUTAUQUA	7,185	13,286	17,303	4	1,441	4	793	9	4,683	6	3,410	10	3,372	2	460			9	1,555	3	844
CHEROKEE	43,815	67,945	72,628	15	2,863	8	1,410	33	27,896	24	13,747	25	7,053	12	2,009	22	3,086	52	7,372	8	2,898
Columbus	16,930	24,262	25,729	4	682	3	666	7	7,499	12	8,828	7	980	5	1,018	10	1,677	10	1,586	1	790
CHEYENNE	7,931	12,004	12,774	5	405	1	314	7	4,290	7	3,445	7	441	5	633	5	578	11	1,280	2	83
CLARK	6,852	9,923	10,471	4	3,480			4	1,612	3	1,246	5	2,438	3	118	7	578	7	610	1	209
CLAY	29,394	37,924	39,220	6	4,030	2	1,186	10	7,529	12	9,673	15	6,447	8	1,626	6	1,629	22	2,762	3	431
Clay Center	26,183	32,759	34,074	5	3,745	2	1,186	6	6,263	11	9,331	10	4,330	8	1,626	5	1,514	13	2,042	3	431
CLOUD	39,794	53,923	56,237	18	5,116	8	4,352	18	12,644	14	11,958	19	6,779	13	2,975	11	2,660	38	4,641	4	1,027
Concordia	31,877	42,686	44,848	8	2,983	6	3,797	11	10,140	10	10,037	11	5,078	12	2,859	10	2,537	23	3,594	3	897
COFFEY	17,231	24,788	26,129	9	2,044	4	1,389	10	5,999	8	6,534	20	3,527	4	196	7	1,312	15	1,903	3	1,494
Burlington	NO DATA AVAILABLE FOR THIS CITY																				
COMANCHE	5,876	9,260	9,923	8	1,105	2	240	7	2,706	4	1,701	7	2,423	2	283	4	170	8	867	2	174
COWLEY	104,286	153,283	162,379	20	10,378	9	13,241	20	38,598	37	34,639	48	14,613	35	8,941	42	7,167	67	12,725	10	7,533
Arkansas City	53,712	86,317	92,823	6	5,153	4	8,934	9	22,341	16	17,236	20	7,126	16	4,714	19	5,236	35	8,353	4	4,650
Winfield	37,901	50,314	52,275	11	3,089	2	4,141	8	15,162	15	7,650	21	4,957	18	3,981	15	1,582	22	3,904	5	2,815
CRAWFORD	105,937	134,099	138,204	31	10,278	14	19,268	44	35,909	32	21,705	38	10,738	24	4,246	27	8,015	76	15,180	10	2,325
Pittsburg	78,927	101,869	105,336	15	8,036	12	16,456	23	26,493	24	13,976	18	7,969	23	4,020	19	5,688	51	13,501	7	1,644
DECATUR	14,154	24,157	26,262	3	1,211	4	507	7	5,516	6	4,567	15	6,957	4	863	8	1,518	14	2,328	2	876
DICKINSON	53,277	78,868	83,574	21	7,247	11	5,259	25	19,945	17	16,671	33	15,667	21	3,377	17	1,450	36	5,474	8	1,964
Abilene	33,710	48,656	51,646	10	4,004	6	3,391	13	12,121	11	12,308	19	7,839	13	2,315	9	929	16	3,435	4	1,199
DONIPHAN	18,855	25,764	26,902	7	4,324	3	340	14	9,435	4	1,722	14	7,237			5	347	19	1,928	3	580
DOUGLAS	199,066	274,991	287,809	36	22,485	13	27,609	33	63,088	36	51,380	47	25,245	37	14,483	51	12,942	105	30,047	12	5,584
Lawrence	184,328	255,861	268,014	31	19,290	12	27,492	27	59,102	31	49,264	36	19,766	35	12,494	45	12,636	91	29,014	10	5,285
EDWARDS	12,002	15,099	15,432	5	389	2	437	7	3,322	5	5,042	6	1,833	4	502	4	612	12	1,812	2	235
ELK	5,150	8,563	9,265	5	603	1	376	10	1,975	4	2,710	9	1,594	2	342	1	95	8	705	3	106
ELLIS	122,698	209,023	227,216	15	20,137	10	23,541	29	43,394	30	52,655	42	19,125	29	10,316	42	12,948	68	24,149	4	5,485
Hays	114,707	195,087	212,140	11	18,019	8	22,390	21	39,463	27	52,165	33	16,288	27	9,945	37	12,148	61	22,698	2	4,139
ELLSWORTH	16,525	24,450	25,905	7	1,794	2	605	8	7,197	8	3,657	16	6,951	5	384	4	758	18	2,265	2	490
FINNEY	110,462	191,526	208,994	22	17,380	5	24,966	16	44,190	20	55,035	20	12,447	28	12,365	23	11,310	43	15,819	5	2,756
Garden City	108,439	189,543	207,036	19	16,591	5	24,966	14	43,223	20	55,035	19	12,430	27	12,226	23	11,310	42	15,807	5	2,756
FORD	110,088	184,840	200,515	23	15,596	7	28,900	26	39,021	32	41,082	30	15,648	31	10,498	34	12,821	47	19,056	7	2,374
Dodge City	106,710	181,381	197,079	20	15,327	7	28,900	20	37,880	27	40,107	28	15,441	31	10,498	34	12,821	43	18,733	8	2,307
FRANKLIN	60,470	75,626	77,764	19	8,534	4	4,867	21	19,579	23	13,979	22	9,244	21	3,518	19	1,994	45	5,658	6	1,194
Ottawa	53,950	68,102	70,139	12	6,241	3	4,826	14	17,952	20	13,764	18	8,446	19	3,372	15	1,799	32	4,582	5	1,099
GEARY	85,357	123,797	130,730	6	4,246	7	20,175	21	24,288	41	27,442	28	14,356	19	4,762	17	7,438	64	15,948	5	778
Junction City	83,335	119,865	126,352	6	4,246	7	20,175	21	24,288	39	26,470	26	13,823	19	4,762	17	7,438	59	15,053	5	778
GOVE	12,842	17,437	18,192	5	885	3	256	4	3,319	7	2,866	12	6,428	1	371	6	411	11	2,144	2	804
GRAHAM	13,309	22,630	24,589	8	3,398	2	512	9	6,334	4	6,649	9	3,622	3	372	6	577	10	1,011	3	396
GRANT	28,124	42,729	45,489	6	3,289	2	4,050	6	11,715	5	13,353	7	3,356	10	2,302	4	1,398	12	3,093	3	685
GRAY	14,074	17,878	18,432	4	2,627	2	165	7	5,686	3	5,232	3	1,248	2	448	4		11	736	2	947
GREELEY	3,592	4,918	5,137	2	690			2	1,256	1	578	4	1,240	2	162			4	641		
GREENWOOD	19,425	34,703	38,048	6	2,592	3	1,718	11	9,606	10	6,748	20	8,007	9	1,317	10	889	19	2,498	6	858
HAMILTON	8,755	9,347	9,352	3	286	2	248	4	1,784	4	4,272	3	740	4	191	3	82	8	660	1	227
HARPER	21,945	33,816	36,098	8	2,654	7	2,252	10	6,830	14	9,093	14	4,918	11	1,609	11	1,772	18	3,540	5	1,692
HARVEY	85,191	114,043	118,737	20	10,292	9	7,079	27	29,165	22	20,994	34	15,492	18	5,468	20	3,135	52	11,476	6	3,637
Newton	64,351	89,633	93,932	9	4,041	5	4,957	13	24,792	19	20,809	22	9,041	17	5,274	15	2,623	36	8,863	6	3,637
HASKELL	5,747	6,773	6,890	2	745			4	2,843	2	625	4	1,205	5	374			9	646	3	88
HODGEMAN	2,869	4,055	4,261	3	110	1		3	923	2	436	6	1,554	2	33	1	371	6	535	1	51
JACKSON	31,606	43,603	45,624	7	1,325	6	1,329	10	8,756	11	17,009	18	6,511	6	1,468	7	813	22	2,834	3	901
JEFFERSON	17,506	33,412	37,072	10	2,782	2	492	13	10,698	11	3,857	15	10,603	2	33	7	791	21	2,922	4	730
JEWELL	6,478	9,103	9,554	4	1,010	5	320	8	2,271	2	1,021	8	1,434	3	466	6	292	14	1,412	1	675
JOHNSON	1,080,385	1,997,699	2,208,426	99	77,806	47	422,931	167	344,942	141	485,738	144	174,992	195	110,170	205	117,015	318	187,480	43	50,101
Olathe	136,839	245,791	269,738	15	28,147	8	42,011	18	35,278	32	61,485	19	28,554	17	3,099	33	17,111	46	28,210	7	8,101
KEARNY	6,176	7,940	8,202	3	1,232			6	2,705	1	1,404	5	1,379			2	152	7	710	1	288
KINGMAN	19,796	31,575	33,920	13	2,346	3	1,657	14	10,439	6	9,187	12	2,542	5	1,026	6	1,295	16	2,917	3	587
KIOWA	11,409	17,742	18,965	3	1,081	3	706	3	4,465	9	3,387	10	4,008	4	418	6	807	11	2,589	2	403
LABETTE	70,885	88,218	90,722	22	8,225	5	7,594	26	22,850	30	20,490	26	9,477	18	3,972	27	3,383	39	5,910	9	1,480
Parsons	54,172	70,804	73,379	10	7,488	3	6,631	14	18,404	19	15,535	13	5,123	16	3,912	15	2,904	21	4,910	6	1,324
LANE	5,518	7,156	7,406	5	488	3	445	4	2,330	4	1,339	3	799	1	109	5	211	6	560	2	146
LEAVENWORTH	116,468	147,120	151,556	20	8,528	13	17,945	36	36,561	32	32,318	37	14,581	24	4,527	36	7,646	65	11,957	8	4,227
Leavenworth	97,935	124,517	128,427	5	3,353	10	17,244	27	29,593	26	31,360	24	9,778	23	4,436	30	6,869	44	10,147	6	4,218
LINCOLN	9,838	12,089	12,389	8	202	4	718	6	3,220	4	2,876	9	3,116	2	220	5	506	10	653	1	321
LINN	16,754	21,847	22,632	7	1,209	1	120	13	6,658	7	7,263	10	3,368	5	224	6	525	19	1,591	3	142
LOGAN	13,284	19,551	20,695	5	1,566	5	1,542	6	5,977	9	5,277	6	1,463	8	938	4	741	7	937	3	414
LYON	108,980	181,989	197,208	21	7,561	7	26,911	24	40,395	33	41,909	40	19,372	23	9,939	26	9,047	60	23,607	6	3,631
Emporia	104,623	176,452	191,580	18	6,911	7	26,911	18	39,946	30	41,909	29	16,540	23	9,939	24	9,047	50	23,076	6	3,631
McPHERSON	72,901	105,774	111,843	25	8,490	10	6,352	27	26,477	29	21,542	32	15,973	17	5,018	23	4,806	53	12,288	9	2,858
McPherson	52,484	81,648	87,286	12	5,824	4	6,085	14	21,287	18	15,763	13	10,078	15	4,845	13	4,324	30	10,008	5	2,472
MARION	31,658	41,453	42,974	7	2,848	3	909	18	9,784	10	9,305	25	10,428	12	973	17	2,021	26	3,176	6	539
MARSHALL	38,493	58,187	61,885	14	6,063	7	2,527	17	13,106	19	12,497	24	6,270	11	2,570	9	7,810	35	3,212	6	2,094
MEADE	8,853	13,803	14,765	4	1,148	1	391	5	4,433	7	4,350	5	2,104	3	9	6	588	8	724	2	311
MIAMI	47,199	82,897	90,601	17	7,485	6	2,765	17	29,503	17	18,886	19	11,253	17	2,696	17	3,908	23	5,366	5	2,610
MITCHELL	30,459	42,292	44,317	9	2,348	7	2,199	11	6,624	10	12,466	16	10,930	6	842	12	1,621	19	3,610	4	853
Beloit	22,420	29,926	31,428	7	1,769	5	1,859	4	4,372	6	9,777	7	5,238	6	842	10	1,474	11	2,885	3	739
MONTGOMERY	150,424	215,890	227,506	25	12,167	14	21,386	55	55,324	54	48,372	46	16,225	45	10,397	47	7,675	76	15,240	13	7,536
Coffeyville	71,153	102,546	108,142	13	5,975	5	11,964	21	27,690	26	22,782	21	7,967	25	7,600	17	3,476	36	9,295	7	2,328
Independence	63,802	91,282	96,142	9	5,803	4	9,298	21	19,633	21	21,853	15	5,167	14	2,136	24	3,843	25	4,769	4	3,731
MORRIS	14,661	21,461	22,698	6	1,824	2	567	9	5,052	8	5,719	15	3,820	6	525	6	684	15	2,006	2	449
Council Grove	8,364	11,036	11,567		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	9,166	17,116	18,920	2	490	1	758	4	5,155	6	6,857	7	3,022	3	162	3	441	6	1,262	1	378
NEMAHA	25,543	36,788	38,794	14	3,266	5	1,690	18	10,580	18	9,054	23	3,714	14	1,719	10	1,412	22	2,579	3	1,054
NEOSHO	87,498	122,428	134,647	13	9,049	8	15,186	20	24,976	19	36,129	28	13,947	13	3,454	24	7,006	50	12,525	7	2,778
Chanute	59,250	109,064	120,254	8	8,114	6	14,518	12	20,877	15	32,509	19	11,152	12	3,342	19	6,732	40	11,302	5	2,421
NESS	9,438	19,810	22,376	5	461	2	166	5	6,074	8	6,197	8	2,918	5	1,173	3	545	12	1,962	1	443

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTON	21,954	31,127	32,738	7	2,341	5	2,175	10	6,721	12	7,322	15	4,340	7	2,094	9	2,007	22	2,370	2	542
Norton	20,450	28,521	30,135	5	2,056	4	1,989	6	6,048	12	7,322	9	3,510	7	2,094	8	1,912	15	2,127	2	542
OSAGE	29,029	39,524	41,260	10	4,425	6	244	18	11,480	19	9,594	18	6,860	3	579	13	1,651	25	2,554	7	796
OSBORNE	14,773	20,561	21,546	19	4,684	2	346	11	4,329	7	3,155	9	4,265	5	1,183	5	900	9	1,455	2	640
OTTAWA	13,411	16,467	16,879	8	605	3	180	11	3,400	9	6,366	8	3,341	2	367	7	379	13	1,048	3	674
PAWNEE	26,975	36,094	37,557	10	2,988	3	6,737	8	8,799	10	7,657	8	2,844	6	1,526	5	1,526	16	3,376	3	466
Larned	25,750	34,067	35,731	8	2,751	3	6,737	6	7,928	9	7,351	7	2,703	8	1,526	5	1,526	14	3,208	3	466
PHILLIPS	19,338	28,598	30,293	10	2,192	3	972	13	8,903	10	6,064	13	2,923	8	1,834	9	2,144	15	2,124	3	673
POTTAWATOMIE	28,446	51,652	56,804	14	6,558	6	1,048	16	15,699	21	12,856	17	8,383	3	1,052	14	1,742	32	4,924	6	2,292
PRATT	41,468	80,709	89,879	13	9,676	4	9,495	16	22,276	15	17,887	11	7,966	10	3,785	13	3,473	22	7,126	4	1,819
Pratt	40,286	79,372	87,191	9	9,263	4	9,495	14	21,163	14	17,409	10	7,678	10	3,785	13	3,473	20	6,867	4	1,819
RAWLINS	7,490	11,938	12,819	9	963	2	381	7	3,717	5	3,279	7	2,010	3	213	3	481	9	635	1	266
RENO	247,101	305,227	313,300	46	21,994	13	38,360	50	69,488	56	56,814	66	24,645	32	14,946	59	15,381	140	30,389	12	8,886
Hutchinson	219,256	275,926	284,060	28	17,043	11	36,269	34	66,139	43	47,035	47	20,822	31	14,742	51	15,190	112	28,240	11	8,564
REPUBLIC	15,812	20,989	21,808	9	1,913	4	1,084	12	6,642	7	3,168	12	2,132	7	1,046	7	1,121	20	2,412	3	997
RICE	25,207	45,026	49,362	10	3,023	3	2,036	9	12,103	8	9,339	23	7,905	10	2,349	11	1,432	22	3,746	7	2,206
Lyons	17,194	30,888	33,627	5	2,141	1	891	4	9,526	5	6,391	10	5,219	6	2,247	6	743	9	1,791	3	1,384
RILEY	156,637	192,765	197,680	28	11,918	9	27,476	34	39,542	38	30,560	46	22,228	27	7,932	42	10,403	82	28,704	10	3,281
Manhattan	148,522	180,942	185,187	25	10,969	8	25,217	30	36,673	32	28,710	37	21,333	27	7,932	41	10,217	73	26,373	9	3,213
ROOKS	15,347	36,223	41,774	8	2,682	4	549	12	10,803	7	3,770	20	11,991	9	1,505	10	1,669	19	3,156	5	1,541
RUSH	9,150	11,640	12,001	10	2,573	2	338	7	1,905	2	252	8	2,753	2	190	3	1,110	17	1,104	3	289
RUSSELL	28,237	59,456	67,178	6	2,077	3	3,408	11	15,482	12	19,786	17	7,156	5	3,092	11	2,247	35	6,013	5	1,503
Russell	24,681	52,469	58,028	5	1,905	3	3,408	5	11,320	10	18,150	13	6,685	5	3,092	9	2,045	21	4,492	4	1,353
SALINE	209,348	288,712	302,152	24	15,114	12	39,812	32	59,570	53	70,285	54	32,937	50	13,332	52	14,718	98	29,514	13	3,929
Salina	206,323	285,595	299,054	21	15,045	12	39,812	30	59,436	52	77,235	48	31,477	49	13,324	51	14,709	91	28,235	13	3,929
SCOTT	22,026	30,423	31,841	9	3,259	2	2,261	6	7,193	7	6,380	6	4,254	13	1,494	7	2,387	12	1,806	1	440
SEDGEWICK	1,392,624	2,490,142	2,730,547	148	148,238	61	370,000	233	506,555	261	599,552	278	213,606	236	149,969	258	114,043	709	311,673	64	68,909
Derby	28,617	49,042	53,128	4	926	3	6,676	6	14,094	5	16,644	8	4,742	3	2,095	5	1,815	16	4,540		
Haysville	7,771	14,642	16,017	3	321	1	478	5	6,324	4	2,931	3	2,105	4	405	1	96	8	1,841	2	360
Wichita	1,241,419	2,225,279	2,441,152	106	111,534	51	357,164	183	440,238	217	529,412	218	172,457	217	144,938	221	102,964	617	291,457	58	66,908
SEWARD	88,256	134,302	143,065	18	9,603	7	13,965	21	28,830	18	34,616	22	10,907	33	10,879	24	7,953	34	12,703	4	2,451
Liberal	85,157	128,876	137,139	16	8,196	7	13,965	20	26,533	18	34,616	21	10,064	33	10,879	24	7,953	33	11,934	4	2,376
SHAWNEE	606,911	844,062	878,071	54	60,787	28	115,971	102	167,601	122	172,582	138	77,774	91	34,751	116	35,228	248	81,171	32	65,853
Topeka	504,958	781,324	812,927	47	51,561	26	104,681	94	150,188	109	170,931	121	62,428	89	34,665	110	34,644	232	78,055	31	61,905
SHERIDAN	6,756	8,826	9,146	5	1,545	3	425	5	2,398	2	860	3	846	1	22	3	426	5	591	1	295
SHERMAN	36,713	53,741	56,842	12	6,864	3	4,617	7	10,695	14	13,591	13	5,609	7	2,627	9	2,725	17	5,033	2	682
Goodland	36,647	53,375	56,721	12	6,864	3	4,617	5	10,587	14	13,591	13	5,609	7	2,627	9	2,725	17	5,033	2	682
SMITH	16,313	21,189	21,928	5	1,314	5	1,209	10	8,166	10	4,028	13	3,616	6	619	6	285	17	1,096	2	354
STAFFORD	12,817	21,841	23,735	6	1,715	1		7	8,059	7	4,075	14	5,683	6	280	6	648	17	1,739	3	420
STANTON	3,661	4,775	4,944	1				3	3,175	2	92	1	589	1		2	299	6	630	1	135
STEVENS	13,020	19,644	20,886	7	2,537	1	501	4	5,428	6	5,573	6	1,451	4	745	5	195	4	964	2	637
SUMNER	51,337	74,078	78,152	24	4,593	9	4,919	24	20,643	27	13,988	35	10,235	20	2,841	26	4,596	37	7,216	11	3,791
Wellington	30,206	41,647	43,936	12	2,424	4	4,677	9	12,452	13	9,602	12	2,854	15	2,048	8	2,593	14	2,442	6	1,969
THOMAS	35,796	53,820	57,301	3	3,526	5	3,288	8	13,137	12	11,040	15	8,509	12	2,601	10	1,784	27	6,112	3	1,022
Colby	33,183	49,236	52,447	11	3,311	4	3,028	5	11,198	12	11,040	11	7,615	12	2,601	9	1,713	21	4,890	3	1,022
TREGO	13,443	17,576	18,211	5	1,955	1	617	8	3,881	4	2,204	7	5,277	4	294	2	90	11	1,537	3	408
WABAUNSEE	8,708	11,650	12,121	6	1,121	1		9	1,664	3	696	13	4,526	1	52	2	183	15	2,499	2	187
WALLACE	5,830	6,455	6,497	5	1,025			3	1,187	2	1,151	5	1,049	3	133	3	503	3	665	1	183
WASHINGTON	17,224	20,055	20,361	12	1,279	2	659	9	4,879	7	1,617	14	4,953	2	126	9	1,461	20	1,728	3	529
WICHITA	9,271	24,216	28,460	3	2,291	1	336	7	6,565	5	12,430	1	2,230	7	880	1	196	10	1,887	2	304
WILSON	22,605	33,785	35,857	11	2,393	3	1,860	12	12,085	12	5,882	16	3,230	10	1,378	8	887	23	2,048	4	1,815
WOODSON	9,228	14,320	15,301	5	232	3	343	5	3,212	6	4,030	11	4,342	3	147	4	476	12	1,289		
WYANDOTTE	546,060	678,795	697,454	54	30,803	31	89,694	151	170,927	101	154,925	133	72,518	74	22,819	88	23,233	244	63,250	29	10,123
Kansas City	517,876	650,202	669,101	49	30,212	29	85,294	145	154,333	93	145,565	126	70,934	71	22,385	84	23,139	232	61,713	25	9,042

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,491,662	15,881,157	16,946,665	1,454	930,887	1,080	1,771,549	5,603	4,173,299	2,736	3,331,146	3,452	1,894,659	2,045	659,331	2,068	688,573	4,413	1,503,582	910	603,418
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cincinnati, Oh-Ky-In	4,754,713	7,383,886	7,966,146	440	263,486	204	1,283,187	1,661	1,804,930	547	1,373,078	1,030	831,567	639	271,077	706	327,236	2,341	972,472	311	259,067
Clarksville-Hopkinsville, Tn-Ky	453,433	489,054	492,002	47	33,498	43	68,092	160	91,031	121	129,035	140	38,441	91	16,253	100	23,072	196	41,485	28	12,663
Evansville, In-Ky	969,888	1,506,846	1,607,831	118	95,458	53	194,800	215	321,644	210	319,871	231	160,461	136	97,697	182	75,843	506	167,159	62	54,597
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,368,167	1,430,135	117	89,546	79	196,200	426	362,552	226	251,707	289	140,244	150	63,213	195	75,978	385	107,701	74	48,710
Lexington-Fayette, Ky	1,147,064	1,467,332	1,513,221	97	60,256	68	202,862	329	329,036	152	286,365	231	152,220	208	77,440	186	56,244	428	157,097	73	48,681
Louisville, Ky-In	3,210,192	4,540,919	4,777,309	304	204,609	164	656,841	902	1,035,990	505	950,648	708	471,792	407	177,778	496	213,212	1,366	521,829	224	165,407
Owensboro, Ky	302,055	614,920	688,532	39	46,628	17	84,579	103	147,399	102	139,507	77	52,938	65	34,153	65	35,093	128	65,283	24	24,583
COUNTIES, Cities																					
ADAIR	27,757	49,901	54,594	6	3,148	9	1,797	39	18,146	18	12,421	19	6,935	11	1,418	7	2,803	13	2,862	3	1,665
ALLEN	26,406	34,299	35,371	8	4,157	7	2,199	32	12,634	16	5,171	16	4,507	7	399	4	605	11	2,196	4	1,590
ANDERSON	24,637	33,975	35,421	3	1,230	4	2,103	13	9,485	11	8,232	19	5,511	10	1,288	7	668	17	1,954	3	1,286
BALLARD	23,946	39,037	41,955	6	2,759	2	422	20	13,041	8	12,330	17	6,795	3	222	5	357	17	2,055	4	888

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	107,708	209,462	232,581	22	17,580	10	17,149	58	53,911	39	43,095	52	29,639	31	10,268	31	13,648	53	20,290	12	9,077
Glasgow	83,485	166,296	185,437	16	13,361	8	14,194	40	44,735	32	38,650	34	16,101	23	8,673	28	13,466	31	12,754	10	7,919
BATH	12,159	18,908	20,146	2	786	4	771	25	5,287	13	4,957	13	3,914	3	693	4	963	10	865	2	515
BELL	113,571	213,368	235,386	18	21,533	13	19,817	82	64,682	24	42,663	30	21,891	30	13,352	23	11,382	30	12,163	14	11,488
Middlesborough	79,955	152,892	169,206	11	18,273	7	17,009	34	42,812	18	32,856	16	12,396	22	10,072	17	8,977	18	8,154	9	7,673
BOONE	218,583	506,911	581,134	20	19,200	10	120,984	51	99,985	25	63,114	53	126,512	48	28,789	23	9,972	65	61,371	12	13,092
BOURBON	39,832	66,347	71,599	8	2,626	4	2,404	23	25,704	10	14,853	18	7,652	10	3,082	7	1,597	25	5,966	5	2,719
BOYD	220,242	356,582	382,799	34	25,473	16	83,177	63	81,082	59	69,814	53	33,309	36	17,921	38	19,040	44	26,731	17	13,241
Ashland	196,667	319,800	343,588	25	22,388	13	78,065	43	70,786	52	67,521	40	27,761	34	17,474	29	17,449	36	22,772	13	12,329
BOYLE	81,198	132,125	142,623	15	6,419	10	22,002	32	35,553	19	25,070	27	13,134	15	2,821	20	4,249	25	11,968	9	4,116
Danville	62,377	89,827	94,419	13	5,444	4	11,675	19	19,145	16	24,444	20	9,440	11	2,348	16	2,697	20	7,984	8	3,590
BRACKEN	11,268	13,221	13,394	4	1,583	5	867	18	3,977	6	3,667	6	1,268			3	439	9	996	2	304
BREATHITT	28,323	60,772	68,694	7	5,366	9	6,636	50	17,913	13	17,486	11	8,309	9	2,552	5	2,893	14	2,950	3	1,848
BRECKINRIDGE	35,321	51,733	54,514	5	1,499	5	1,565	35	22,478	17	9,087	31	7,705	12	1,734	10	1,218	18	2,499	6	2,603
BULLITT	39,254	71,877	78,788	16	8,016	3	2,437	18	17,278	16	9,989	30	22,946	5	379	8	3,630	12	5,683	5	2,394
BUTLER	19,420	29,117	30,827	2	912	1	227	25	9,945	12	8,830	11	5,197	7	822	7	727	9	1,157	3	1,346
CALDWELL	48,001	68,183	71,500	11	3,657	6	4,037	15	15,370	14	23,189	23	5,917	14	3,248	8	2,514	18	3,714	6	2,537
CALLOWAY	101,891	145,664	153,003	18	9,213	9	9,035	44	31,245	60	47,633	25	12,185	36	9,745	27	6,025	37	13,396	10	4,386
Murray	98,601	142,758	150,200	15	9,045	8	8,812	33	30,180	55	47,250	21	11,783	36	9,745	23	5,896	35	13,236	10	4,386
CAMPBELL	217,225	370,227	401,292	20	9,815	10	31,909	108	114,022	53	67,571	54	40,511	19	7,494	31	12,169	176	54,959	20	21,533
CARLISLE	12,879	17,733	18,481	3	884	2	268	13	4,622	6	5,849	12	4,591	2	151	3	147	4	691	2	787
CARROLL	20,420	31,263	33,216	5	1,218	4	1,202	23	8,737	10	6,830	13	5,469	8	1,237	5	1,056	18	3,457	2	1,347
CARTER	56,091	89,400	95,694	11	9,218	10	6,304	38	28,852	14	15,422	28	15,435	13	3,719	17	5,651	16	3,587	5	2,981
CASEY	21,175	29,766	31,136	8	3,645	8	1,635	38	12,639	14	4,883	15	3,413	8	1,264	7	1,067	15	1,349	2	53
CHRISTIAN	192,524	161,131	154,139	21	8,516	22	19,158	81	30,918	53	34,442	74	13,380	46	6,806	36	6,416	79	11,765	14	4,212
Hopkinsville	140,603	114,917	109,488	17	7,735	13	5,380	48	24,865	43	28,118	54	9,461	39	5,195	31	5,893	57	8,446	12	3,624
CLARK	91,050	160,555	175,289	9	12,252	8	14,083	51	45,264	21	39,156	22	14,374	19	4,850	12	5,150	43	22,328	7	5,426
Winchester	89,762	102,097	109,896	9	12,252	8	14,083	48	4,648	21	39,156	22	14,374	19	4,850	12	5,150	42	2,381	7	596
CLAY	47,935	101,043	113,844	6	3,423	5	4,967	64	39,846	24	31,821	21	11,247	14	3,714	15	7,621	17	3,236	4	4,226
CLINTON	17,165	26,195	27,820	5	1,971	8	1,447	24	9,174	16	5,576	20	3,710	8	686	9	1,154	8	1,594	2	449
CRITTENDEN	19,439	22,911	23,229	5	1,043	3	725	9	9,070	10	5,662	8	1,865	4	1,105	6	662	6	825	2	1,027
CUMBERLAND	13,439	19,196	20,142	2	735	5	647	21	6,810	4	4,985	14	2,536	4	466	3	409	6	1,466	2	950
DAVIESS	302,055	614,920	688,532	39	46,628	17	84,579	105	147,399	102	139,507	77	52,938	65	34,153	65	35,093	128	65,283	24	24,583
Owensboro	282,032	570,036	637,397	29	41,123	16	84,355	78	128,609	95	134,658	65	44,327	63	33,664	65	35,093	114	60,649	22	22,381
EDMONSON	9,158	9,704	9,657	4	418	4	454	22	2,943	10	1,453	9	954	4	175	4	377	4	1,201	2	440
ELLIOTT	4,651	3,715	3,526	1	164	2	191	11	1,503	2	488	5	510	1	79	1	47	2	105	1	266
ESTILL	30,448	47,254	50,338	2	468	8	1,834	40	14,033	9	16,941	13	5,672	9	1,333	7	997	11	2,307	4	2,713
FAYETTE	901,113	1,075,727	1,093,282	61	37,049	41	181,000	180	201,381	88	206,177	158	100,984	156	67,101	143	45,110	294	113,252	45	30,207
1Lexington	901,113	1,075,727	1,093,282	61	37,049	41	181,000	180	201,381	88	206,177	158	100,984	156	67,101	143	45,110	294	113,252	45	30,207
FLEMING	30,511	45,287	47,869	5	4,507	5	918	32	10,931	16	18,682	13	3,271	7	1,041	9	3,011	9	1,183	5	2,418
FLOYD	132,736	179,628	186,715	30	12,083	27	10,143	110	39,321	26	70,951	64	19,040	30	5,790	33	5,963	31	6,607	12	6,016
FRANKLIN	128,033	346,617	408,819	22	31,889	6	29,897	61	114,486	25	60,340	36	51,668	34	22,236	24	12,246	71	44,006	11	16,427
Frankfort	127,198	344,842	406,818	22	31,889	6	29,897	61	114,486	25	60,340	35	50,403	34	22,236	24	12,177	71	44,006	11	16,427
FULTON	41,328	46,399	46,630	11	1,906	7	4,668	24	13,860	8	7,209	19	6,364	11	1,110	15	2,057	20	2,012	4	952
Fulton	33,689	37,052	37,725	7	1,382	5	3,989	10	10,437	6	6,290	10	4,656	8	1,055	11	1,779	10	1,422	2	710
GALLATIN	8,776	15,736	17,204	3	858	1	139	11	5,296	1	1,616	8	3,534	3	33	3	331	12	2,407	1	463
GARRARD	19,948	29,249	30,838	4	2,667	3	885	20	6,491	7	3,454	14	2,704	4	675	4	1,998	10	1,911	5	1,505
GRANT	33,830	57,295	62,016	9	2,350	4	1,196	20	8,321	15	15,825	23	19,149	6	480	7	1,714	19	8,886	2	1,061
GRAVES	89,845	129,742	136,656	14	8,570	9	8,017	56	31,245	33	37,825	30	12,324	32	8,691	21	7,238	35	6,482	12	6,454
Mayfield	82,914	123,583	130,710	10	8,461	9	8,017	28	28,706	26	37,612	21	11,040	30	8,607	19	7,130	22	5,750	11	6,371
GRAYSON	42,766	69,040	74,079	17	7,248	9	3,310	39	21,680	25	13,692	21	10,448	13	2,407	12	3,788	21	3,248	6	2,910
GREEN	19,864	30,081	31,895	5	3,713	9	2,332	27	11,352	10	5,649	11	3,817	7	757	12	1,051	11	1,358	2	549
GREENUP	58,149	76,288	78,811	8	2,717	10	5,331	48	30,941	19	13,814	30	9,597	11	2,950	14	2,793	21	3,462	7	1,919
HANCOCK	8,617	12,135	12,694	2	258			14	5,809	2	1,906	10	2,935	4	347			7	988	2	208
HARDIN	230,706	264,150	266,509	32	17,714	14	16,378	67	45,183	65	70,551	74	48,503	46	7,324	44	10,045	78	25,648	11	5,311
Elizabethtown	135,691	154,886	156,196	16	12,525	8	9,392	27	27,607	31	45,412	38	20,666	26	4,445	26	5,541	41	15,978	7	3,691
HARLAN	109,322	136,146	139,372	12	3,531	18	11,957	107	58,099	30	14,813	33	13,243	18	4,402	26	10,481	29	6,411	11	4,143
Harlan	55,409	66,176	68,330	4	1,429	7	9,427	18	23,852	8	9,343	9	4,325	12	3,140	9	5,795	10	3,162	6	2,612
HARRISON	34,031	43,513	44,757	10	2,633	8	3,895	20	11,514	11	6,680	15	5,054	12	1,841	9	2,364	19	3,361	7	2,509
HART	33,043	43,416	44,879	9	5,203	11	2,208	30	12,866	17	9,895	25	5,344	11	1,602	10	1,491	15	1,024	5	1,605
HENDERSON	139,396	273,488	302,546	21	18,687	12	18,840	49	61,220	29	71,610	37	42,066	25	21,901	25	14,148	74	23,624	9	8,189
Henderson	137,693	264,211	292,610	21	18,687	12	18,840	42	54,119	28	69,647	35	42,055	25	21,901	25	14,148	67	23,057	9	8,189
HENRY	25,151	37,563	39,738	7	736	9	3,199	24	13,485	6	9,780	19	4,039	5	293	7	1,781	17	2,826	3	1,483
HICKMAN	8,843	11,928	12,386	4	1,670	3	204	7	5,676	3	1,672	4	835	2	379	2	50	5	391	2	526
HOPKINS	141,902	243,531	264,256	23	19,502	15	25,717	69	71,693	42	59,575	48	30,297	23	11,500	26	9,110	35	13,966	11	9,364
Madisonville	116,433	202,677	220,491	15	15,937	11	24,160	33	57,749	30	54,972	30	15,260	20	11,222	19	8,461	26	12,889	7	8,241
JACKSON	14,256	21,617	22,933	4	1,419	9	1,266	32	5,971	12	4,422	16	2,161	4	463	4	227	13	5,830	3	247
JEFFERSON	2,524,826	3,555,798	3,738,081	193	145,959	114	527,972	685	808,095	345	719,283	481	326,411	335	147,935	377	171,001	1,070	436,154	177	129,085
Louisville	1,106,870	1,221,341	1,223,778	86	29,096	45	108,732	410	333,012	139	194,582	229	108,089	150	39,186	169	61,199	657	185,650	97	52,042
JESSAMINE	48,254	74,894	79,760	7	5,352	3	2,162	34	29,355	14	14,095	16	8,361	5	450	10	2,095	16	3,964	6	2,700
JOHNSON	71,564	112,297	119,850	9	[illegible]	11	7,075	49	28,444	19	24,214	20	13,058	15	4,872	10	9,300	22	6,480	6	4,922
KENTON	392,101	636,582	685,054	38	26,769	12	56,467	178	201,903	55	94,444	92	78,431	32	10,850	54	27,331	249	81,510	33	42,767
Covington	213,707	303,259	317,832	19	11,207	7	15,445	88	70,769	32	82,937	37	28,937	17	7,705	29	14,631	147	37,093	18	14,001
KNOTT	18,248	32,491	35,485	6	3,255	7	2,895	49	14,343	11	3,030	22	5,620	8	1,575	6	323	8	622	3	868
KNOX	63,246	89,220	93,389	16	7,712	6	5,471	66	37,309	[illegible]	6,349	19	10,245	15	2,052	18	2,488	20	9,200	7	5,647
LARUE	25,067	40,246	43,125	6	973	5	1,579	18	13,545	10	7,128	22	8,387	7	1,971	10	1,985	13	2,044	4	1,436
LAUREL	99,710	144,956	152,601	13	7,380	9	10,005	67	30,168	33	40,219	36	30,178	19	3,918	17	5,930	25	9,883	6	5,394
LAWRENCE	30,727	45,316	47,857	3	1,513	5	624	34	18,651	13	12,766	14	5,308	3	875	8	2,177	6	1,471	3	2,474
LEE	15,450	25,024	26,864	2	1,173	8	1,380	27	8,326	11	7,097	6	2,250	1	450	4	170	5	857	3	1,454
LESLIE	14,056	25,156	27,495	4	919	8	2,942	43	10,581	11	1,743	15	3,486	3	780	10	1,879	7	864	1	2,434
LETCHER	53,019	48,100	46,612	9	3,055	17	4,691	91	18,371	29	5,732	28	4,589	10	1,717	17	2,908	23	1,435	8	1,154
LEWIS	15,945	30,590	33,868	4	2,032	3	1,304	28	11,377	17	5,189	13	6,826	4	2,421	6	483	8	1,497	2	69
LINCOLN	31,605	54,215	58,816	12	7,747	6	759	48	17,897	13	11,999	28	9,192	8	1,498	6	2,970	16	1,200	5	1,875
LIVINGSTON	11,402	9,406	8,971	3	143	3	132	23	2,709	8	824	21	1,514	1	23	1	25	12	1,560	3	440
LOGAN	53,316	87,648	94,344	15	6,055	13	5,477	36	28,127	23	22,349	28	10,362	13	2,876	23	4,449	24	5,385	9	4,409
LYON	9,136	15,045	16,191	2	279	2	503	7	7,477	3	[illegible]	11	3,230	2	315	3	65	7	1,382	2	496

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCCRACKEN	284,457	430,246	456,316	27	33,616	14	60,015	65	88,510	67	84,251	37	27,177	52	24,630	62	25,213	107	37,890	22	24,968
Paducah	241,102	359,221	379,907	25	30,498	12	45,990	51	70,255	55	74,649	51	22,955	56	22,509	59	24,733	96	33,911	19	14,366
MCCREARY	18,787	41,580	47,254	6	2,795	6	972	40	21,203	16	6,215	17	7,154	8	1,841	8	1,714	7	1,589	1	1,652
MCLEAN	19,064	28,746	30,468	7	1,366	3	1,064	17	9,158	7	10,543	11	2,825	1	27	7	1,951	14	990	4	994
MADISON	154,267	174,971	176,196	22	12,793	12	11,598	84	38,391	44	28,675	52	24,551	40	7,086	26	3,542	70	24,786	12	5,341
Richmond	113,992	136,171	138,367	16	11,271	7	9,898	48	29,783	25	17,711	31	18,130	27	6,356	21	2,948	49	18,946	7	4,958
MAGOFFIN	16,617	43,622	47,012	6	2,758	9	7,786	33	16,077	9	2,242	16	11,051	1	358	6	1,173	7	1,166	3	3,212
MARION	31,681	48,279	51,244	7	3,460	10	4,187	21	19,823	15	3,218	18	4,097	9	2,340	9	1,714	23	3,460	4	1,758
MARSHALL	78,355	98,267	100,762	12	11,016	14	5,858	53	19,961	49	37,295	24	13,667	12	1,868	12	1,155	31	2,656	5	3,072
MARTIN	22,553	39,903	43,533	5	3,755	6	792	21	16,516	5	10,360	10	4,090	6	851	7	3,113	13	1,333	4	1,413
MASON	63,391	66,570	66,134	9	2,236	5	4,949	31	19,868	15	10,471	18	4,403	20	5,289	10	2,603	33	4,149	10	3,317
Maysville	60,755	63,709	64,300	9	2,236	4	4,768	25	19,295	13	10,216	15	4,269	20	5,289	9	2,557	27	3,714	10	3,317
MEADE	24,576	33,496	34,845	7	764	4	783	20	10,805	9	7,661	13	6,943	6	872	7	414	20	4,038	2	613
MENIFEE	3,122	3,916	4,014	1	97	3	1,213	14	813	1	603	4	447	2	6	2	274	2	48	1	300
MERCER	45,135	49,305	49,334	7	3,658	6	1,200	28	13,414	28	10,768	25	6,135	11	1,776	13	2,887	15	3,777	8	2,803
METCALFE	13,286	18,987	19,923	3	2,067	3	729	19	6,767	7	4,751	9	2,561	5	392	5	614	11	1,010	3	423
MONROE	23,794	29,248	29,870	7	2,971	5	801	30	11,743	18	5,458	14	2,798	16	1,291	7	632	12	1,157	5	1,679
MONTGOMERY	70,115	85,708	87,452	11	4,128	8	7,066	36	26,214	42	16,030	25	10,311	11	2,843	12	2,802	25	4,883	7	3,791
MORGAN	39,616	58,534	61,827	7	6,087	4	2,850	32	12,224	10	26,310	11	2,890	5	1,058	6	2,168	7	1,654	2	494
MUHLENBERG	94,075	100,485	100,176	14	2,918	9	5,108	62	29,745	21	30,338	34	8,428	21	3,846	18	3,606	24	3,933	6	2,967
NELSON	59,822	89,646	94,865	13	3,823	12	5,531	40	25,390	22	16,811	28	10,549	15	2,725	15	3,983	26	7,095	7	5,338
NICHOLAS	9,725	12,649	13,050	3	665	1	287	11	5,708	10	1,823	6	1,443	5	453	3	439	6	663	2	699
OHIO	46,705	49,883	49,718	8	1,236	7	1,257	35	16,267	15	13,345	30	7,766	13	1,211	11	1,132	23	2,999	6	2,512
OLDHAM	49,196	111,922	126,827	10	8,487	5	5,268	11	23,374	15	52,009	22	19,385	2	193	5	3,664	17	5,409	4	3,701
OWEN	14,255	21,218	22,433	3	658	3	579	12	7,042	5	8,665	8	1,947	3	333	5	259	6	1,032	2	1,261
OWSLEY	5,205	7,921	8,405			6	491	23	5,307	2	568	5	821			1	91	2	248	1	351
PENDLETON	13,724	19,996	21,055	6	1,357	3	1,398	14	6,820	7	3,697	7	2,644	3	348	4	32	8	931	3	596
PERRY	96,623	147,884	157,119	12	10,718	14	17,754	112	44,584	21	24,364	41	18,416	12	4,523	25	5,647	42	9,929	6	2,873
PIKE	190,530	363,854	402,668	37	28,291	29	45,219	194	113,722	47	93,023	71	35,546	39	15,522	38	14,498	61	22,332	9	6,925
POWELL	12,750	26,661	29,986	5	4,650	9	871	20	11,390	14	2,268	11	5,724	3		3	750	12	2,364	2	233
PULASKI	145,125	275,553	304,671	28	25,677	14	23,061	98	86,549	68	64,809	51	33,199	31	9,684	31	12,486	51	21,639	9	7,930
Somerset	123,770	239,589	265,789	21	19,040	10	21,956	54	71,930	49	57,226	35	27,571	25	8,814	28	12,251	44	20,502	8	7,858
ROBERTSON	1,995	2,583	2,664	2	95	1	201	5	1,095	1	699	1	333	1	122			1	119		
ROCKCASTLE	20,307	45,789	52,206	6	1,028	14	2,687	28	17,822	14	4,642	24	15,036	4	539	8	1,494	11	3,548	3	1,209
ROWAN	51,068	50,342	49,478	10	2,595	8	4,898	32	14,158	18	9,130	18	5,735	12	1,943	8	676	21	5,637	5	2,036
RUSSELL	28,997	40,017	41,424	10	4,190	10	1,870	24	12,206	18	9,728	23	5,567	13	1,351	8	932	14	1,614	4	1,706
SCOTT	35,964	43,945	44,832	7	1,482	6	1,856	24	12,447	11	7,134	21	9,748	11	1,325	7	1,141	18	5,476	5	2,233
SHELBY	60,801	88,601	93,319	10	9,035	9	7,215	28	24,152	14	22,465	17	8,372	15	2,541	12	1,811	24	7,673	5	3,184
SIMPSON	46,389	57,538	58,864	9	5,985	4	1,500	30	14,840	15	9,704	22	11,758	9	1,923	11	2,897	13	4,345	6	1,773
SPENCER	7,568	10,978	11,548	2	1,192	1	648	14	3,744	3	353	6	1,290	1	74	1	424	5	866	1	536
TAYLOR	51,908	79,660	84,676	12	5,395	7	4,892	39	22,736	25	15,194	24	7,750	23	4,825	21	3,335	25	7,466	4	3,159
TODD	19,446	20,546	20,434	3	372	6	404	30	7,458	12	3,381	13	3,213	7	508	8	961	10	1,876	4	923
TRIGG	21,701	25,000	25,239	5	1,269	3	840	25	6,995	9	5,205	10	2,168	4	372	5	835	10	1,821	4	1,474
TRIMBLE	3,460	8,296	9,565	1	267			5	1,704	1		5	4,438			2	259	4	1,080	1	450
UNION	36,680	64,205	69,905	9	2,916	5	4,704	29	23,544	13	9,963	22	7,971	8	2,738	14	2,413	29	4,529	5	2,253
WARREN	259,035	508,931	567,661	37	32,870	23	58,605	102	127,084	57	98,221	71	49,001	60	25,105	52	24,961	106	61,990	15	16,682
Bowling Green	237,812	487,367	546,362	34	31,260	16	48,787	77	124,949	54	98,160	61	47,268	52	23,035	49	24,620	101	61,592	14	15,032
WASHINGTON	19,955	26,290	27,196	3	1,234	8	913	14	6,268	10	9,505	12	3,062	5	794	5	1,281	8	1,080	3	1,065
WAYNE	29,721	45,392	48,204	9	2,092	7	2,428	51	17,659	14	7,670	10	5,448	14	1,911	10	1,713	9	2,557	5	3,453
WEBSTER	30,020	41,846	43,715	11	5,495	8	2,617	28	12,209	12	6,457	20	7,091	3	863	11	463	14	4,274	5	1,253
WHITLEY	113,588	161,175	168,933	17	11,312	16	14,722	61	30,807	28	36,122	48	27,796	28	6,511	27	9,799	40	10,704	11	6,929
Corbin	100,691	141,155	147,607	16	11,116	8	10,099	38	27,732	21	29,987	33	24,545	20	5,193	24	9,485	24	10,622	8	5,422
WOLFE	10,646	16,054	17,010			6	535	20	5,114	3	5,934	12	4,035	1	72	4	129	6	294	2	310
WOODFORD	30,851	45,864	48,459	5	1,495	6	1,357	17	14,885	8	4,950	16	11,101	7	632	7	1,151	32	6,111	5	3,396

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,417,144	20,316,937	21,987,462	1,508	1,036,618	1,045	2,732,035	5,801	5,682,383	2,429	4,332,510	2,989	1,754,508	2,476	1,117,882	2,169	919,579	6,382	2,139,182	1,008	761,093
METROPOLITAN STATISTICAL AREAS																					
Alexandria, La	410,198	447,151	442,847	60	22,442	28	73,389	181	100,558	87	82,412	105	35,113	64	30,710	71	18,096	172	32,423	25	15,814
Baton Rouge, La	1,604,631	1,880,770	1,894,215	171	104,562	94	322,445	528	473,978	260	373,425	289	149,067	267	64,677	265	75,086	643	158,634	99	64,538
Houma-Thibodaux, La	567,831	1,131,799	1,260,838	87	69,100	50	186,864	270	306,025	107	270,124	137	80,148	128	49,752	98	55,417	305	146,779	50	47,280
Lafayette, La	642,186	1,761,577	2,070,296	73	120,085	38	289,154	288	429,630	93	298,388	[illegible]	[illegible]	127	145,386	109	106,045	313	217,483	47	59,650
Lake Charles, La	562,733	1,209,671	1,358,034	91	98,822	37	174,842	226	343,108	124	384,389	122	92,802	98	60,123	112	58,041	241	121,449	40	48,209
Monroe, La	494,746	542,919	538,354	61	29,469	44	83,959	190	118,809	104	114,061	108	38,076	91	29,930	96	23,861	204	45,658	39	15,695
New Orleans, La	4,039,296	6,826,614	7,445,790	351	230,080	178	977,062	1,266	2,013,011	540	1,247,481	633	604,035	749	404,943	566	325,177	2,213	858,814	215	247,853
Shreveport, La	1,124,123	1,507,856	1,550,630	89	48,485	70	226,724	361	315,425	229	347,142	273	115,563	220	94,140	202	73,681	461	149,318	73	37,673
COUNTIES, Cities																					
ACADIA	119,727	187,569	198,361	21	11,013	20	15,673	112	58,685	33	34,305	53	23,899	23	6,732	20	6,190	93	14,509	21	10,247
Crowley	61,066	94,236	99,369	11	6,344	7	7,997	34	26,881	11	14,495	21	14,049	14	4,356	8	1,755	43	8,311	10	4,244
ALLEN	52,016	56,848	56,298	13	3,514	16	4,618	41	15,932	20	14,413	25	4,982	17	2,483	15	1,951	35	3,482	8	2,216
ASCENSION	154,024	204,368	209,783	23	18,599	17	19,007	74	65,403	39	52,887	36	14,574	31	4,635	17	4,475	87	14,904	12	8,278
ASSUMPTION	26,622	40,132	41,583	2	1,318	9	6,299	32	12,764	11	9,106	16	3,309	3	439	9	1,974	53	3,725	5	1,622

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LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
AVOYELLES	85,585	134,973	142,916	14	6,865	22	12,460	90	47,721	31	37,905	34	7,326	16	2,287	24	4,123	53	7,551	17	8,078
BEAUREGARD	76,942	115,338	120,962	20	12,863	9	9,717	47	30,301	24	32,603	22	7,235	14	5,041	16	3,970	25	5,254	6	2,062
BIENVILLE	21,378	37,883	40,984	6	1,382	8	1,907	32	15,754	9	7,616	21	7,406	8	1,333	4	369	17	1,135	6	1,711
BOSSIER	179,112	268,254	291,293	23	12,310	16	38,847	87	66,619	57	58,393	62	27,935	23	8,454	31	7,786	111	32,856	12	5,005
CADDO	945,011	1,299,602	1,369,337	66	36,175	54	187,[illegible]77	274	248,806	172	288,549	213	87,628	187	85,686	171	65,895	390	116,462	61	32,668
Shreveport	854,314	1,254,500	1,172,476	38	34,073	44	163,804	204	228,987	148	278,752	181	74,256	167	77,802	155	62,877	300	109,065	54	28,355
CALCASIEU	562,733	1,209,671	1,358,034	91	98,822	37	174,842	226	343,108	124	284,389	122	92,802	98	60,123	112	58,041	241	121,449	40	48,209
Lake Charles	413,970	908,053	1,022,444	57	48,015	19	154,133	131	220,102	81	233,830	79	57,034	71	49,869	65	48,778	164	96,171	27	34,979
CALDWELL	20,164	33,026	35,213	3	1,196	7	2,493	28	12,376	7	8,062	12	3,525	8	1,490	3	202	12	1,378	3	1,898
CAMERON	14,797	24,680	26,393	4	1,508	5	1,784	17	9,979			12	6,834	2	146	2	86	20	3,687	2	573
CATAHOULA	25,249	61,213	70,206	8	5,993	6	3,858	26	18,442	7	14,859	19	6,505	9	2,016	3	3,891	19	3,182	6	4,442
CLAIBORNE	35,459	67,893	74,529	6	1,808	15	4,176	35	19,893	13	23,117	18	5,861	12	3,124	8	2,774	17	3,575	7	3,137
CONCORDIA	50,359	59,277	59,492	5	1,171	11	5,479	41	14,445	17	15,269	16	7,837	10	2,710	9	3,370	31	3,875	8	1,812
DE SOTO	46,273	89,026	97,818	13	6,908	11	8,235	43	33,123	15	21,844	23	6,110	10	2,484	10	2,693	13	4,448	6	3,204
EAST BATON ROUGE	1,332,321	1,449,428	1,434,899	123	66,790	68	290,912	343	322,801	179	265,385	206	99,075	222	56,947	228	66,693	474	127,010	75	46,883
Baton Rouge	1,091,065	1,170,762	1,156,202	89	54,442	49	266,602	221	194,115	129	228,394	162	79,979	184	50,719	162	57,848	375	110,282	50	34,045
EAST CARROLL	23,585	30,605	31,258	5	4,413	9	1,923	21	9,167	7	5,588	10	3,844	7	1,227	2	108	12	1,406	4	1,761
EAST FELICIANA	20,030	32,882	35,074	11	2,281	4	675	37	10,482	12	10,701	15	3,905	2	763	4	239	16	3,120	4	727
EVANGELINE	67,704	126,545	138,270	17	5,776	13	9,628	97	43,179	22	36,362	28	7,967	21	4,139	17	7,662	44	5,545	17	9,603
FRANKLIN	51,904	73,347	76,095	6	6,803	12	7,069	34	24,021	16	16,635	23	5,404	10	2,588	11	2,083	15	1,863	8	3,068
GRANT	18,[illegible]24	23,777	24,171	8	213	6	986	43	10,634	6	8,495	7	1,326	1	82	5	661	8	1,011	2	334
IBERIA	205,894	575,124	677,166	25	44,528	13	52,014	127	180,731	46	167,322	52	40,960	39	43,990	48	27,661	134	53,325	19	24,872
New Iberia	176,100	493,417	581,297	19	36,880	7	47,627	78	140,542	38	152,870	34	31,720	33	40,529	43	23,911	94	43,557	13	22,742
IBERVILLE	70,848	84,419	84,914	7	4,969	13	5,683	64	26,570	19	17,793	26	6,231	11	2,384	19	2,731	70	9,326	11	4,241
JACKSON	35,354	45,124	45,952	6	1,470	6	4,855	35	14,498	10	9,855	15	3,200	13	1,973	11	2,696	18	2,220	7	1,888
JEFFERSON	1,734,439	3,819,132	4,308,360	144	118,493	67	651,220	430	1,180,907	223	770,259	2[illegible]3	327,901	273	231,486	232	212,931	694	430,670	66	130,178
JEFFERSON DAVIS	91,384	230,485	267,314	20	13,977	13	17,761	60	65,678	27	80,278	46	30,032	23	9,046	22	6,153	60	13,950	14	12,809
Jennings	67,794	189,432	223,052	11	10,850	6	16,118	27	51,217	16	73,961	19	21,838	14	7,883	13	4,593	32	11,783	7	10,514
LAFAYETTE	580,687	1,652,564	1,952,352	60	114,470	35	263,741	264	385,373	76	373,047	124	139,136	116	143,292	98	105,609	246	202,668	34	34,028
Lafayette	512,712	1,460,278	1,725,485	41	55,449	21	259,237	133	330,655	68	369,846	93	119,368	108	142,492	91	90,858	194	188,610	27	47,501
LAFOURCHE	223,861	380,872	408,907	42	30,971	23	32,475	127	113,314	50	76,564	77	35,102	53	12,453	31	18,214	137	51,744	27	16,545
Thibodaux	117,063	200,335	215,323	14	13,547	8	18,690	34	54,313	16	40,273	15	12,242	29	7,792	19	8,468	69	40,879	9	7,622
LA SALLE	35,350	40,752	40,743	11	1,762	7	2,112	38	14,057	20	10,147	13	3,052	9	1,542	9	1,305	22	2,204	7	1,998
LINCOLN	103,369	129,280	131,201	8	5,917	8	11,567	41	29,301	23	28,313	31	9,898	25	9,763	26	4,699	50	13,665	10	4,204
Ruston	93,008	116,550	118,327	8	5,917	6	9,481	26	27,388	20	28,195	21	7,773	23	9,716	24	[illegible]606	37	11,131	8	4,065
LIVINGSTON	94,060	170,658	185,459	22	15,976	6	10,348	85	53,506	36	52,947	33	21,485	8	2,213	18	3,766	49	10,932	9	6,690
MADISON	30,408	41,574	42,877	4	813	5	2,801	29	14,323	7	11,134	12	3,725	14	2,077	7	1,322	25	2,434	5	1,553
MOREHOUSE	82,698	112,760	116,300	19	6,183	9	13,111	66	32,018	23	34,851	26	6,845	16	4,645	22	2,863	32	4,725	15	4,381
Bastrop	77,802	107,588	111,209	17	6,052	7	12,516	30	30,374	20	33,933	22	6,359	16	4,645	20	2,810	26	4,358	12	3,565
NATCHITOCHES	82,056	176,386	197,875	17	14,384	19	14,180	70	51,430	30	31,351	35	16,503	21	8,601	22	7,704	58	26,629	7	5,372
ORLEANS	1,783,578	1,872,698	1,841,959	126	39,148	62	197,554	569	416,920	200	274,513	254	125,500	364	130,993	242	84,004	1,149	289,689	107	72,149
New Orleans	1,783,578	1,872,698	1,841,959	126	39,148	62	197,554	569	416,920	200	274,513	254	125,500	364	130,993	242	84,004	1,149	289,689	107	72,149
OUACHITA	494,746	542,919	538,354	61	29,469	44	83,959	190	118,809	104	114,061	108	38,076	91	29,930	96	23,861	204	45,658	39	15,695
Monroe	360,548	443,952	384,038	31	16,731	30	74,755	92	60,182	67	104,068	68	17,956	65	24,889	68	18,804	127	31,511	24	9,194
West Monroe	100,441	109,534	108,449	26	11,685	11	8,080	52	39,661	26	6,329	26	9,071	25	4,918	19	4,069	50	10,103	9	4,935
PLAQUEMINES	56,088	99,185	107,247	13	5,440	2	4,251	46	41,747	17	4,788	23	13,756	10	668	3	4,374	52	26,892	6	1,748
POINTE COUPEE	47,695	108,852	123,444	5	4,140	11	8,265	56	42,549	13	32,397	18	10,630	8	3,725	11	4,863	45	[illegible]	8	5,057
RAPIDES	610,198	447,151	442,847	60	22,442	28	75,389	181	100,558	87	82,412	105	35,113	64	30,710	71	18,096	172	[illegible],425	25	15,814
Alexandria	331,100	353,479	348,751	36	17,104	12	64,833	109	63,766	61	74,285	52	19,296	57	30,097	55	15,972	124	[illegible],526	18	11,193
Pineville	42,196	49,137	50,526	5	3,689	5	5,575	18	21,634	13	2,242	21	6,535	4	333	10	820	15	4,798	5	3,125
RED RIVER	21,298	26,456	26,811	2		5	1,946	22	7,035	7	6,519	12	2,611	10	1,081	8	898	11	1,649	3	1,748
RICHLAND	57,785	89,359	94,271	11	5,102	12	4,955	33	29,202	22	18,477	29	11,117	20	3,870	10	3,976	21	3,603	11	4,929
SABINE	54,253	66,975	67,814	11	1,960	18	9,205	39	18,474	23	20,652	18	4,166	7	768	12	1,620	18	2,720	6	1,769
ST. BERNARD	147,734	168,993	168,681	19	3,329	10	22,892	76	76,502	37	[illegible]3,192	36	16,681	23	6,597	22	4,023	89	15,887	13	7,562
ST. CHARLES	59,245	110,474	120,637	7	6,357	7	9,220	38	47,226	15	16,682	26	15,348	12	3,814	10	3,609	61	11,838	5	3,836
ST. HELENA	4,872	8,985	9,789	3	334	2	1,270	11	4,507	2	655	5	655			1		5	366	1	905
ST. JAMES	42,572	63,341	66,338	8	8,063	7	4,471	32	20,828	9	11,111	16	4,4[illegible]	11	2,282	11	5,715	33	4,166	6	2,193
ST. JOHN THE BAPTIST	53,592	86,671	92,183	11	2,114	5	12,847	35	35,832	10	5,293	22	9,716	16	4,053	11	3,123	47	10,909	8	3,800
ST. LANDRY	210,367	407,117	447,875	27	26,258	30	29,189	202	121,594	43	96,417	87	41,101	55	26,336	44	17,847	121	27,533	32	24,065
Opelousas	88,418	178,524	197,952	9	5,547	9	11,446	51	30,172	20	60,879	26	15,208	30	17,046	16	9,595	38	12,995	10	12,076
ST. MARTIN	61,499	109,013	117,944	13	5,615	13	5,413	84	44,257	17	25,341	36	7,375	11	2,094	11	2,436	67	14,815	13	3,622
ST. MARY	190,706	402,706	450,535	34	21,798	12	23,905	114	140,119	49	78,097	56	44,453	43	24,118	37	15,612	136	54,588	21	17,290
Franklin	38,855	92,035	102,673	6	4,016	5	7,359	28	35,691	12	19,544	14	7,625	13	5,755	6	1,485	27	7,265	7	[illegible],041
Morgan City	111,676	217,881	239,974	18	10,232	3	11,654	46	61,658	22	42,142	23	24,556	22	11,589	28	13,300	69	38,359	10	10,014
ST. TAMMANY	260,708	768,646	913,970	44	60,639	27	83,329	118	255,624	55	172,542	72	108,889	61	28,000	49	17,467	173	99,821	16	30,328
Slidell	151,063	450,101	336,257	16	26,034	12	60,071	43	134,026	30	108,485	37	66,349	34	15,952	22	7,529	87	70,729	7	16,161
TANGIPAHOA	249,999	333,446	342,458	36	22,887	26	34,119	159	90,185	64	76,570	68	34,357	70	16,334	42	7,722	118	27,550	2[illegible]	11,484
Hammond	140,692	197,423	204,577	17	15,166	11	25,727	53	44,916	31	46,107	22	15,375	42	12,194	27	6,084	58	19,154	[illegible]	6,036
TENSAS	12,394	17,360	17,981	2	1,677	9	1,798	18	4,852	8	6,108	9	1,812	1	103	1	61	6	274	[illegible]	655
TERREBONNE	343,970	750,927	851,921	45	36,129	27	154,389	143	192,711	57	193,560	60	45,046	75	37,299	47	37,203	168	95,035	23	30,735
Houma	1[illegible]7,390	325,483	347,444	32	21,048	17	41,253	88	93,967	37	52,277	36	20,463	50	15,746	33	18,564	121	55,877	15	12,013
UNION	[illegible],742	37,189	36,883	9	3,120	11	1,115	53	10,964	19	11,476	23	3,860	6	891	8	331	13	894	10	2,151
VERMILION	113,393	272,192	312,973	22	21,576	14	15,285	91	86,194	33	70,370	56	31,527	42	14,446	39	9,475	111	24,121	21	17,431
Abbeville	[illegible],731	195,722	230,070	11	17,155	7	13,986	30	56,920	20	59,415	20	16,825	23	10,805	25	8,148	51	18,028	9	10,464
VERNON	75,002	96,365	98,254	17	7,844	9	6,629	76	36,945	24	15,213	19	3,626	20	3,318	12	2,289	55	9,938	4	1,567
WASHINGTON	109,935	125,544	125,338	14	3,701	13	7,259	77	42,980	31	24,214	38	9,946	32	8,534	28	5,078	57	6,091	12	6,225
Bogalusa	72,322	85,150	85,451	8	2,646	8	4,220	33	29,655	18	15,740	22	7,585	19	6,318	14	2,620	38	4,324	7	4,837
WEBSTER	117,114	104,899	100,384	13	4,428	17	9,929	76	30,347	37	21,870	42	9,318	36	5,579	23	3,549	44	4,183	14	3,003
Minden	67,156	60,412	57,852	7	2,757	6	6,532	33	16,166	19	12,483	23	5,878	21	3,130	16	2,307	20	2,623	6	1,670
WEST BATON ROUGE	24,226	56,316	64,074	3	3,198	3	2,178	26	32,268	6	2,206	14	13,933	6	842	2	152	33	5,788	3	2,687
WEST CARROLL	26,278	38,259	39,914	10	2,705	10	4,661	34	10,440	16	12,612	8	2,330	7	1,101	4	109	7	732	4	1,426
WEST FELICIANA	14,688	31,634	35,519	1	1,119	4	2,572	10	11,187	2	7,631	9	5,599	2		1	395	11	3,363	3	1,462
WINN	37,243	47,776	48,695	8	2,292	12	3,708	26	16,186	12	11,937	15	4,083	8	1,802	3	591	14	2,455	6	1,460

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

MAINE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,615,742	5,734,589	6,170,174	662	371,931	522	616,475	1,822	1,542,284	953	1,110,800	933	478,076	579	209,364	673	184,754	1,814	537,150	288	185,137
METROPOLITAN STATISTICAL AREAS																					
Bangor, Me	392,987	637,702	664,033		39,232		83,816		143,854		142,404		44,721		25,044		31,117		59,071		19,976
Lewiston-Auburn, Me	302,427	374,977	381,964	37	15,510	28	45,327	102	85,422	63	87,679	51	27,697	45	14,205	57	10,773	117	34,348	20	8,200
Portland, Me	766,933	1,271,187	1,355,415	90	60,787	72	184,234	236	295,940	115	183,612	128	78,830	97	56,738	100	35,919	302	117,268	46	31,685
Portsmouth-Dover-Rochester, N.H.-Me	681,808	1,800,552	1,936,615		107,107		119,243		397,596		397,527		160,996		62,402		64,059		213,857		48,858
COUNTIES, Cities																					
ANDROSCOGGIN	331,932	412,566	423,464	51	19,055	37	46,641	131	100,714	80	91,124	62	31,238	52	15,029	65	11,498	136	37,537	23	9,130
Auburn	118,522	147,366	151,278	8	2,874	9	14,864	32	32,855	26	60,168	19	12,950	5	1,330	20	3,172	32	11,013	6	1,840
Lewiston	168,412	277,137	210,000	22	8,565	16	29,963	63	46,893	29	25,117	26	13,028	40	12,875	32	7,013	79	22,106	11	5,203
AROOSTOOK	281,493	377,902	398,780	56	20,071	47	45,901	170	95,601	74	80,008	91	39,602	64	14,831	47	15,045	138	26,846	31	13,677
CUMBERLAND	918,868	1,526,434	1,657,215	123	90,534	90	227,467	298	373,524	148	238,421	163	104,528	120	64,964	129	45,960	339	140,124	54	41,485
Brunswick	104,405	176,278	191,160	15	22,228	8	20,908	30	48,579	18	42,193	14	10,054	13	5,463	23	9,621	32	16,825	6	4,390
Portland	202,050	393,689	407,390	34	20,268	25	30,693	113	93,495	50	69,716	46	25,545	42	12,223	44	13,002	137	47,735	20	9,927
FRANKLIN	66,108	136,041	152,966	17	8,588	14	11,838	56	39,280	28	31,528	21	9,351	14	5,396	11	2,712	46	14,344	6	4,462
HANCOCK	143,268	267,060	294,859	27	22,826	38	25,223	86	81,435	53	47,675	36	18,839	25	9,112	28	7,143	105	33,123	12	8,757
KENNEBEC	383,500	585,200	623,371	51	33,536	39	74,868	157	151,229	108	128,082	90	40,114	51	27,484	59	22,360	168	49,759	27	16,204
Augusta	152,055	249,618	269,362	15	13,802	13	39,652	46	63,932	33	66,623	31	16,335	18	10,376	17	12,972	56	19,327	10	5,889
Waterville	128,026	180,221	189,081	10	4,634	7	25,753	32	45,805	29	36,639	19	6,797	14	13,252	23	4,971	45	18,893	9	5,395
KNOX	107,619	177,427	191,566	35	12,360	20	15,722	78	51,862	38	29,998	25	18,795	29	9,478	38	6,375	60	15,166	9	6,276
LINCOLN	75,519	140,548	155,134	28	21,466	12	2,106	63	41,139	25	22,830	23	16,399	14	3,172	25	4,892	58	18,039	7	3,056
OXFORD	118,462	198,746	215,256	33	18,282	31	16,388	90	61,735	40	41,320	43	17,140	24	3,859	29	3,690	68	18,858	15	10,962
PENOBSCOT	493,292	777,691	832,975	78	53,138	55	95,462	194	192,433	117	176,581	113	67,076	66	28,659	80	34,425	174	66,702	34	22,954
Bangor	252,390	396,402	424,285	20	26,594	14	73,480	52	67,665	35	99,434	38	22,576	36	19,322	32	24,743	72	39,742	13	12,299
PISCATAQUIS	42,689	68,893	74,098	9	3,751	13	3,646	39	27,128	20	12,263	22	6,727	4	753	11	2,447	25	4,151	6	2,829
SAGADAHOC	50,460	130,182	152,541	10	3,853	11	3,611	33	47,599	25	43,641	20	13,728	6	1,750	9	2,770	27	8,746	4	4,005
Bath	33,239	90,349	101,774	5	2,553	2	973	19	39,941	8	24,233	8	5,777	6	1,750	8	2,581	14	4,729	4	4,005
SOMERSET	103,696	225,968	256,724	30	21,427	26	5,646	97	82,122	37	39,000	47	25,594	17	7,449	34	8,490	58	17,116	12	14,819
WALDO	55,180	75,310	78,576	17	4,578	14	3,226	56	24,184	26	14,378	23	6,451	8	1,122	13	1,669	40	7,734	7	4,030
WASHINGTON	88,612	111,541	114,702	30	7,645	31	9,893	77	38,942	34	13,362	42	11,600	15	1,640	25	2,633	63	7,421	8	3,207
YORK	375,844	523,100	547,967	67	28,821	44	28,837	203	133,357	100	100,589	112	50,864	70	14,666	70	14,645	307	71,484	33	19,284
Biddeford	67,941	85,538	87,966	8	6,343	6	8,040	35	23,316	22	11,832	15	5,529	17	3,603	17	3,621	38	6,459	6	3,151
Saco	54,384	82,895	88,206	7	1,262	6	7,633	15	26,720	8	26,233	11	7,685	5	1,907	4	1,515	22	6,865	2	3,097

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,377,108	21,604,272	23,025,708	1,128	743,079	648	2,988,309	4,055	5,291,049	1,836	4,053,080	2,465	2,217,249	2,160	1,020,117	2,094	934,977	5,726	2,417,625	771	869,133
STANDARD METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md	6,911,201	10,292,101	10,970,017	557	313,290	311	1,352,025	2,242	2,618,406	887	1,877,700	1,145	1,006,527	1,139	466,354	969	427,288	3,291	1,274,470	439	377,412
Cumberland, Md-W.V.	315,197	373,577	381,749	45	18,796	31	48,790	145	98,485	66	37,983	101	38,686	72	18,478	70	16,872	194	35,930	31	17,341
Hagerstown, Md	421,922	471,846	503,306	37	24,089	37	70,149	122	105,277	66	73,000	95	80,493	60	19,653	76	18,494	175	38,887	19	15,445
Washington, D.C.-Md-Va	11,847,217	19,411,051	20,996,201	667	639,412	362	2,826,083	2,187	4,306,114	1,044	3,787,739	1,684	1,990,954	1,611	1,077,868	1,684	902,026	3,698	2,334,350	532	965,432
Wilmington, De-N.J.-Md	1,791,371	3,007,234	3,271,620	177	129,505	99	462,565	514	720,004	202	504,899	370	313,346	274	132,986	368	159,090	719	301,377	107	119,766
COUNTIES, Cities																					
ALLEGANY	275,550	315,106	319,988	36	15,612	22	42,751	106	83,759	50	47,134	61	30,942	58	15,257	54	14,232	153	30,638	27	15,721
Cumberland	150,385	162,444	163,280	23	13,266	10	21,404	48	36,069	24	23,193	40	16,553	32	10,198	23	6,950	74	13,316	12	7,194
ANNE ARUNDEL	1,215,748	2,177,628	2,395,011	97	90,188	42	337,568	275	561,555	219	449,642	218	241,850	140	59,544	150	76,094	446	273,080	57	74,405
Annapolis	176,255	335,367	372,973	19	19,831	3	15,630	42	53,995	66	131,706	24	16,847	49	13,722	31	8,066	67	44,364	12	18,144
BALTIMORE	2,653,492	4,112,359	4,405,628	190	123,154	101	628,252	598	1,087,898	274	715,047	389	377,576	432	219,328	345	194,011	856	460,713	136	139,477
BALTIMORE CITY	2,088,617	2,626,851	2,711,264	142	38,748	105	258,256	1,072	601,207	204	468,114	294	208,237	440	144,625	306	109,225	1,614	384,226	185	110,839
Baltimore	2,088,617	2,626,851	2,711,264	142	38,748	105	258,256	1,072	601,207	204	468,114	294	208,237	440	134,625	306	109,225	1,614	384,226	185	110,839
CALVERT	58,766	74,479	74,975	7	3,553	8	1,625	37	26,571	18	12,245	15	9,140	6	1,244	11	2,841	38	8,960	3	2,514
CAROLINE	57,630	56,758	56,162	13	5,050	10	1,180	50	18,175	23	13,225	24	6,757	11	797	11	1,325	27	2,943	4	1,761
CARROLL	238,363	302,421	312,582	54	22,627	21	14,460	102	86,478	52	55,379	70	33,019	24	6,819	52	10,271	105	24,531	16	14,906
Westminster	93,384	116,467	120,061	14	12,367	3	1,838	24	25,728	19	23,235	21	10,408	13	4,748	19	3,608	37	12,634	5	6,557
CECIL	177,635	337,139	361,574	26	16,909	13	9,797	56	76,344	56	66,510	38	49,075	11	3,152	22	9,051	90	40,157	7	7,702
CHARLES	193,593	293,557	313,276	15	12,160	15	12,711	52	73,378	45	66,893	44	42,074	13	11,573	29	8,787	100	34,979	8	19,972
DORCHESTER	86,758	79,148	77,324	12	2,656	10	6,124	70	21,551	21	7,198	23	7,413	21	2,063	16	1,818	58	7,184	6	3,283
Cambridge	71,292	64,161	62,532	7	1,425	9	6,067	39	17,986	15	6,650	15	6,217	19	2,034	15	1,794	35	5,840	5	3,210
FREDERICK	351,702	546,846	586,386	36	38,028	18	76,356	94	120,248	59	93,584	79	77,211	47	19,253	50	21,801	136	52,991	19	18,664
Frederick	314,978	441,483	475,927	21	25,325	13	75,618	48	95,974	39	76,473	45	59,043	46	18,970	50	16,077	82	38,610	11	16,500
GARRETT	75,223	130,237	142,347	13	16,367	6	7,241	33	43,524	25	37,873	18	6,594	12	1,583	18	6,592	39	8,105	6	4,938
HARFORD	369,155	491,013	515,844	38	20,949	23	47,292	114	138,617	59	87,586	88	65,862	51	14,190	61	14,586	123	52,254	29	22,466
HOWARD	294,725	514,998	563,829	25	13,914	11	64,551	58	127,395	30	84,413	54	69,965	48	21,745	48	21,963	115	70,362	12	14,211
KENT	54,756	71,701	74,528	15	5,301	7	4,662	33	23,950	22	10,444	20	6,363	6	1,355	12	1,795	40	9,660	3	3,949
MONTGOMERY	2,406,665	3,976,309	4,315,730	142	130,189	37	706,492	348	902,627	168	773,927	265	380,420	304	238,432	265	213,890	580	402,095	89	170,336
Rockville	289,850	416,368	440,022	15	34,066	7	27,274	44	79,540	24	107,194	28	35,294	39	19,080	40	31,796	71	45,387	9	10,846
PRINCE GEORGES	2,370,001	3,926,857	4,153,509	117	105,686	70	612,868	441	919,837	233	774,105	392	709,518	295	188,503	319	163,696	583	365,099	99	193,593
QUEEN ANNES	50,902	63,831	68,850	11	3,710	8	1,646	23	15,256	9	15,519	32	10,010	4	103	16	1,138	32	9,324	4	1,108
ST. MARYS	122,893	185,975	195,849	17	12,572	13	14,975	55	48,228	33	33,123	42	19,610	25	4,424	34	9,133	90	22,664	5	6,137

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MARYLAND RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SOMERSET	32,150	32,400	32,292	7	976	6	1,089	49	10,763	20	4,542	21	4,077	6	333	8	959	21	3,787	4	823
TALBOT	122,583	158,284	164,152	21	9,965	12	2,788	54	37,756	33	34,156	30	15,585	30	10,790	25	7,882	47	15,098	6	6,466
Easton	99,491	130,993	136,290	15	8,892	4	1,958	24	29,914	22	33,375	19	12,653	26	9,483	22	7,018	27	9,274	5	5,496
WASHINGTON	421,922	493,866	503,306	37	24,009	27	70,149	122	105,277	66	73,000	95	80,495	60	19,653	76	18,494	175	38,897	19	15,445
Hagerstown	255,995	294,242	298,888	19	13,347	12	38,070	65	63,480	42	62,546	47	25,049	43	14,852	46	9,136	110	25,481	11	8,686
WICOMICO	285,435	353,118	362,054	33	20,063	17	52,239	106	83,314	50	62,505	61	27,795	61	20,796	49	13,482	97	31,228	15	10,842
Salisbury	255,321	302,547	309,627	22	15,209	12	44,718	66	71,262	37	53,627	41	18,767	61	20,796	37	12,565	75	27,640	15	10,842
WORCESTER	169,378	292,311	319,239	24	10,691	26	12,137	107	77,141	27	62,513	52	27,653	55	14,553	27	11,911	161	68,670	12	9,575

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,474,302	32,163,937	35,201,104	1,851	1,265,771	1,295	4,093,320	5,745	8,232,474	2,834	4,895,577	3,882	2,793,556	3,340	1,862,525	3,454	1,283,008	9,940	4,156,842	1,697	1,152,432
METROPOLITAN STATISTICAL AREAS																					
Boston, Ma	10,125,573	18,647,121	21,600,834	838	718,823	579	2,626,451	2,865	4,883,233	1,113	2,963,133	1,842	1,581,940	1,795	1,230,874	1,631	843,813	4,864	2,507,686	566	707,210
Brockton, Ma	497,764	736,338	826,762	48	19,060	26	107,215	133	189,699	99	120,208	116	68,050	90	37,207	83	27,447	229	88,217	38	20,971
Fall River, Ma-R.I.	427,347	590,863	639,748	45	25,055	65	83,067	300	153,213	115	68,523	106	47,893	82	32,670	78	27,838	276	69,934	44	23,762
Fitchburg-Leominster, Ma	310,212	490,456	539,319	41	17,631	33	78,007	86	134,806	78	75,369	77	30,494	60	26,008	58	30,079	160	31,753	28	17,226
Lawrence-Haverhill, Ma-N.H.	996,655	1,807,265	2,153,806	113	87,357	84	230,657	306	564,373	171	332,364	215	173,387	181	131,710	207	85,086	548	216,897	87	63,413
Lowell, Ma-N.H.	595,002	1,133,958	1,320,975	52	49,219	59	151,506	183	362,464	98	216,194	141	127,220	70	47,232	108	34,879	297	135,169	63	45,527
New Bedford, Ma	466,242	592,837	638,957	57	25,010	37	86,398	188	152,333	127	78,873	112	43,743	98	37,883	103	34,101	331	68,598	38	23,032
Pawtucket-Woonsocket-Attleboro, R.I.-Ma	1,109,063	1,588,260	1,752,387	113	54,238	58	195,082	306	435,870	186	295,438	224	142,015	183	82,076	143	65,340	340	168,011	70	62,893
Pittsfield, Ma	323,108	402,948	429,177	41	21,019	37	48,540	87	108,723	65	58,367	73	36,426	78	20,100	72	15,498	191	40,792	25	9,628
Salem-Gloucester, Ma	982,998	1,813,243	2,115,430	78	70,781	61	407,798	268	407,419	122	281,316	1,080	135,592	173	144,226	147	67,248	463	231,842	81	69,592
Springfield, Ma	1,950,898	2,650,531	2,838,113	226	121,838	161	294,178	618	734,148	375	431,877	407	249,955	349	128,843	389	91,590	1,024	298,522	208	89,479
Worcester, Ma	1,272,075	1,856,458	2,022,274	136	72,496	66	270,445	381	401,780	246	324,619	286	171,221	209	90,912	217	81,163	683	193,858	121	63,406
COUNTIES, Cities																					
BARNSTABLE	674,814	1,439,105	1,612,996	89	96,806	46	127,037	222	372,452	108	160,875	176	148,957	153	83,181	121	45,479	561	282,872	53	46,369
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	402,872	626,751	647,639	65	31,623	61	67,312	143	168,475	108	84,730	128	55,335	114	30,094	106	20,116	384	65,766	40	18,473
North Adams	71,917	82,047	82,784	9	4,949	10	10,536	15	26,267	15	10,124	18	4,900	13	4,446	13	3,327	33	6,269	6	2,324
Pittsfield	227,783	283,120	290,036	23	13,207	23	42,395	43	73,119	40	40,226	34	15,497	45	14,356	36	11,934	104	32,272	17	8,087
BRISTOL	1,358,637	1,898,936	1,993,151	148	61,516	126	271,037	584	490,008	340	293,872	325	158,287	255	98,600	260	84,314	836	210,782	132	62,642
Attleboro	107,207	146,955	133,231	14	4,128	4	10,417	27	35,753	24	30,993	23	13,730	21	8,415	20	3,117	47	15,661	9	6,479
Fall River	248,793	324,659	335,567	18	8,082	49	39,301	128	86,881	82	49,925	56	23,179	53	19,885	51	20,671	168	30,244	30	11,395
New Bedford	246,109	281,451	284,172	33	11,347	21	12,139	136	61,846	69	44,806	69	23,434	57	12,048	65	22,573	210	32,718	37	12,534
North Attleboro	73,127	103,217	108,167	10	6,081	4	10,491	16	29,441	19	18,055	19	12,538	9	1,154	13	3,182	33	10,219	5	2,374
Taunton	116,281	142,941	146,192	11	3,228	11	7,984	38	42,808	28	25,028	39	12,313	33	9,039	32	7,745	70	11,203	10	5,228
DUKES	43,508	58,363	60,619	15	5,986	6	1,134	28	14,531	10	6,420	8	2,963	22	4,614	13	1,181	49	9,782	4	1,535
ESSEX	2,185,326	3,531,259	3,805,963	191	136,280	167	556,116	678	784,982	324	578,573	448	[illegible]	404	[illegible]	381	139,098	1,179	489,069	200	117,951
Beverly	143,223	233,690	251,466	10	7,877	11	[illegible]	33	65,229	22	43,804	29	16,795	21	15,360	17	3,634	59	23,641	15	7,672
Gloucester	89,379	136,480	145,031	7	7,996	9	7,962	45	42,020	8	20,974	20	10,595	12	4,080	11	2,517	75	22,531	11	8,344
Haverhill	178,896	279,260	290,067	16	10,344	20	22,282	47	68,471	33	61,841	41	26,813	28	22,657	27	14,628	79	26,634	17	9,573
Lawrence	189,272	274,518	289,166	14	12,175	18	9,631	90	54,894	41	65,026	44	23,641	41	17,379	59	21,348	135	33,014	26	8,887
Lynn	233,930	317,308	330,199	20	7,498	27	10,735	97	79,950	42	85,241	47	23,479	48	19,595	49	13,570	160	31,846	28	13,476
Newburyport	45,134	68,462	72,082	4	1,457	3	3,606	21	20,042	10	5,712	12	5,513	18	4,431	20	3,277	37	8,558	7	2,446
Peabody	233,113	341,085	359,624	10	4,973	9	135,770	44	44,095	23	30,357	36	28,342	36	19,584	28	10,771	76	27,631	11	7,541
Salem	145,435	196,080	203,807	10	7,508	12	35,721	46	58,159	35	26,577	22	9,290	22	9,857	30	9,098	102	25,286	15	7,145
FRANKLIN	166,277	253,520	269,999	26	11,575	22	23,825	82	54,464	55	55,542	50	22,871	29	9,160	47	8,393	122	27,544	23	9,732
Greenfield	105,296	176,171	190,449	8	7,836	7	20,748	27	39,320	26	42,729	18	13,392	20	8,149	20	6,661	38	15,169	13	5,983
HAMPDEN	1,433,981	1,928,274	2,004,291	162	87,150	111	219,398	462	508,158	265	301,275	307	177,922	236	91,001	280	70,537	760	201,277	152	63,005
Holyoke	142,121	198,475	207,655	13	3,683	8	11,019	51	58,214	33	40,009	30	14,568	21	7,799	38	9,053	94	21,386	27	8,601
Springfield	588,290	766,718	792,124	47	31,525	41	98,843	157	179,310	82	113,882	103	71,075	121	51,011	108	32,700	257	72,370	59	23,220
Westfield	137,536	204,902	216,865	16	15,829	15	22,692	45	59,086	26	38,888	23	16,941	16	5,174	30	5,307	59	18,128	11	6,462
HAMPSHIRE	330,130	503,510	536,158	58	25,829	37	35,682	115	139,605	80	67,216	78	54,543	81	23,583	69	13,594	[illegible]	69,684	42	17,055
Northampton	127,284	169,618	175,942	11	3,643	13	16,903	29	43,679	22	32,450	19	11,808	35	11,365	29	4,759	55	20,603	13	5,756
MIDDLESEX	4,444,779	9,496,309	10,752,312	395	413,557	268	1,254,150	1,298	2,531,962	503	1,559,853	913	896,086	708	534,751	762	415,769	1,911	1,091,130	390	360,164
Framingham	315,05[illegible]	649,007	728,880	27	25,740	9	100,954	66	132,357	33	131,295	53	54,450	63	45,299	59	40,020	91	98,435	17	31,881
Hudson	45,50[illegible]	110,275	127,583	8	13,266	2	3,504	12	38,652	6	14,565	12	14,077	11	9,222	9	5,125	24	7,531	6	3,763
Lowell	272,108	511,174	564,424	21	18,554	37	76,792	87	116,330	46	140,424	54	45,660	38	18,050	50	17,512	148	47,550	33	21,221
Malden	128,562	235,732	259,184	13	7,893	11	25,279	68	55,354	23	43,389	33	29,153	30	10,865	17	9,971	75	26,414	15	9,622
Marlborough	88,409	200,443	239,060	8	15,277	4	12,835	24	57,663	14	31,681	25	22,824	11	10,899	14	4,235	44	30,662	9	11,110
Medford	198,273	396,833	443,325	17	17,749	15	21,298	59	133,140	21	76,265	31	29,058	30	16,625	32	12,509	69	25,997	15	26,934
Melrose	54,624	126,846	144,724	6	2,252	1	2,447	25	69,072	9	17,128	15	11,706	6	992	13	5,808	21	6,506	6	7,775
Wakefield	67,653	146,348	164,512	8	5,132			24	33,304	10	41,434	19	13,871	12	4,501	22	3,874	31	14,319	8	7,084
Waltham	250,280	507,184	567,884	22	26,482	17	41,517	58	129,157	19	61,612	34	44,439	27	21,367	43	38,560	123	75,856	21	14,407
Woburn	133,561	270,339	302,617	10	4,341	5	28,078	35	77,394	14	60,974	31	30,760	15	5,846	21	11,781	47	17,055	9	9,131
NANTUCKET	37,028	69,697	76,979	4	5,389	2	537	14	17,674	4	6,481	2	1,939	14	5,076	6	743	42	16,476	3	1,310
NORFOLK	2,019,737	4,096,631	4,596,503	175	164,962	96	521,671	499	1,117,597	232	710,409	390	359,176	317	237,803	351	184,737	786	476,514	170	141,483
Dedham	176,036	387,886	440,833	7	3,971	10	137,280	[illegible]	63,192	10	50,032	20	17,728	26	23,812	26	27,050	38	39,111	9	7,826
Quincy	306,183	523,606	568,313	14	10,200	19	56,735	71	138,583	36	79,967	58	63,855	30	12,959	48	33,061	135	63,374	28	26,820
PLYMOUTH	1,185,803	1,994,179	2,159,417	157	81,818	73	233,406	365	536,512	224	315,767	283	180,188	220	111,572	213	64,259	574	234,431	94	68,413
Brockton	362,923	573,330	613,265	27	9,851	17	100,873	97	139,163	45	79,824	70	40,530	73	32,757	56	20,945	146	65,726	26	17,999
SUFFOLK	2,138,309	3,254,140	3,458,574	127	56,111	166	386,395	723	710,886	155	271,761	300	176,547	474	251,059	278	111,180	1,544	670,130	201	140,270
Boston	1,886,876	2,813,746	2,978,533	109	43,585	126	346,118	605	589,557	117	218,101	264	142,735	421	232,515	248	91,903	1,376	613,855	177	120,096
Chelsea	90,783	139,740	174,385	6	6,341	8	17,091	36	34,096	14	24,303	15	9,014	16	2,472	12	8,570	61	17,141	10	8,746

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WORCESTER	1,973,101	3,023,263	3,226,523	129	115,159	136	395,640	612	785,168	435	482,803	474	282,776	313	142,837	367	123,608	1,085	311,385	193	104,030
Athol	37,449	58,464	62,399	3	2,401	1	2,759	17	20,717	14	10,008	7	3,711	6	1,353	6	2,704	20	2,065	5	2,310
Clinton	30,576	35,815	36,309	3	746	3	198	13	14,649	8	2,627	11	3,272	13	2,393	9	1,572	32	4,722	7	1,516
Fitchburg	153,937	246,010	263,674	13	8,171	16	32,940	35	76,470	38	40,398	32	22,170	22	9,857	24	8,635	72	20,672	12	10,030
Gardner	66,924	108,680	117,092	5	3,568	7	14,746	19	33,355	15	10,217	17	10,720	14	4,643	22	8,253	36	9,740	7	4,569
Milford	98,325	183,326	202,081	12	5,515	4	23,162	30	62,997	17	15,772	18	13,551	18	13,877	19	6,618	34	14,302	8	6,290
Southbridge	50,680	68,509	71,249	10	5,217	9	2,664	22	19,637	16	9,229	10	4,945	12	3,361	17	1,468	36	8,279	9	2,167
Worcester	606,932	808,603	838,857	45	26,383	29	95,623	182	183,400	93	169,199	111	53,505	110	40,948	100	43,594	328	82,665	56	26,827

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,677,356	42,212,352	43,970,019	3,712	2,046,030	1,372	5,579,353	9,033	9,488,945	4,970	9,256,527	6,572	4,121,377	4,649	2,117,194	5,042	1,928,188	13,836	4,502,532	1,899	1,535,727
METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, MI	981,126	1,764,401	1,952,624	73	92,787	27	280,939	171	343,151	122	409,164	163	192,361	141	98,934	144	95,849	398	216,314	42	66,390
Battle Creek, MI	458,717	540,332	552,827	67	19,808	21	78,078	116	116,333	84	105,009	118	66,496	65	19,707	96	23,259	245	70,686	32	20,394
Benton Harbor, MI	601,021	593,777	590,486	89	32,100	28	52,679	166	150,873	121	105,078	169	65,568	75	16,786	122	41,899	300	62,440	37	18,147
Detroit, MI	16,177,384	20,333,553	21,064,958	1,315	793,990	461	2,682,555	4,250	4,557,737	1,795	4,533,225	2,739	1,850,191	2,216	1,151,190	2,103	939,170	6,343	2,114,066	909	877,843
Flint, MI	1,817,915	1,978,109	1,837,798	170	68,953	57	258,134	396	358,710	233	489,628	274	170,726	224	71,410	271	86,358	587	139,360	108	67,179
Grand Rapids, MI	2,142,317	3,739,443	3,983,035	233	215,789	77	576,352	454	758,930	371	777,837	379	339,177	280	209,609	411	214,390	763	431,615	103	91,178
Jackson, MI	482,474	706,616	724,369	68	33,614	24	151,708	123	150,143	71	130,128	109	78,696	58	27,954	66	22,380	205	70,890	31	25,361
Kalamazoo, MI	798,370	1,264,099	1,368,550	77	66,824	36	275,432	145	265,710	106	221,469	135	117,075	128	60,356	136	68,574	290	143,734	32	28,661
Lansing-East Lansing, MI	1,453,134	2,346,261	2,419,031	143	96,394	35	377,320	335	443,518	200	346,043	286	219,962	210	103,761	207	102,287	511	366,010	77	55,680
Muskegon, MI	478,023	665,540	707,298	54	31,847	19	137,786	143	143,612	114	137,813	109	53,148	66	21,646	94	27,070	228	71,211	34	21,786
Saginaw-Bay City-Midland, MI	1,484,790	1,879,269	1,956,442	163	96,445	50	231,675	442	456,805	265	376,706	286	176,004	234	101,312	272	90,097	546	217,391	93	61,285
COUNTIES, Cities																					
ALCONA	21,152	26,238	27,097	8	1,951	7	1,014	19	6,425	8	8,600	13	2,927	1		4	348	29	3,316	2	1,157
ALGER	23,515	24,903	25,022	9	1,161	5	292	23	9,162	5	3,833	16	4,681	4	506	5	438	34	3,011	2	398
ALLEGAN	172,398	272,607	293,914	40	14,589	18	3,841	61	68,934	70	92,881	65	43,149	34	7,292	40	6,351	102	27,773	15	11,450
ALPENA	120,187	149,635	154,739	26	10,721	11	10,798	51	41,076	29	28,506	27	13,143	24	9,108	32	7,575	65	15,920	8	5,106
Alpena	100,442	119,271	122,163	14	6,017	7	10,651	34	35,847	17	16,871	17	8,669	24	9,108	24	6,492	44	13,182	7	4,265
ANTRIM	39,130	42,593	42,987	18	5,577	8	477	21	13,844	14	6,861	21	4,287	5	689	4	497	44	5,482	5	1,404
ARENAC	41,350	35,931	34,929	6	2,335	5	508	37	9,205	18	7,730	27	8,205	5	374	5	317	33	3,707	4	860
BARAGA	25,950	25,364	25,136	6	716	7	2,043	10	6,531	9	5,006	10	4,034	3	304	5	249	18	2,570	1	681
BARRY	70,972	76,465	77,056	23	5,136	5	1,572	36	26,360	27	13,565	25	8,932	13	2,996	20	1,766	41	6,689	8	2,350
BAY	423,811	467,525	474,476	49	23,912	13	50,625	139	108,271	86	112,334	97	47,886	60	16,573	84	19,190	183	48,801	28	13,898
Bay City	214,201	197,268	193,550	25	7,343	10	60,057	72	39,705	29	37,531	52	19,582	40	11,015	41	7,106	104	17,722	17	6,490
BENZIE	35,188	38,366	39,807	12	4,426			22	11,802	16	9,456	17	4,047	9	801	11	746	33	4,671	8	2,126
BERRIEN	601,021	593,777	590,486	89	32,100	28	52,679	166	150,873	121	105,078	169	65,588	75	16,786	122	41,899	300	62,440	37	18,147
Benton Harbor	104,068	119,236	86,416	5	1,135	[illegible]	16,936	25	9,056	22	25,331	20	5,470	7	3,576	19	1,764	43	7,418	8	4,214
Niles	65,360	63,607	63,004	10	4,120	3	4,439	18	15,609	13	14,374	19	7,981	14	2,442	12	1,474	40	9,239	4	1,401
St. Joseph	74,047	57,708	55,128	7	2,249	1	1,350	15	3,468	11	4,212	9	14,345	17	2,925	13	13,031	35	6,310	5	1,037
BRANCH	112,248	113,752	113,765	30	9,386	14	7,716	39	23,936	31	30,191	35	9,719	24	3,964	25	2,826	60	12,018	8	3,461
Coldwater	66,835	59,000	57,503	12	2,270	8	7,033	21	16,972	12	15,410	14	2,760	16	2,736	12	1,870	25	5,223	5	2,509
CALHOUN	458,717	540,332	552,827	67	19,808	21	78,078	116	116,333	84	105,009	118	66,496	65	19,707	96	23,259	245	70,686	32	20,394
Albion	37,508	45,914	47,309	5	1,718	3	1,746	12	8,771	12	14,717	9	4,590	8	2,299	10	1,635	20	7,990	5	2,361
Battle Creek	197,715	230,351	235,229	27	10,969	8	35,094	42	37,577	30	57,518	40	22,071	29	13,012	39	7,857	108	21,611	11	8,683
Marshall	47,841	55,413	56,928	12	1,822	4	3,023	10	13,157	10	12,771	16	7,907	15	1,777	13	2,875	29	10,323	5	2,584
CASS	85,190	79,486	78,190	23	3,973	4	1,232	44	24,463	28	18,468	29	7,034	[illegible]	[illegible]	18	1,307	76	10,192	7	2,379
Dowagiac	35,669	33,683	33,289	15	2,852	3	1,023	21	12,248	11	4,380	12	[illegible]	[illegible]	[illegible]	8	607	28	3,082	2	1,217
CHARLEVOIX	57,057	64,552	65,586	14	4,440	12	1,435	30	21,071	27	13,112	23	[illegible]	13	[illegible]	20	3,208	49	7,372	7	2,062
CHEBOYGAN	81,488	96,043	98,271	18	7,329	10	1,854	33	26,626	24	16,654	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,521	83	13,288	5	1,877
Cheboygan	41,935	49,875	51,460	10	4,716	2	781	18	20,574	9	5,780	[illegible]	[illegible]	13	[illegible]	4	913	40	5,870	3	1,338
CHIPPEWA	96,034	91,379	90,146	28	6,046	8	9,101	63	24,468	24	14,167	44	9,570	23	[illegible]	17	2,021	78	10,222	8	[illegible]
Sault Ste. Marie	72,234	68,198	67,189	15	3,774	5	7,520	32	16,728	12	11,290	24	[illegible]	19	4,072	12	1,777	38	6,340	6	2,632
CLARE	70,763	96,239	100,966	22	9,898	11	1,877	47	32,996	16	17,203	32	9,848	[illegible]	3,446	18	3,907	54	9,152	5	2,867
CLINTON	114,306	174,839	187,370	25	18,009	8	1,776	44	53,234	33	47,229	35	25,130	22	7,150	21	5,605	47	15,542	9	5,215
CRAWFORD	38,257	49,063	50,950	9	1,916	4	3,355	14	11,963	5	10,878	19	9,592	5	685	5	622	30	6,580	3	1,109
DELTA	133,249	190,776	202,013	34	14,796	13	18,609	71	51,720	29	39,966	46	26,048	24	7,636	29	8,784	93	19,172	7	2,458
Escanaba	104,266	147,649	156,039	15	6,561	9	16,713	29	34,436	21	38,850	24	19,015	20	6,319	22	8,455	50	14,297	5	2,372
DICKINSON	96,930	137,213	145,069	28	9,376	12	22,732	43	28,080	21	32,277	30	14,255	19	6,878	21	6,544	71	13,053	6	3,628
Iron Mountain	52,464	69,831	72,998	14	6,551	5	2,829	19	10,038	13	19,321	18	10,083	15	4,938	12	4,505	37	7,608	3	1,571
Kingsford	28,331	41,695	44,368	4	287	4	17,579	10	10,792	3	8,197	3	1,338	1	1,163	3	1,311	8	1,578	2	1,688
EATON	337,887	402,121	412,689	38	10,297	19	92,598	78	78,954	45	82,726	80	43,431	57	19,391	50	12,310	102	38,155	13	6,287
EMMET	120,378	168,335	177,501	27	12,689	11	15,257	37	36,535	22	28,037	36	20,841	42	13,499	26	8,288	65	20,765	9	4,681
Petoskey	98,791	137,128	144,399	16	10,945	7	14,735	15	30,366	15	21,999	22	15,659	32	12,043	18	7,779	33	13,477	6	3,669
GENESEE	1,817,915	1,978,109	1,827,798	170	68,953	57	258,134	396	358,710	233	489,628	274	170,726	224	71,410	271	86,358	587	139,360	108	67,179
Flint	688,143	667,556	660,898	58	24,654	22	30,933	195	138,666	93	141,623	119	67,331	115	34,586	122	40,965	334	80,139	58	30,446
GLADWIN	45,064	65,090	69,049	11	4,150	6	2,351	23	20,717	16	15,214	21	8,488	8	1,149	8	2,309	31	6,513	6	2,163
GOGEBIC	60,740	72,525	74,384	17	3,827	11	7,712	31	17,238	14	12,845	29	8,109	16	2,575	14	2,620	87	7,567	5	1,838
Ironwood	40,812	48,095	49,552	6	859	8	6,850	16	10,603	8	8,858	11	4,516	10	1,971	12	2,468	37	4,289	4	1,689
GRAND TRAVERSE	242	475,243	535,836	40	54,768	14	52,328	82	93,197	43	112,894	48	50,970	41	27,533	61	24,822	106	61,814	15	13,406
Traverse City	156,105	295,872	329,448	20	34,422	11	35,496	47	63,876	21	35,806	36	37,243	36	23,662	46	18,277	73	44,684	12	8,921
GRATIOT	115,007	114,192	113,637	22	6,945	10	8,700	49	27,863	33	22,393	47	15,331	33	3,526	24	3,368	58	11,531	8	3,890
Alma	61,909	67,443	68,086	9	4,064	6	8,266	16	18,488	9	8,494	15	7,040	16	2,555	9	1,629	25	7,399	3	2,676
HILLSDALE	96,388	118,772	122,902	33	7,796	8	10,610	41	34,680	37	28,166	28	9,960	20	4,991	27	3,913	65	10,482	7	5,625
Hillsdale	60,430	84,056	88,566	7	3,658	5	10,392	15	26,633	16	21,310	6	4,155	13	4,266	12	2,796	23	7,117	5	5,209

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HOUGHTON	100,858	114,645	116,582	20	8,639	9	4,062	55	35,438	32	19,509	45	14,510	14	4,750	20	3,273	91	12,450	8	3,192
Houghton	25,970	29,550	30,266	5	2,532	2	1,158	6	7,644	8	8,529	8	3,615	6	2,968	3	1,965	12	3,087	2	996
HURON	101,580	129,557	134,432	42	10,139	10	2,527	54	36,369	42	32,094	43	14,393	24	5,032	32	5,224	92	13,720	11	4,746
Bad Axe	29,107	36,477	37,951	7	1,135	3	1,747	6	9,957	7	9,816	5	2,829	9	2,500	4	1,480	8	2,397	3	3,491
INGHAM	1,000,941	1,669,301	1,818,992	80	68,088	31	282,946	213	311,330	122	416,088	171	151,401	131	77,220	136	84,372	362	212,313	55	44,378
East Lansing	97,140	142,602	151,654	2	2,635	1	399	22	27,335	6	18,823	15	15,893	24	20,080	19	9,198	42	29,824	5	4,518
Lansing	628,893	987,813	1,063,569	39	39,334	16	161,326	131	157,623	76	309,662	90	77,383	59	26,523	85	60,175	210	120,271	32	24,977
IONIA	139,309	150,338	151,535	35	10,804	9	19,446	42	44,417	34	29,594	39	14,655	27	3,588	24	2,845	73	12,178	9	3,484
Ionia	40,966	42,946	43,342	9	2,858	4	4,191	10	9,271	10	11,748	7	3,501	13	2,530	9	737	21	4,316	6	1,795
IOSCO	83,191	86,533	86,659	21	8,439	10	2,044	48	23,212	26	16,151	31	10,664	19	1,814	29	3,430	64	9,355	7	3,926
IRON	45,716	55,099	56,598	11	1,981	7	2,207	19	16,503	14	7,488	30	16,913	11	1,270	13	1,219	60	4,861	4	1,143
ISABELLA	146,264	272,948	303,359	26	17,587	6	23,045	37	70,596	26	53,869	33	29,169	34	19,464	27	11,753	74	39,241	11	13,678
Mount Pleasant	114,980	204,970	225,720	10	11,310	6	23,045	21	54,719	15	23,732	23	19,225	34	19,464	20	10,545	50	29,231	8	12,399
JACKSON	482,474	706,614	754,269	68	35,614	24	151,708	123	150,143	71	150,128	109	78,696	58	27,954	66	22,380	205	70,890	31	25,361
Jackson	202,542	231,504	235,640	24	9,477	8	20,170	39	31,853	29	55,285	45	25,791	33	17,527	34	13,082	114	28,837	17	10,865
KALAMAZOO	798,370	1,264,095	1,368,550	77	66,824	36	275,432	145	265,710	105	221,469	155	117,075	128	60,356	136	68,574	290	143,734	32	28,661
Kalamazoo	397,155	506,768	525,789	33	32,570	15	59,586	36	67,571	53	134,916	62	39,592	65	30,347	64	26,228	152	63,447	14	12,300
KALKASKA	33,591	48,224	51,111	6	4,105	3	312	14	13,747	9	18,113	11	4,740	5	566	3	382	19	4,637	1	1,908
KENT	1,733,723	2,936,531	3,082,913	170	165,156	53	407,399	347	597,046	263	589,168	282	257,931	220	180,955	308	175,714	608	337,113	78	68,799
Grand Rapids	756,703	1,183,852	1,273,301	65	51,743	27	191,267	182	221,123	78	231,237	114	77,205	118	64,890	164	84,194	305	140,347	35	32,868
KEWEENAW	3,688	2,975	2,836	1	27			11	1,239			6	648					14	606		
LAKE	12,796	15,546	15,990	7	1,232	3	615	24	4,785	3	576	9	2,139	1		1	631	30	3,788	2	345
LAPEER	159,360	189,421	194,340	28	9,581	13	8,512	55	52,442	41	49,613	39	22,278	24	8,069	29	5,944	57	16,918	13	10,953
LEELANAU	26,693	34,959	36,435	8	2,408	4	1,239	25	8,979	11	1,331	21	10,628	4	741	11	671	34	5,926	3	472
LENAWEE	303,537	366,819	377,016	51	16,908	23	30,862	77	90,170	80	89,024	69	35,612	48	14,316	53	12,896	159	34,215	19	11,844
Adrian	126,558	155,962	160,819	13	5,162	7	28,018	20	33,967	19	18,011	24	15,009	19	9,844	20	5,563	48	16,397	7	7,773
LIVINGSTON	225,970	303,517	317,790	43	19,061	12	19,835	74	82,340	45	61,502	47	47,430	30	6,266	49	10,094	92	34,993	12	14,994
LUCE	22,409	17,547	16,781	5	928	2	351	14	5,944	7	5,084	7	398	4	478	5	286	21	1,496	2	397
MACKINAC	35,823	49,636	52,247	12	3,797	2	1,806	30	13,553	9	2,966	28	11,345	10	640	6	856	62	9,663	3	716
MACOMB	2,702,797	3,105,096	3,176,171	215	161,681	57	378,836	387	767,003	311	724,909	441	284,307	278	107,867	364	149,928	854	289,138	130	125,750
Mount Clemens	139,325	124,219	121,253	11	1,748	3	11,251	39	35,952	18	26,792	32	12,981	15	5,435	24	4,175	56	7,463	8	4,249
MANISTEE	63,081	66,804	67,128	14	3,824	10	5,522	30	17,520	24	13,997	27	8,210	11	2,622	14	1,568	53	5,698	6	2,665
Manistee	37,144	38,581	38,869	5	1,417	5	4,545	13	8,303	12	7,998	11	3,612	11	2,622	12	1,356	30	2,815	5	2,246
MARQUETTE	212,969	273,463	284,058	39	17,353	17	26,147	78	67,657	46	50,426	57	35,412	38	10,827	44	11,899	139	34,036	9	5,653
Marquette	109,182	138,513	143,581	13	5,192	4	2,759	35	35,229	23	28,702	22	16,814	26	6,733	30	8,914	56	17,987	4	3,364
MASON	81,970	93,785	95,471	14	7,691	9	9,419	38	25,531	14	16,977	27	7,866	13	1,948	20	2,445	54	11,996	8	4,099
Ludington	35,016	40,998	42,195	8	3,269	5	3,833	18	11,676	6	4,505	15	4,673	8	876	14	1,934	27	5,051	5	1,871
MECOSTA	90,783	113,374	117,248	14	5,792	13	9,834	37	27,062	27	22,493	31	14,988	15	4,840	22	4,438	58	14,375	8	3,443
Big Rapids	47,270	55,174	56,361	5	1,996	3	2,860	8	14,548	12	8,672	10	5,427	13	4,084	12	2,664	32	8,843	5	2,156
MENOMINEE	64,207	83,254	86,839	14	3,223	9	13,092	30	23,481	30	17,793	23	11,622	8	925	16	2,300	55	9,876	2	400
Menominee	50,533	70,359	74,136	2	3,113	4	11,575	12	19,263	23	16,465	[illegible]	10,507	5	900	11	1,872	28	7,792	1	357
MIDLAND	212,662	335,077	360,973	35	23,145	8	35,128	59	96,072	45	72,993	45	34,659	41	15,054	40	12,219	61	29,852	13	17,625
Midland	189,158	303,500	326,981	26	20,746	6	35,128	41	87,240	35	68,626	30	27,980	39	14,368	36	11,872	44	25,254	11	15,065
MISSAUKEE	18,644	33,853	37,413	6	1,492	4	761	8	10,320	7	5,729	12	12,756	3	172	2	1,211	16	3,063	2	1,100
MONROE	331,270	425,126	442,431	43	[illegible]	[illegible]	35,188	90	101,581	64	116,052	84	58,713	24	9,516	35	16,325	158	40,056	22	11,697
Monroe	92,173	143,401	154,099	14	7,854	[illegible]	11,716	34	43,003	13	15,096	26	23,126	13	8,064	18	13,430	17	14,432	7	3,882
MONTCALM	[illegible]	162,482	164,603	28	16,849	16	22,451	54	37,899	48	36,546	46	17,435	17	3,572	32	5,025	77	13,305	10	4,020
Greenville	45,837	51,228	52,306	4	727	7	13,443	4	12,657	10	7,621	8	5,149	10	3,296	14	2,740	18	3,615	3	1,832
MONTMORENCY	21,599	21,415	21,268	8	3,042	2	1,482	17	4,437	3	1,243	12	2,493	5	1,252	7	304	27	3,162	2	1,294
MUSKEGON	478,025	665,540	707,292	54	31,847	19	157,786	143	143,612	114	137,813	109	53,148	66	21,646	94	27,070	228	71,211	34	21,786
Muskegon	164,636	206,838	214,015	17	5,809	4	26,361	44	43,630	32	48,795	36	16,568	34	10,046	39	11,339	74	21,239	9	8,437
Muskegon Heights	31,244	37,304	38,257	3	151	2	2,046	17	6,419	17	9,286	10	3,468	8	1,611	13	3,929	25	5,451	5	1,685
NEWAYGO	67,034	91,175	95,671	21	9,335	10	2,577	34	29,901	20	19,302	21	9,316	12	2,511	24	2,915	52	9,594	6	2,263
OAKLAND	4,528,678	7,570,191	8,096,057	362	309,089	115	1,098,506	897	1,561,374	474	1,740,492	635	642,943	811	596,574	649	391,682	1,302	790,814	225	331,957
Pontiac	305,080	340,528	345,171	16	10,167	9	48,554	47	58,568	46	92,918	55	32,728	19	11,325	33	12,138	108	29,641	16	14,591
Royal Oak	338,555	474,804	501,048	27	21,191	6	17,587	52	[illegible]	40	148,899	51	50,552	40	12,392	57	30,448	107	55,913	20	18,844
OCEANA	44,700	62,817	66,303	19	5,552	5	1,371	29	23,932	29	12,596	16	5,004	5	838	12	1,309	42	5,800	5	1,902
OGEMAW	55,396	72,045	75,008	21	5,708	8	1,762	33	24,027	18	12,823	19	11,604	8	1,787	11	2,161	29	4,937	5	2,866
ONTONAGON	27,758	33,787	34,782	10	1,968	4	1,162	16	8,108	10	10,333	15	6,239	7	865	6	583	34	3,587	3	912
OSCEOLA	36,530	50,351	52,958	26	5,838	4	1,090	35	17,390	7	5,557	26	7,611	10	1,341	10	609	31	4,475	5	1,853
OSCODA	13,550	13,332	13,227	10	2,111	2	300	13	4,830	6	507	10	1,612	2	322	6	310	21	2,590	2	212
OTSEGO	63,476	79,361	82,043	15	8,838	4	883	25	19,003	19	10,503	26	17,234	11	1,823	9	1,972	38	12,503	4	2,073
OTTAWA	408,594	802,912	900,122	63	50,633	24	168,953	107	161,884	108	188,669	97	81,246	60	28,654	103	38,676	155	94,502	25	22,379
Grand Haven	76,007	145,407	162,207	11	3,316	5	40,557	14	20,242	16	38,613	14	11,170	14	8,372	11	7,321	32	15,772	4	4,595
Holland	127,739	249,189	279,029	17	9,526	6	21,589	31	50,234	36	83,767	30	27,757	30	7,898	40	16,340	47	25,905	12	6,663
PRESQUE ISLE	35,706	37,327	37,419	12	5,407	7	1,526	26	11,492	10	7,037	15	2,993	8	833	8	1,605	33	3,172	5	1,198
ROSCOMMON	61,482	61,611	61,324	19	6,552	11	950	39	19,403	19	6,466	28	8,534	14	1,467	17	1,291	72	9,084	6	2,340
SAGINAW	848,317	1,076,667	1,120,998	81	49,388	28	165,922	244	252,462	134	191,379	144	93,459	133	69,865	148	58,688	302	138,738	52	29,762
Saginaw	254,217	228,580	223,485	22	8,294	13	13,032	91	53,240	42	50,347	56	20,023	48	14,027	48	7,081	136	27,216	26	10,254
ST. CLAIR	394,258	507,318	527,311	57	26,211	23	50,689	142	124,498	98	91,515	94	52,655	50	21,885	76	22,660	200	62,011	28	20,825
Port Huron	178,775	242,782	254,684	17	11,030	10	24,962	45	46,199	30	36,677	37	30,278	31	18,357	40	17,252	75	28,975	11	7,071
ST. JOSEPH	160,341	220,226	231,604	31	11,227	16	13,667	61	61,471	51	56,377	47	27,519	31	7,167	35	6,557	76	21,336	15	7,081
Sturgis	61,069	90,037	95,850	8	2,890	5	8,040	14	23,264	11	18,372	15	15,295	13	3,824	15	3,597	18	7,392	[illegible]	3,683
Three Rivers	44,717	59,111	61,991	9	5,621	2	575	18	16,728	15	14,840	14	7,085	11	2,879	8	1,676	23	3,364	[illegible]	2,208
SANILAC	95,154	105,205	106,494	49	13,381	13	1,697	55	30,397	42	24,506	39	9,825	22	3,508	25	3,973	62	8,058	10	3,549
SCHOOLCRAFT	26,982	31,667	32,380	10	1,927	2	794	18	10,875	7	5,200	16	2,645	6	1,505	7	730	35	4,321	3	1,184
SHIAWASSEE	203,312	294,951	314,997	42	29,756	16	25,380	71	85,543	54	76,803	45	26,465	27	6,297	38	9,380	80	22,583	16	11,814
Owosso	61,294	58,606	57,869	12	2,498	4	3,848	32	7,550	23	13,678	16	6,211	17	4,386	16	5,090	29	6,295	6	2,906
TUSCOLA	128,591	136,229	136,919	40	11,842	13	2,893	65	32,903	53	36,951	50	18,014	27	4,200	29	2,927	85	11,419	12	4,130
VAN BUREN	159,370	218,757	229,962	44	14,758	13	4,892	68	69,560	53	68,550	55	24,915	20	3,012	32	6,100	94	19,712	12	6,433
South Haven	48,461	65,274	68,633	8	4,891	5	3,353	14	21,368	14	18,849	9	4,620	10	2,010	10	2,948	20	4,612	3	2,206
WASHTENAW	951,126	1,764,401	1,952,634	72	92,787	27	280,939	171	343,151	122	409,164	163	192,361	141	98,934	144	95,849	308	216,314	42	66,390
Ann Arbor	499,241	804,694	870,013	24	41,378	11	145,885	71	166,981	34	88,652	61	59,323	103	77,471	77	58,294	143	100,232	20	31,019
Ypsilanti	70,186	80,749	82,273	6	2,857	1	51	25	11,340	14	15,779	20	13,808	11	3,681	13	5,227	57	16,383	7	4,239
WAYNE	7,234,951	8,232,886	8,310,858	565	247,206	224	1,100,989	2,405	1,866,489	762	1,749,142	1,389	741,865	999	401,013	901	342,537	3,680	679,136	479	357,667
Detroit	[illegible]	2,501,222	2,419,525	217	63,339	98	149,744	1,348	581,763	308	571,049	703	248,430	349	98,024	337	79,359	2,057	312,048	238	114,342
WEXFORD	[illegible]	173,209	184,985	19	11,872	7	13,205	35	46,867	32	40,870	31	22,971	17	7,959	22	7,430	49	15,137	6	7,033
Cadillac	[illegible]	109,713	117,070	12	7,736	5	7,676	19	30,097	18	19,010	18	12,812	17	7,959	19	5,378	27	9,198	4	3,780

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,566,601	21,659,713	23,332,451	2,523	1,704,597	812	2,938,699	3,709	4,390,643	2,339	4,172,773	3,280	2,364,727	2,398	959,274	2,802	930,357	6,315	2,401,761	825	678,904
METROPOLITAN STATISTICAL AREAS																					
Duluth, Mn-Wi	916,103	1,025,329	1,034,115	149	70,114	43	122,078	273	221,236	131	147,611	224	107,319	153	48,034	173	42,238	561	116,334	55	28,415
Fargo-Moorhead, N.D.-Mn	587,007	938,398	1,088,203	88	79,742	24	117,283	122	157,104	82	215,500	99	87,215	97	50,867	113	51,948	234	113,362	25	28,805
Minneapolis-St. Paul, Mn-Wi	7,507,636	13,246,331	14,470,532	796	863,099	248	2,294,674	1,327	2,653,542	828	2,699,614	1,322	1,323,985	1,165	592,757	1,357	605,592	2,705	1,513,116	342	391,134
Rochester, Mn	395,863	599,640	608,413	42	52,011	11	89,315	53	103,881	57	112,258	72	55,402	58	31,730	65	29,383	115	66,097	14	25,760
St. Cloud, Mn	651,733	1,174,861	1,292,524	115	106,209	23	112,260	147	139,833	105	149,334	133	103,870	85	39,775	112	32,801	226	102,272	25	26,554
COUNTIES, Cities																					
AITKIN	32,818	37,413	37,824	16	2,953	10	2,226	22	7,974	9	6,342	19	7,112	7	890	6	177	31	4,374	4	1,467
ANOKA	535,319	1,467,961	1,739,945	59	210,478	20	382,887	111	344,508	88	221,079	91	158,395	41	30,772	96	64,377	158	167,036	17	38,184
BECKER	81,202	80,671	79,631	19	9,796	9	4,705	37	16,079	19	12,522	34	10,688	12	4,972	17	2,055	46	6,857	6	2,177
BELTRAMI	107,178	159,505	169,121	23	14,505	9	11,957	33	33,887	25	30,335	31	23,674	19	6,273	25	7,372	60	21,905	5	3,532
Bemidji	87,758	128,605	135,991	17	11,903	5	5,738	17	27,847	17	28,103	28	17,996	17	4,985	15	6,568	37	15,996	4	2,492
BENTON	61,780	105,307	114,440	21	18,464	3	273	26	27,384	12	10,125	25	17,075	9	[illegible]	15	3,786	35	18,093	5	3,410
BIG STONE	24,812	41,459	44,878	15	3,906	5	1,051	15	5,305	10	6,892	11	12,364	8	1,557	7	608	34	5,342	4	1,711
BLUE EARTH	229,683	186,733	178,346	42	13,692	9	18,283	45	33,645	47	36,606	46	14,812	42	11,720	46	8,058	107	21,830	11	6,953
Mankato	199,978	163,291	156,060	27	8,904	7	16,200	26	29,965	35	33,618	31	11,255	35	11,183	33	7,182	81	19,178	9	6,660
BROWN	92,894	113,402	116,235	32	14,057	4	5,648	24	29,842	36	18,848	31	10,198	21	6,414	20	3,243	64	12,765	10	4,366
New Ulm	61,550	81,351	84,421	12	8,800	1	4,518	10	23,008	23	12,961	14	7,079	14	5,542	13	2,566	32	8,829	5	4,145
CARLTON	89,860	144,668	155,558	21	11,483	7	7,757	32	35,513	24	33,334	32	27,345	13	4,951	24	3,432	62	13,726	6	4,634
CARVER	72,915	101,231	106,021	32	16,089	2	707	27	21,094	14	25,544	33	18,501	8	1,284	24	3,292	55	9,777	7	2,399
CASS	67,758	79,809	86,400	26	11,587	10	1,149	37	22,010	20	10,633	26	14,491	9	2,221	10	742	44	9,881	4	1,460
CHIPPEWA	42,409	42,824	42,398	21	4,816	7	3,051	16	8,586	14	7,075	17	4,686	12	2,612	12	1,265	28	3,482	6	1,680
CHISAGO	59,340	117,642	131,430	28	12,498	4	1,032	39	29,262	14	30,646	22	27,043	13	2,664	15	2,226	55	12,432	5	2,804
CLAY	147,153	206,140	216,299	29	22,320	5	4,095	41	52,133	30	34,234	35	25,601	23	6,531	30	16,196	77	29,632	8	7,991
Moorhead	116,758	168,953	178,217	13	13,423	3	2,625	20	45,753	19	28,233	18	21,782	21	5,914	22	14,762	41	24,303	5	5,579
CLEARWATER	18,020	22,112	22,646	8	2,153	4	1,532	18	4,485	5	2,488	10	5,098	3	266	7	842	20	2,110	2	1,195
COOK	15,114	20,069	20,841	3	666	1	959	8	5,156	7	1,618	8	4,212	4	1,198	3	129	18	3,269	1	340
COTTONWOOD	44,565	48,756	48,950	15	4,088	6	2,329	19	10,076	10	12,303	15	4,637	17	2,396	16	1,982	26	3,558	5	1,320
CROW WING	145,618	243,669	263,909	38	21,302	11	19,079	60	55,857	46	45,741	54	33,917	34	7,713	38	9,180	126	31,374	12	7,610
Brainerd	97,607	157,709	169,667	14	10,106	4	16,036	29	41,620	28	31,433	25	16,987	20	5,392	24	6,743	56	15,681	8	5,318
DAKOTA	578,054	838,249	758,664	67	68,114	17	[illegible]	124	170,975	73	149,320	102	73,739	112	28,938	109	26,287	207	83,668	29	25,917
DODGE	31,039	35,511	[illegible]	19	8,496	2	[illegible]	16	9,172	11	7,488	12	1,909	2	574	10	684	20	3,210	4	815
DOUGLAS	93,610	146,023	156,112	31	15,760	6	[illegible]	37	27,202	26	24,575	31	18,611	23	8,413	30	8,669	57	17,484	8	8,580
FARIBAULT	56,422	66,484	67,616	36	[illegible]	4	[illegible]	27	16,329	17	15,124	34	8,278	19	3,449	25	2,133	51	6,262	10	2,293
FILLMORE	57,540	74,241	76,766	38	[illegible]	9	[illegible]	38	[illegible]	33	19,907	31	7,468	13	1,594	19	3,530	56	6,368	8	2,263
FREEBORN	125,238	238,178	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	50,432	30	65,632	39	30,570	19	8,322	29	10,200	71	24,146	8	10,456
Albert Lea	106,971	215,960	242,017	10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	24	[illegible]	25	[illegible]	18	8,291	22	8,752	48	21,041	7	10,366
GOODHUE	123,062	148,690	151,892	32	14,595	11	9,148	39	[illegible]	31	[illegible]	34	16,149	23	3,121	37	5,565	71	15,139	12	4,886
Red Wing	65,758	80,696	82,633	9	7,790	7	[illegible]	13	26,802	11	[illegible]	15	6,682	12	1,793	15	3,864	30	7,893	5	2,871
GRANT	16,472	26,755	28,826	13	4,585	1	372	17	[illegible]	10	9,180	7	1,415	4	665	7	384	16	3,048	6	1,216
HENNEPIN	3,916,593	6,728,955	7,374,945	308	322,197	97	1,292,037	677	1,228,318	345	[illegible]	601	[illegible]	682	368,213	712	545,160	1,189	753,242	156	189,017
Minneapolis	1,313,574	1,683,172	1,736,192	102	95,708	30	242,110	200	286,797	114	180,246	182	165,250	248	92,479	265	98,880	457	247,462	76	64,274
HOUSTON	32,873	38,832	39,499	17	4,575	5	858	29	12,714	10	5,930	14	7,080	7	401	15	1,040	47	4,875	4	627
HUBBARD	43,344	54,298	55,825	14	4,226	8	1,296	22	16,283	13	11,597	18	8,325	5	1,598	14	1,642	36	3,964	4	2,165
ISANTI	47,691	79,400	85,895	37	5,771	10	4,164	19	22,254	11	16,930	15	12,411	7	930	15	3,518	24	5,847	4	4,444
ITASCA	138,198	252,046	280,293	33	27,077	9	14,131	45	63,667	25	43,726	45	48,708	19	12,413	21	5,577	82	25,922	7	10,157
JACKSON	28,210	40,045	42,115	14	5,561	2	612	17	9,982	12	10,530	11	4,246	11	1,463	17	1,945	22	3,537	5	1,587
KANABEC	31,881	46,646	49,312	10	5,229	4	1,230	12	13,181	13	10,739	9	6,739	7	1,402	9	851	19	4,804	3	1,191
KANDIYOHI	118,541	199,573	216,420	40	24,939	9	24,765	36	38,242	33	29,351	40	18,662	34	18,069	20	8,420	58	21,453	8	8,534
Willmar	95,582	[illegible]	181,253	21	18,185	8	24,468	15	32,502	16	23,438	18	13,521	32	17,953	17	8,184	31	16,806	7	8,417
KITTSON	17,408	21,362	21,883	9	1,564	2	375	11	5,089	9	3,761	13	5,283	6	293	7	809	16	2,004	2	519
KOOCHICHING	58,162	62,388	62,435	12	5,301	11	2,803	21	12,018	14	7,941	24	12,592	11	3,562	12	2,307	37	6,703	4	3,287
International Falls	42,896	46,861	47,655	8	3,816	4	2,175	10	9,638	5	2,826	15	10,497	11	3,397	10	1,855	21	5,407	4	3,282
LAC QUI PARLE	21,798	18,745	18,068	15	2,495	6	398	13	4,097	12	3,434	15	2,941	8	367	8	922	20	1,399	4	691
LAKE	35,688	46,281	47,885	7	1,858	3	406	15	11,531	5	13,385	15	7,988	5	738	5	407	28	3,986	3	1,593
LAKE OF THE WOODS	10,218	17,027	18,421	4	1,788	1	1,009	7	2,757	2	1,270	6	5,999	4	325			6	1,944	1	261
LE SUEUR	54,631	73,205	76,162	23	7,090	4	832	29	16,703	17	13,269	23	17,334	14	1,709	21	2,387	45	7,685	8	3,332
LINCOLN	20,183	25,915	26,769	7	6,714	5	636	14	4,079	11	5,249	9	3,306	3	382	5	1,046	20	2,729	4	1,098
LYON	83,970	127,551	135,707	27	18,081	10	9,054	24	24,865	20	19,292	29	12,713	34	14,236	23	5,433	44	12,527	10	5,284
Marshall	65,133	97,673	104,182	13	14,130	5	7,507	7	17,667	12	14,818	15	7,966	27	12,858	13	4,393	23	9,255	5	4,381
MCLEOD	94,885	110,891	112,606	31	12,505	8	6,201	33	24,423	25	24,635	27	13,396	27	5,129	28	4,726	43	8,358	10	3,651
MAHNOMEN	12,004	19,195	20,615	4	1,437	5	1,136	7	4,265	4	3,345	7	5,610	1	560	2	250	12	1,655	2	613
MARSHALL	29,347	34,042	34,528	18	6,163	5	611	21	5,776	9	7,221	17	7,729	4	463	8	128	30	3,323	2	711
MARTIN	87,399	124,961	131,687	30	10,980	8	10,681	28	37,762	31	21,189	21	10,785	23	5,650	43	7,644	54	12,806	8	4,391
Fairmont	69,107	104,407	110,952	17	7,525	7	17,357	14	34,165	17	15,398	10	9,052	22	5,590	31	6,190	30	9,848	6	4,119
MEEKER	47,676	73,102	77,922	20	11,064	9	3,866	27	15,835	10	11,837	19	12,218	12	2,492	16	2,299	38	7,944	7	2,514
MILLE LACS	57,987	82,708	87,024	21	7,726	8	1,755	25	19,674	25	17,573	21	13,513	11	2,316	10	2,053	36	6,061	6	2,196
MORRISON	64,156	97,093	103,276	30	10,475	8	5,097	34	19,262	27	14,578	29	15,828	14	5,415	14	2,132	68	12,855	5	4,169
MOWER	123,891	159,977	165,808	27	9,127	14	14,648	41	38,297	27	29,871	35	16,591	31	8,388	34	9,703	77	17,188	9	9,039
Austin	108,497	148,148	154,610	15	7,694	10	14,412	28	36,333	21	29,240	19	14,444	28	8,268	23	8,517	59	15,490	7	8,450
MURRAY	23,677	27,272	27,637	12	3,194	5	911	12	7,570	9	4,337	15	3,118	8	917	9	1,461	19	2,826	2	417
NICOLLET	48,827	80,546	87,032	20	8,399	4	1,239	23	18,809	14	16,691	21	14,244	6	1,537	12	2,435	33	14,574	5	4,240
North Mankato	7,904	14,094	15,332	3	983	1	244	6	4,521	2	736	4	2,148			3	483	7	3,905	1	670
NOBLES	76,794	91,534	93,334	26	11,338	7	6,316	24	16,188	26	19,695	26	7,204	24	6,593	21	4,941	43	8,691	6	3,069
Worthington	62,629	77,515	79,499	11	9,485	4	6,231	9	13,596	18	17,199	13	5,663	22	6,462	15	4,592	23	6,988	5	2,944
NORMAN	20,506	22,701	22,818	18	3,610	3	132	25	4,919	15	5,351	15	2,266	10	847	6	399	27	1,978	4	1,016
OLMSTED	395,863	599,640	638,413	42	52,011	11	89,315	53	103,881	57	112,258	72	55,402	58	31,730	65	29,383	115	66,097	14	25,760
Rochester	346,164	546,909	586,030	30	46,627	10	88,725	41	97,803	44	83,607	55	32,387	55	31,379	57	28,845	96	61,947	13	24,760
OTTER TAIL	143,355	183,623	189,526	54	20,211	17	8,209	72	34,561	36	36,944	50	34,419	32	8,155	39	8,586	96	18,653	16	5,982
Fergus Falls	76,855	100,667	104,308	19	8,479	6	7,359	17	18,776	14	21,148	16	15,256	17	5,071	21	6,169	30	10,791	6	4,199

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PENNINGTON	62,432	78,230	80,391	11	10,125	6	7,374	16	15,251	14	10,650	18	9,436	9	4,048	11	3,493	21	5,711	5	2,436
PINE	48,866	66,718	69,546	18	4,751	7	1,931	21	12,952	13	17,935	24	14,065	6	444	9	1,260	40	11,262	3	1,132
PIPESTONE	37,071	50,674	51,112	17	7,914	2	2,295	19	11,041	11	7,568	23	8,113	7	1,926	15	2,623	24	4,201	5	1,280
POLK	101,815	133,974	138,935	33	19,247	9	5,120	44	29,972	57	17,753	40	21,562	19	3,197	26	4,940	65	15,842	11	7,390
Crookston	41,387	52,639	54,890	10	5,452	5	3,163	9	11,035	11	11,048	11	8,071	9	1,989	7	999	20	6,046	4	1,860
E. Grand Forks	30,145	40,129	42,126	5	7,116			6	11,442	6	1,630	7	3,578	1	541	13	3,115	12	6,120	2	4,315
POPE	20,920	25,491	26,074	12	3,160	4	707	12	6,894	4	3,085	11	3,079	8	667	5	128	25	4,017	3	1,256
RAMSEY	1,714,885	2,877,671	3,134,769	133	118,969	55	316,734	353	589,586	146	600,850	285	261,528	255	136,711	245	133,947	677	359,261	82	90,425
St. Paul	928,564	1,241,745	1,291,200	66	44,282	31	188,810	220	255,611	92	210,924	170	122,257	126	38,806	140	51,451	485	183,803	62	45,202
RED LAKE	12,716	16,204	16,710	7	2,209	1	1,028	8	2,855	6	2,827	8	1,417	3	384	2	1,109	16	2,567	1	782
REDWOOD	52,742	68,663	70,519	24	6,670	3	1,781	27	16,014	16	14,247	22	6,990	15	4,181	16	3,345	43	4,961	8	2,662
RENVILLE	42,008	71,079	77,133	25	8,087	7	1,216	31	16,450	21	20,960	21	8,934	10	1,310	17	2,193	46	8,341	11	3,238
RICE	123,318	206,195	223,124	29	19,335	12	9,102	41	50,448	28	37,104	41	30,024	27	10,334	28	7,580	70	30,036	8	5,752
Faribault	76,366	131,455	143,106	11	9,129	8	7,074	20	33,024	17	27,200	19	14,851	18	6,879	13	3,964	37	18,294	4	3,879
ROCK	26,169	25,716	27,288	9	2,600	5	1,305	13	6,852	9	10,618	12	3,443	8	2,729	5	1,066	19	5,286	3	782
ROSEAU	35,114	39,795	40,197	12	3,491	6	2,192	20	9,225	12	7,330	14	6,423	8	1,202	8	1,655	20	2,789	4	1,300
ST. LOUIS	782,653	842,453	843,327	125	54,163	52	110,794	222	182,364	132	120,014	177	81,892	137	41,369	150	38,661	384	86,298	45	22,899
Duluth	403,490	415,668	412,757	39	17,624	18	79,379	96	80,031	47	46,017	79	32,401	79	22,221	78	22,352	169	50,463	22	12,318
Hibbing	90,080	104,541	106,019	17	7,581	5	8,718	21	27,091	19	17,389	16	10,559	17	7,798	15	2,651	33	6,921	6	3,951
Virginia	105,304	117,323	118,136	12	6,843	5	10,419	23	28,022	13	17,964	21	15,047	25	8,603	21	3,507	39	7,599	3	2,260
SCOTT	103,997	152,664	161,476	27	14,744	9	1,925	36	33,070	22	37,844	35	36,028	13	2,448	23	1,628	67	18,256	10	3,996
SHERBURNE	46,550	105,476	120,745	19	14,454	3	1,838	13	9,154	15	31,981	22	26,882	5	4,029	13	2,438	27	14,355	1	991
SIBLEY	29,385	32,693	32,915	15	3,239	8	1,287	17	6,954	5	4,301	17	7,896	4	364	5	779	29	3,461	8	1,039
STEARNS	543,400	964,078	1,057,339	75	73,291	27	110,151	108	103,295	78	107,228	86	59,913	71	34,378	84	26,577	164	70,124	19	22,153
St. Cloud	433,617	826,561	915,902	29	47,951	14	108,135	39	70,681	37	70,048	39	41,870	58	32,697	48	18,420	79	59,702	11	18,798
STEELE	92,685	182,655	203,976	24	14,712	10	15,855	26	39,657	17	38,132	25	18,088	30	11,321	27	11,435	50	23,191	4	5,851
Owatonna	78,262	160,668	180,562	14	12,591	7	15,434	15	34,926	13	33,137	18	15,753	23	10,692	23	10,720	37	19,768	3	4,769
STEVENS	34,082	41,256	42,154	11	4,653	4	2,037	12	9,958	11	5,570	8	5,071	11	2,367	11	1,696	21	4,148	3	2,175
SWIFT	33,714	54,583	58,749	16	7,533	6	2,700	18	12,601	16	8,671	20	8,929	10	2,858	10	1,025	31	4,420	5	2,678
TODD	52,327	80,410	85,759	27	11,622	7	2,956	27	19,704	22	17,475	23	12,681	9	2,099	12	969	40	6,569	6	2,585
TRAVERSE	14,516	20,126	21,067	9	4,651	3	446	10	4,360	7	1,296	10	2,462	7	767	5	1,015	18	2,235	3	1,032
WABASHA	41,642	54,715	56,726	18	5,476	5	800	20	11,964	14	9,724	22	11,832	6	1,394	16	1,292	42	6,659	4	2,231
WADENA	55,295	56,215	55,822	19	11,679	4	2,440	20	9,801	16	10,351	22	7,797	11	2,593	10	2,094	28	2,675	4	1,304
WASECA	42,493	55,020	56,890	16	8,813	8	2,782	22	13,752	11	9,802	18	5,860	11	2,232	13	1,594	35	6,191	4	1,967
WASHINGTON	237,780	527,422	601,670	48	56,781	8	16,795	54	137,218	52	128,162	55	88,256	37	12,831	48	14,492	106	67,228	13	22,253
Stillwater	53,174	105,160	117,401	11	9,083	4	3,591	11	35,017	6	18,509	11	14,067	14	6,339	13	4,563	14	4,394	4	7,991
WATONWAN	37,273	52,850	55,553	17	5,463	6	2,101	17	10,933	10	15,707	16	5,059	11	2,591	13	2,013	25	6,306	2	1,930
WILKIN	22,858	37,988	41,088	12	5,200	2	915	14	8,785	6	5,739	9	4,925	3	554	5	1,036	18	4,690	3	2,150
Breckenridge	19,858	32,862	35,463	9	4,933	1	762	6	7,129	4	5,108	6	4,382	3	554	4	968	13	3,820	3	2,150
WINONA	139,461	151,537	151,930	30	12,118	14	14,941	35	35,969	23	25,309	42	14,073	26	4,468	31	5,680	78	17,541	7	4,432
Winona	110,699	121,797	122,372	19	8,800	9	9,773	22	32,481	17	20,212	26	10,234	24	4,150	26	5,055	57	14,112	5	3,618
WRIGHT	136,301	199,882	211,426	46	24,079	7	2,659	55	42,548	41	58,962	41	29,084	22	4,701	46	7,208	73	17,216	11	5,714
YELLOW MEDICINE	34,407	44,627	46,164	20	6,086	3	1,098	23	10,607	6	7,466	21	8,834	11	1,608	10	1,178	24	3,846	5	1,880

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,184,395	9,339,012	9,961,615	953	489,031	930	1,102,332	4,660	2,617,029	2,049	2,226,078	1,962	848,350	1,640	478,572	1,491	378,689	2,857	726,974	702	330,982
METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Ms	494,468	922,827	1,019,935	87	49,943	42	147,232	227	242,876	137	199,418	98	80,449	100	49,035	103	42,831	302	112,756	38	33,877
Jackson, Ms	1,127,373	1,815,837	1,951,593	110	68,869	87	267,548	447	431,685	215	453,230	280	164,601	219	89,215	215	81,946	400	197,152	94	52,938
Memphis, Tn-Ar-Ms	2,949,115	4,835,033	5,226,125	243	177,156	193	710,387	1,062	1,181,516	506	1,113,979	639	508,096	519	253,580	491	231,241	1,119	459,740	167	167,709
Pascagoula, Ms	278,018	240,440	231,286	40	13,236	26	27,836	131	75,039	76	35,962	64	19,907	55	7,425	58	7,579	144	19,265	20	9,188
COUNTIES, Cities																					
ADAMS	142,433	256,107	280,310	14	13,292	17	35,540	68	73,220	29	73,332	29	12,843	31	15,652	42	10,779	57	17,396	11	6,958
Natchez	137,042	246,338	269,605	13	12,254	16	33,205	60	68,684	26	72,800	24	12,194	31	15,652	41	10,439	54	17,248	10	[illegible]
ALCORN	94,025	137,537	145,231	13	10,492	9	13,121	47	27,693	67	32,143	36	16,259	32	9,106	31	6,061	54	10,204	12	3,937
Corinth	90,018	134,775	142,669	13	10,492	8	12,961	36	26,942	64	32,012	28	14,954	32	9,106	29	6,020	50	10,121	11	3,901
AMITE	14,803	16,635	16,728	3	250	6	903	20	5,560	7	3,964	12	2,089	6	732	6	430	14	657	5	702
ATTALA	43,250	35,832	34,218	10	2,175	8	2,818	70	10,042	17	6,756	18	2,499	13	2,461	15	1,567	16	1,040	6	1,136
BENTON	6,372	6,886	6,876	1	592	4	192	17	3,473	8	780	8	1,224			3	88	6	325	1	83
BOLIVAR	[illegible]	94,719	94,428	11	2,969	16	6,217	96	29,291	27	20,030	36	6,620	33	4,205	27	3,498	52	6,335	12	3,847
Cleveland	65,242	70,748	70,716	6	2,227	10	5,575	25	17,728	18	17,757	14	4,049	18	3,595	21	3,078	26	5,623	9	3,409
CALHOUN	30,151	33,036	33,081	9	3,346	10	2,097	26	9,519	19	8,709	19	3,262	19	1,552	5	750	10	764	9	1,382
CARROLL	8,614	11,012	11,325	2	218	2	149	21	2,448	1	327	13	6,625	1		2	82	8	256	2	172
CHICKASAW	41,407	49,447	50,263	4	1,666	18	2,730	42	15,527	16	13,475	15	5,743	20	2,053	17	3,160	14	1,369	5	1,435
CHOCTAW	10,817	14,069	14,518	3	362	4	710	15	6,326	6	1,500	6	2,531	4	314	4	620	7	349	3	752
CLAIBORNE	18,169	26,131	27,455	5	1,639	3	684	28	10,038	7	5,535	7	3,006	6	798	3	54	9	2,564	2	770
CLARKE	24,082	30,610	31,452	3	1,279	9	1,675	38	11,490	17	6,316	14	3,402	8	1,316	5	782	7	1,459	3	972
CLAY	40,996	47,863	48,462	6	390	7	3,694	37	14,431	14	10,408	16	4,908	15	2,177	13	2,375	28	3,219	6	1,815
West Point	39,619	45,682	46,855	5	360	7	3,694	29	13,253	14	10,408	15	4,762	15	2,177	13	2,375	26	3,110	6	1,815
COAHOMA	86,500	125,614	132,223	9	5,176	12	7,065	93	42,172	29	28,000	30	11,183	32	10,255	24	4,903	43	6,863	11	3,619
Clarksdale	80,753	117,462	123,681	8	5,017	9	6,904	55	37,253	17	27,461	23	10,234	28	10,166	22	4,709	38	6,639	9	3,432
COPIAH	54,916	72,896	75,500	8	2,005	15	3,781	56	21,510	26	19,353	21	9,611	19	2,345	18	2,877	21	3,082	9	3,138
COVINGTON	28,703	33,946	34,444	5	535	12	3,035	30	10,769	12	11,318	15	4,287	6	371	5	595	10	1,085	6	1,495
DE SOTO	86,412	129,050	136,542	17	4,699	10	12,126	69	53,065	35	28,044	26	12,870	12	1,497	22	3,326	39	7,499	8	3,931

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FORREST	235,997	396,785	437,617	33	34,209	22	64,283	88	65,167	76	113,914	45	27,619	55	25,811	57	22,309	111	41,739	22	18,519
Hattiesburg	237,237	361,344	383,987	29	29,119	18	58,672	66	63,774	62	92,190	36	20,213	52	24,334	49	21,258	103	38,469	19	14,297
FRANKLIN	12,260	18,354	19,430	3	717	2	313	17	2,759	9	5,184	9	1,650	2	133	3	152	6	273	4	4,113
GEORGE	26,805	36,369	37,814	5	1,023	8	2,869	27	13,789	16	8,196	11	4,075	7	910	12	1,039	13	1,380	5	1,786
GREENE	9,218	10,539	10,628	4	551	5	706	19	4,026	6	1,758	11	1,710	4	85	1	393	6	249	3	493
GRENADA	75,760	81,933	81,843	8	1,736	10	5,059	58	18,994	20	31,033	21	7,708	30	3,192	13	2,582	25	2,747	12	2,562
Grenada	73,566	78,141	79,056	8	1,736	9	4,976	42	16,817	19	30,782	18	7,530	30	3,192	13	2,582	25	2,747	12	2,562
HANCOCK	44,775	89,686	100,121	14	5,642	6	6,159	30	36,958	14	21,413	12	8,690	10	1,602	6	979	34	7,125	6	3,471
HARRISON	449,693	833,141	919,814	73	44,301	36	141,073	197	205,918	123	178,005	86	71,759	90	47,433	97	41,852	268	105,631	32	30,406
Biloxi	173,733	355,350	398,190	27	14,116	14	88,763	65	78,688	42	55,773	25	23,969	48	25,228	38	19,329	105	54,660	15	12,977
Gulfport	224,284	423,023	467,103	35	36,245	17	47,178	86	108,950	67	110,212	46	43,430	32	20,559	51	21,758	130	47,455	15	14,845
HINDS	935,243	1,459,414	1,558,618	78	54,266	54	238,284	331	330,467	148	376,809	183	116,225	184	77,711	173	65,421	322	136,538	72	41,915
Jackson	853,801	1,373,049	1,472,649	60	45,852	45	234,486	240	301,258	113	365,040	148	106,332	174	76,368	152	64,685	281	131,513	52	34,395
HOLMES	36,073	50,124	52,334	11	2,640	14	2,707	62	18,607	15	9,675	15	7,928	11	1,508	9	622	26	1,633	7	2,414
HUMPHREYS	21,170	33,195	35,432	7	1,969	10	2,160	26	7,421	14	8,186	16	6,287	10	2,345	9	796	14	1,159	6	1,780
ISSAQUENA	679	742	742					5	715									2	27		
ITAWAMBA	29,949	36,160	36,826	5	1,239	5	960	41	11,818	17	11,616	10	3,673	8	795	9	1,198	18	1,293	4	1,256
JACKSON	278,018	240,440	231,286	40	15,256	26	27,836	121	75,039	76	35,962	64	19,907	55	7,425	58	7,579	144	19,265	20	9,188
Moss Point	23,960	19,985	19,240	7	1,199	4	442	23	7,688	8	2,452	12	1,709	6	793	7	891	14	1,019	3	1,006
Pascagoula	175,123	146,570	140,203	19	7,688	15	20,436	47	38,470	40	29,141	29	8,589	31	5,152	36	5,804	72	11,141	8	5,558
JASPER	25,146	29,749	30,184	1	2,764	9	1,804	26	7,266	12	8,441	16	3,483	5	779	4	215	8	713	6	2,139
JEFFERSON	9,869	11,176	11,254	3	219	2	112	28	6,309	7	2,339	3	621	2	233	1		11	461	2	784
JEFFERSON DAVIS	19,703	26,156	27,089	6	2,340	8	1,109	30	10,693	11	6,219	9	2,496	9	809	5	223	4	335	4	742
JONES	166,210	289,195	315,551	22	11,670	16	37,829	102	85,483	42	59,164	50	25,850	39	16,017	35	15,542	75	20,964	20	10,797
Laurel	148,943	272,326	298,992	11	9,124	13	37,216	74	80,142	34	57,129	45	23,302	36	15,970	32	15,390	64	20,152	15	9,821
KEMPER	9,405	11,658	11,924	1	472	8	1,221	29	5,504	3	1,872	7	1,529					4	236		
LAFAYETTE	60,114	89,227	94,305	13	3,518	6	7,494	45	25,704	14	14,451	21	9,907	23	6,277	18	2,544	33	8,256	9	3,868
Oxford	59,263	88,400	93,494	12	3,449	5	7,173	38	25,340	14	14,451	21	9,907	23	6,277	18	2,544	33	8,256	9	3,868
LAMAR	43,438	69,842	74,898	8	4,514	12	2,338	47	30,178	18	18,590	24	10,244	6	666	9	218	19	3,202	7	2,769
LAUDERDALE	281,085	436,530	465,495	27	27,297	30	73,122	156	105,220	63	100,100	67	38,114	57	18,247	49	17,101	208	35,946	14	14,481
Meridian	265,981	421,005	450,132	26	27,119	25	72,500	136	102,214	59	99,907	59	29,162	56	18,140	45	16,984	96	34,034	14	14,481
LAWRENCE	21,047	26,543	27,241	6	2,396	8	1,021	33	10,059	10	8,039	13	2,225	7	344	9	1,172	10	485	2	510
LEAKE	31,807	45,409	47,653	10	2,873	16	5,295	47	15,058	16	10,075	12	3,306	13	2,075	10	1,739	20	2,221	5	1,918
LEE	234,110	369,080	394,683	24	22,529	24	54,725	109	79,204	75	98,630	54	30,033	54	20,208	47	14,830	80	35,263	18	10,620
Tupelo	201,904	328,274	352,775	20	20,210	20	54,317	59	61,468	49	90,639	36	24,858	46	19,521	36	13,582	63	31,696	13	9,669
LEFLORE	109,566	181,944	196,266	19	9,567	16	16,252	93	52,047	31	40,164	40	19,847	36	10,601	31	8,806	56	12,708	10	7,030
Greenwood	102,801	169,645	182,780	18	9,416	10	15,303	67	43,823	28	39,004	38	19,553	33	10,342	28	8,559	50	12,503	8	6,802
LINCOLN	70,970	156,313	177,708	14	12,243	11	10,143	57	52,345	22	39,601	19	10,213	32	15,234	21	7,094	31	9,202	9	8,278
Brookhaven	70,054	155,504	176,928	14	12,243	9	9,878	49	51,950	22	39,601	19	10,213	32	15,234	20	7,048	30	9,164	9	8,278
LOWNDES	163,158	255,804	273,069	26	15,324	17	29,682	116	61,013	61	54,419	39	17,559	50	27,623	42	11,033	106	23,875	15	6,740
Columbus	158,716	249,396	256,334	23	15,214	14	29,502	95	57,775	60	54,347	37	17,463	50	27,623	39	10,584	98	22,314	15	6,740
MADISON	68,897	126,452	139,605	9	5,042	16	10,257	61	36,368	26	42,107	25	17,323	17	5,304	10	2,898	37	4,938	10	3,939
MARION	58,643	96,016	103,466	11	5,754	9	8,592	68	35,454	17	22,751	18	4,653	16	7,662	16	4,377	26	4,346	7	3,284
MARSHALL	59,140	49,369	50,655	13	2,507	6	922	74	20,559	13	8,520	26	7,677	12	1,444	11	781	24	3,051	5	1,561
MONROE	85,093	111,900	115,699	16	7,294	13	9,280	100	35,354	41	27,095	40	9,027	26	3,662	22	4,130	39	4,742	15	4,938
MONTGOMERY	28,708	27,861	27,323	8	973	9	1,496	28	7,624	11	6,404	18	3,714	12	1,171	10	1,313	13	1,308	5	1,203
NESHOBA	49,976	63,015	64,668	10	4,610	12	4,328	62	22,707	27	14,795	15	3,298	20	4,652	12	2,292	16	1,215	7	2,437
NEWTON	31,680	35,955	36,220	10	3,796	11	1,535	55	13,421	13	4,050	20	6,263	7	1,110	11	951	16	1,687	7	1,264
NOXUBEE	21,507	22,418	22,250	9	2,802	9	3,137	36	7,615	8	2,510	12	2,048	6	284	6	608	10	303	5	1,036
OKTIBBEHA	73,050	115,454	123,695	12	11,236	10	10,783	49	33,306	19	19,054	33	13,454	28	7,401	19	4,568	34	10,267	9	3,048
Starkville	67,497	110,654	119,078	10	10,879	9	10,582	35	31,326	15	18,802	27	13,221	27	7,348	18	4,536	28	9,919	7	2,923
PANOLA	58,975	66,129	66,465	11	2,006	9	2,723	54	23,788	20	15,729	27	8,603	15	2,155	9	1,123	32	2,426	12	2,300
PEARL RIVER	66,318	125,043	138,335	12	5,577	14	12,210	55	45,976	21	30,614	24	6,708	21	4,532	23	8,604	35	8,612	9	6,260
Picayune	34,410	73,283	82,747	8	4,143	5	4,627	21	21,046	8	25,060	8	2,542	14	3,650	18	7,412	14	4,565	6	4,727
PERRY	10,877	12,397	12,497			4	1,955	20	5,091	8	2,181	4	772	2	120	2	250	10	385	5	660
PIKE	113,501	184,796	199,064	20	11,723	17	13,372	57	47,213	41	56,617	27	12,967	36	12,532	30	6,013	52	13,472	12	9,054
McComb	92,471	160,460	174,464	12	8,926	11	12,612	31	38,039	31	51,678	17	11,774	31	11,637	24	4,977	33	12,113	9	7,803
PONTOTOC	32,338	38,254	38,816	13	3,599	8	4,129	46	10,406	19	10,128	15	3,091	7	1,386	11	877	13	1,053	6	1,590
PRENTISS	62,503	73,444	74,452	8	5,010	12	6,905	50	25,576	43	20,019	24	4,791	23	1,561	17	2,728	26	2,613	6	1,735
QUITMAN	18,609	19,335	19,179	7	920	8	1,119	41	7,704	9	2,312	8	1,731	9	986	10	[illegible]	[illegible]	600	4	1,125
RANKIN	123,233	229,971	253,370	23	9,561	17	19,007	65	64,820	41	[illegible]	42	31,053	18	6,200	32	13,627	41	45,676	12	7,084
SCOTT	56,673	73,969	76,382	9	3,214	14	6,523	55	25,743	30	[illegible]	13	4,554	10	2,338	25	3,552	20	2,073	9	2,376
SHARKEY	12,487	17,513	18,315	6	2,033	7	1,209	19	7,664	2	[illegible]	5	1,406	4	565	6	579	8	702	5	1,135
SIMPSON	48,234	57,021	57,857	9	1,788	12	4,036	61	16,133	13	16,183	21	6,055	11	4,494	11	1,390	15	1,998	7	2,335
SMITH	22,176	23,441	23,327	4	493	8	918	32	8,639	9	7,674	9	1,264	11	851	5	461	8	334	6	855
STONE	21,501	23,130	23,080	7	792	4	1,168	22	6,254	11	5,453	11	3,597	3	773	5	310	10	1,238	3	884
SUNFLOWER	[illegible]	87,691	91,750	10	[illegible]	10	3,629	78	41,500	28	16,258	36	8,510	29	4,147	24	2,347	23	2,132	11	3,507
TALLAHATCHIE	18,532	[illegible]	21,130	5	872	4	[illegible]	43	9,084	17	4,979	19	2,547	7	636	7	219	9	296	3	828
TATE	[illegible]	69,632	72,671	10	[illegible]	13	5,073	52	27,102	16	14,273	15	9,277	12	2,057	7	598	17	4,227	7	2,012
TIPPAH	39,866	64,457	69,181	13	8,335	7	4,609	49	19,368	30	15,517	25	9,420	13	1,458	17	2,409	17	1,877	5	2,408
TISHOMINGO	34,374	58,638	63,562	9	3,318	16	5,137	36	15,432	26	18,282	26	9,135	12	1,557	11	1,898	23	2,737	6	3,041
TUNICA	19,850	23,313	23,621	4	1,943	6	1,556	24	7,086	5	5,685	6	2,543	2	161	4	606	15	1,211	3	575
UNION	42,137	53,027	54,394	7	3,094	8	6,409	45	16,157	32	12,417	14	4,052	13	2,193	11	1,441	18	2,711	7	2,166
WALTHALL	25,687	31,025	31,599	5	1,802	5	1,162	26	8,629	14	11,726	10	2,841	9	943	5	555	10	1,115	4	1,006
WARREN	151,901	286,442	316,236	16	10,384	10	40,220	100	91,259	37	63,734	37	28,862	46	13,129	27	9,921	69	27,228	10	9,496
Vicksburg	149,890	283,513	313,152	16	10,384	10	40,220	97	89,365	37	63,734	36	28,322	45	12,928	27	9,921	68	26,955	10	9,496
WASHINGTON	217,509	358,369	387,968	16	7,401	28	57,119	153	104,016	54	92,029	51	23,405	56	25,479	52	16,777	96	22,849	19	10,681
Greenville	191,285	337,492	368,154	12	7,091	22	56,426	107	97,297	41	87,938	40	20,043	49	25,159	41	15,947	74	22,233	13	9,942
WAYNE	39,351	[illegible]	57,082	10	5,754	6	2,943	30	13,537	21	13,953	17	4,535	15	2,324	9	2,927	30	3,214	6	2,345
WEBSTER	22,852	27,515	28,008	9	2,985	9	970	26	7,727	19	7,564	17	3,673	4	230	5	648	18	1,394	2	170
WILKINSON	16,382	22,498	23,441	6	1,958	5	1,369	29	7,971	5	5,399	8	2,322	5	761	1	501	8	720	6	1,094
WINSTON	37,296	43,045	43,495	6	1,728	9	1,937	49	13,332	21	12,182	18	3,157	21	2,515	13	1,354	16	2,385	9	1,888
YALOBUSHA	21,681	41,414	45,832	6	5,227	8	3,013	43	12,072	11	4,969	16	10,769	6	1,267	9	1,519	8	1,365	5	1,311
YAZOO	58,654	96,514	104,044	10	6,049	14	9,839	62	31,007	19	21,923	22	7,633	20	5,654	14	5,369	28	3,117	7	3,626

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,920,087	25,561,569	27,567,819	2,298	1,374,409	1,543	3,553,444	4,910	5,938,223	4,130	5,530,710	5,008	2,983,039	2,980	1,116,744	3,028	1,066,117	8,046	2,764,740	1,106	816,001
STANDARD METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo	320,390	587,333	650,449	49	45,998	26	82,601	55	124,864	57	109,097	80	53,157	74	38,444	61	24,691	136	86,230	15	28,128
Joplin, Mo	446,904	812,163	899,825	65	53,535	35	97,727	159	173,197	187	211,276	142	94,965	87	46,546	95	53,636	229	83,338	31	35,800
Kansas City, Mo.	3,348,515	4,772,796	5,056,623	355	183,030	202	720,346	749	1,046,231	632	1,069,957	690	490,134	531	213,043	517	198,859	1,464	567,184	187	157,237
St. Joseph, Mo	317,923	443,090	466,623	39	23,067	25	77,239	79	99,970	79	85,362	74	40,899	53	18,400	62	21,840	178	46,396	24	15,058
St. Louis, Mo-Il	6,255,038	10,495,718	11,294,413	539	411,942	314	1,661,118	1,599	2,546,724	1,005	2,130,240	1,377	1,168,521	970	454,424	987	474,977	2,830	1,199,182	397	347,976
Springfield, Mo	792,453	1,383,038	1,516,520	103	110,922	54	208,701	195	271,210	237	318,285	213	124,809	172	69,986	170	75,357	339	162,244	30	43,095
COUNTIES, Cities																					
ADAIR	87,260	123,278	130,622	12	5,460	10	15,498	18	28,065	28	22,582	31	19,088	27	5,330	22	5,787	30	11,422	4	3,304
Kirksville	82,902	103,633	107,996	10	5,460	8	10,510	16	22,634	27	21,009	26	12,920	27	5,330	21	5,285	29	10,668	3	2,023
ANDREW	25,256	33,724	35,234	14	1,257	7	719	9	4,967	14	12,207	16	9,637	3	548	8	165	10	2,381	2	402
ATCHISON	22,113	34,865	37,524	9	1,761	4	2,367	12	9,140	8	6,302	17	9,369	8	690	8	539	19	2,158	4	2,038
AUDRAIN	85,907	120,835	127,651	21	8,367	10	12,990	27	33,006	30	23,265	30	9,271	18	8,463	19	8,159	37	6,579	8	3,865
Mexico	66,228	99,439	106,080	15	4,410	6	12,472	19	28,583	18	17,941	19	7,777	15	6,755	14	5,923	21	5,402	6	3,441
BARRY	61,373	105,083	114,801	21	[illegible]	9	9,976	29	26,260	40	21,923	36	15,083	31	4,454	16	1,688	45	9,282	7	3,608
Monett	31,985	53,576	57,895	8	6,250	5	6,766	7	9,272	17	12,992	12	6,326	14	2,104	7	957	19	5,408	4	3,110
BARTON	24,978	39,358	42,361	11	3,964	6	1,229	10	8,005	12	13,021	16	4,000	9	832	8	2,107	20	3,169	4	1,544
BATES	49,620	88,051	96,838	17	4,763	7	2,769	22	9,338	19	36,828	22	9,089	13	3,273	16	2,642	30	4,174	6	2,119
BENTON	27,045	29,790	30,100	12	2,837	9	1,233	23	6,482	20	7,412	20	3,232	6	257	9	386	34	2,593	3	260
BOLLINGER	15,923	18,729	19,141	4	1,455	2	786	20	5,762	12	6,167	10	1,283	2	135	2	924	12	557	1	230
BOONE	320,390	587,333	650,449	49	45,998	26	82,601	55	124,864	57	109,097	80	53,157	74	38,444	61	24,691	136	86,230	15	28,128
Columbia	296,317	558,809	621,264	40	41,559	20	81,369	42	116,649	44	102,054	65	49,411	70	38,219	58	24,556	117	85,108	14	27,996
BUCHANAN	317,923	443,090	466,623	39	23,067	25	77,239	79	99,970	79	85,362	74	40,899	53	18,400	62	21,840	178	46,396	24	15,058
St. Joseph	310,452	436,020	459,664	37	22,654	24	76,163	73	98,249	75	84,985	66	39,336	52	18,278	56	21,645	167	45,345	24	15,058
BUTLER	133,094	156,376	159,823	20	10,344	16	22,739	40	30,687	55	36,928	62	13,406	39	9,605	31	5,665	78	11,150	9	6,479
Poplar Bluff	127,159	151,265	154,869	19	10,235	16	22,739	38	28,870	54	36,790	53	12,545	36	9,555	26	5,469	63	9,929	9	6,479
CALDWELL	15,714	18,708	19,157	7	1,613	4	360	13	5,292	11	3,842	14	3,946	4	625	4	113	13	927	1	231
CALLAWAY	77,132	248,680	304,460	13	31,052	10	17,091	23	56,726	22	40,396	38	76,508	6	5,866	10	11,481	41	38,148	3	5,962
Fulton	43,785	132,599	160,521	7	13,008	8	10,848	11	42,477	14	36,840	16	16,850	6	5,866	8	7,285	21	13,295	3	4,804
CAMDEN	67,153	121,993	134,719	22	5,416	15	8,755	35	28,951	38	30,685	37	15,827	17	3,158	18	4,747	70	17,605	6	2,445
CAPE GIRARDEAU	222,365	388,609	426,545	37	23,860	23	64,948	54	79,303	51	77,921	68	41,038	48	25,117	53	24,050	94	39,129	17	17,086
Cape Girardeau	187,951	340,644	376,049	21	16,086	17	60,082	38	65,826	36	68,956	49	35,857	38	23,451	44	22,414	73	36,355	13	15,809
CARROLL	29,044	34,102	34,835	8	1,543	10	3,509	20	9,227	11	5,972	14	3,722	10	1,396	8	627	16	2,034	5	800
Carrollton	23,824	27,906	28,722	6	1,145	8	2,776	8	7,388	9	4,831	10	3,226	9	1,243	6	464	9	1,785	3	800
CARTER	8,697	13,339	14,284	1	445	5	270	14	3,859	6	3,178	10	2,953	3	145	2	194	10	1,626	2	201
CASS	101,141	170,057	185,176	26	10,180	10	11,845	40	50,617	34	41,128	48	30,468	12	1,405	26	3,920	57	16,481	10	5,748
CEDAR	30,949	51,273	55,690	8	3,039	9	3,902	11	17,295	25	12,534	20	5,695	13	1,056	10	1,376	19	3,549	3	1,415
CHARITON	23,899	42,057	46,170	12	2,479	5	2,300	11	10,585	7	9,863	14	9,015	8	1,732	7	1,435	19	4,089	3	742
CHRISTIAN	37,298	63,710	69,569	9	4,395	9	3,107	21	17,584	21	22,387	20	8,458	8	1,364	11	971	23	3,283	3	772
CLARK	15,519	22,250	23,533	4	1,817	6	935	7	4,707	9	3,674	13	6,898	1	134	4	246	20	1,817	1	433
CLAY	569,345	1,009,585	1,117,002	55	49,777	36	175,465	93	214,741	102	289,188	100	114,509	96	33,786	74	32,870	193	117,763	27	27,966
Excelsior Spring	41,288	82,542	90,795	9	8,823	8	13,812	9	15,834	10	22,762	13	11,708	10	2,653	9	3,080	16	6,126	4	2,021
CLINTON	35,342	48,768	53,353	13	6,052	9	5,294	17	11,722	13	10,789	15	4,681	10	1,425	12	2,201	25	5,419	8	1,372
COLE	205,088	395,399	447,498	22	23,854	21	54,802	33	83,097	42	112,396	49	28,945	37	29,461	52	22,175	70	39,280	11	6,681
Jefferson City	192,247	380,072	431,391	19	22,519	19	52,787	28	76,952	41	110,783	43	28,049	37	29,461	48	22,088	70	38,463	11	4,944
COOPER	38,970	51,522	53,755	8	2,147	11	4,675	13	12,545	16	10,648	28	9,364	13	1,817	7	1,021	29	3,902	5	1,807
Boonville	33,808	43,580	45,535	5	1,932	8	4,332	6	10,872	13	10,112	14	5,601	12	1,779	6	983	22	3,312	5	1,807
CRAWFORD	48,678	75,094	80,513	10	4,245	16	9,803	22	15,875	24	16,695	26	17,703	6	589	9	1,010	35	5,245	6	1,406
DADE	12,855	19,078	20,306	8	4,493	6	487	8	5,568	8	2,207	16	3,369	5	866	3	496	11	760	2	326
DALLAS	21,975	44,319	49,877	8	3,647	3	1,715	5	12,653	16	9,827	16	7,965	9	1,284	5	4,159	18	3,288	3	990
DAVIESS	16,502	16,743	16,681	10	1,223	11	541	9	3,254	11	5,835	16	2,771	4	137	4	216	12	824	3	479
DE KALB	11,710	13,354	13,573	9	1,446	4	704	13	2,250	6	2,345	9	2,578	2	173	4	769	18	1,266	2	216
DENT	35,287	42,890	44,085	10	2,798	10	5,321	22	11,466	18	7,566	20	4,370	8	808	11	3,021	17	2,557	3	314
DOUGLAS	21,500	36,988	40,444	4	2,525	7	4,769	14	10,175	19	8,958	15	6,106	5	983	5	676	17	2,601	3	1,810
DUNKLIN	115,686	129,965	131,751	23	11,356	16	10,310	61	34,229	60	26,468	59	14,219	30	5,710	31	5,402	70	7,097	14	2,938
Kennett	62,955	70,966	71,978	9	5,909	6	6,289	18	19,294	32	15,429	20	5,483	14	3,935	14	3,219	25	3,214	6	1,437
FRANKLIN	210,578	347,453	377,056	41	28,704	36	28,058	75	96,188	73	70,054	86	56,372	43	12,901	43	11,480	119	30,848	19	7,225
GASCONADE	34,286	55,990	60,651	8	3,610	13	2,698	14	15,234	22	15,076	29	7,121	10	965	11	2,332	32	4,518	2	921
GENTRY	21,979	31,491	33,320	9	3,563	7	926	12	8,000	7	7,373	22	4,563	12	1,065	7	2,477	16	1,922	8	1,218
GREENE	755,155	1,319,328	1,446,951	94	106,527	45	205,594	174	253,626	216	295,898	193	116,351	164	68,622	159	74,386	316	158,961	27	42,323
Springfield	683,061	1,209,574	1,329,549	81	102,773	36	194,366	145	240,161	185	244,461	158	97,646	152	66,413	142	72,747	279	151,974	23	40,884
GRUNDY	35,163	42,474	43,611	14	2,429	7	6,654	12	10,792	8	6,542	13	5,651	11	2,918	13	1,141	23	4,141	6	1,731
Trenton	34,145	40,801	42,133	13	2,404	7	6,654	10	10,548	8	6,542	9	5,211	11	2,918	10	1,002	17	3,927	4	1,655
HARRISON	26,167	33,558	34,816	11	1,642	5	2,654	11	7,525	10	7,120	26	6,505	10	1,340	8	615	25	2,529	1	381
HENRY	64,440	78,718	80,971	19	4,586	11	5,616	26	16,529	30	14,864	36	9,805	18	4,504	16	6,248	46	6,248	10	4,310
Clinton	50,703	61,443	63,592	11	3,005	6	5,384	14	11,986	17	11,100	19	6,948	15	4,132	13	5,668	25	4,833	6	3,456
HICKORY	7,933	13,933	15,284	5	1,816	7	967	14	3,901	8	728	12	4,238			4	385	16	1,333	1	382
HOLT	22,515	29,587	30,817	6	1,252	5	203	10	3,862	4	7,204	15	14,667	4	321	3	256	16	1,226	3	380
HOWARD	17,619	21,416	22,011	5	733	4	962	9	4,930	12	5,227	20	2,924	3	318	7	96	13	2,216	3	1,041
HOWELL	97,467	147,527	157,646	16	9,469	24	16,750	39	37,466	61	38,200	47	13,478	27	3,964	30	6,733	57	11,233	11	4,758
West Plains	68,997	104,979	112,177	10	6,252	14	14,360	25	25,613	43	24,684	29	9,409	20	3,001	23	6,025	39	8,467	7	2,637
IRON	26,003	39,913	42,745	10	3,181	8	2,462	21	14,508	13	7,740	22	5,075	5	717	9	1,134	15	2,089	2	802
JACKSON	2,483,988	3,324,586	3,470,726	236	102,723	128	514,046	543	701,114	427	694,950	464	307,647	388	171,687	377	116,510	1,093	405,991	129	113,280
Blue Springs	64,014	113,780	123,690	16	11,213	7	224	19	51,663	23	28,085	18	26,831	11	209	15	1,543	26	154	3	2,259
Independence	463,945	683,921	727,364	37	19,369	23	138,691	80	126,439	68	178,188	76	60,272	85	32,936	69	21,929	163	81,064	19	18,390
1Kansas City	1,783,843	2,035,831	2,069,724	127	51,177	81	328,802	394	388,598	274	334,802	317	160,698	301	129,433	256	75,579	859	279,769	99	62,722
JASPER	363,925	631,857	694,088	51	43,444	28	85,322	104	122,184	138	158,500	99	64,160	74	39,239	77	27,583	174	65,812	26	32,938
Carthage	52,735	90,159	98,488	14	4,616	5	7,427	14	23,219	33	25,171	15	8,330	14	6,398	13	2,989	26	8,419	5	2,230
2Joplin	288,627	524,157	578,870	29	38,310	18	73,548	72	93,918	84	130,455	70	55,009	53	31,716	59	24,152	122	56,209	14	29,650
JEFFERSON	277,134	511,508	566,391	53	29,562	28	49,801	102	185,320	113	98,539	109	85,932	29	6,337	60	17,675	128	36,383	23	17,154
Crystal City	45,428	79,340	86,124	4	4,885	3	15,049	9	19,384	17	23,111	11	6,170	5	831	9	2,151	17	10,434	2	1,114
Festus	22,107	32,739	34,854	3	1,386	3	2,177	10	10,273	7	4,012	11	2,060	9	2,494	15	3,399	27	2,379	4	1,859
JOHNSON	78,232	237,388	273,580	21	23,911	11	22,748	22	58,059	25	53,423	45	35,580	15	8,380	23	8,410	56	29,807	7	8,123
Warrensburg	61,519	182,753	230,387	13	18,183	4	30,461	9	45,978	16	46,936	23	30,807	12	7,769	17	7,572	39	25,195	5	7,835

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	9,426	11,336	11,631	5	1,135	7	1,087	7	2,656	4	2,966	7	1,235	2	276	1	527	9	482	2	359
LACLEDE	88,394	184,552	209,022	13	14,761	13	18,531	34	37,059	68	51,002	49	30,911	22	6,382	20	5,774	42	12,190	7	3,384
Lebanon	83,901	176,590	200,273	13	14,761	10	18,177	24	35,401	63	50,523	39	28,478	22	6,382	20	5,774	37	10,801	7	3,384
LAFAYETTE	70,882	83,686	85,560	18	6,683	15	5,550	32	23,191	29	16,036	34	10,461	17	3,238	23	3,197	51	6,903	13	3,168
Lexington	20,961	24,488	25,194	2	926	4	3,113	5	6,598	6	4,642	7	2,402	8	1,936	6	813	21	1,997	3	785
LAWRENCE	64,229	93,985	99,829	18	6,643	15	5,930	26	23,544	25	27,720	31	8,989	14	2,804	21	4,141	42	7,929	6	3,703
LEWIS	24,140	41,133	44,894	9	5,971	10	1,646	12	9,865	8	11,067	16	5,446	5	1,104	4	726	15	2,197	1	407
LINCOLN	42,269	79,984	88,973	11	4,207	11	7,153	31	28,436	19	15,984	27	10,699	9	1,491	13	2,352	37	7,790	2	2,389
LINN	47,985	64,921	67,993	22	4,374	14	5,903	17	14,198	15	15,533	26	8,514	14	2,158	18	3,088	27	4,453	6	2,720
Brookfield	33,341	45,105	47,458	11	2,158	6	4,381	9	10,369	11	11,002	11	5,760	9	1,802	9	2,385	14	2,911	3	2,106
LIVINGSTON	57,459	84,180	89,479	16	6,565	13	11,271	17	17,485	16	19,907	20	8,639	17	4,599	14	3,000	19	4,687	4	1,964
Chillicothe	56,139	83,111	88,453	15	6,492	13	11,271	13	16,848	16	19,907	16	8,370	17	4,599	14	3,000	18	4,640	4	1,964
MCDONALD	26,709	46,230	50,594	10	3,553	6	4,353	27	11,239	16	7,035	23	9,701	2	300	3	459	35	3,694	5	816
MACON	38,343	43,719	44,432	14	3,924	5	1,891	20	10,797	16	8,490	28	5,254	12	1,960	15	2,125	26	3,674	6	1,413
Macon	30,125	33,792	34,526	9	3,065	4	1,657	7	7,875	11	6,860	14	3,257	10	1,759	11	1,912	15	3,023	4	1,124
MADISON	24,748	43,911	48,266	6	2,009	4	1,781	22	17,690	9	5,359	20	9,112	5	552	8	2,020	21	4,101	2	817
MARIES	9,007	8,331	8,173	4	352	3	189	18	2,104	6	1,795	8	1,046	7	447	3	308	12	683		
MARION	106,271	193,489	219,418	18	15,407	13	23,832	30	49,770	33	37,879	37	29,888	25	8,504	22	7,792	61	21,623	10	5,750
Hannibal	75,826	128,769	145,891	14	11,152	11	19,050	21	30,693	20	24,352	21	14,566	21	6,731	20	6,829	46	16,368	8	4,301
MERCER	6,575	7,608	7,751	6	699	3		5	3,058	4	1,151	8	760	3	195	2	370	8	562	1	196
MILLER	36,105	92,549	100,445	12	6,729	5	8,994	29	15,075	22	20,877	27	11,675	12	2,395	20	3,577	55	12,389	3	800
MISSISSIPPI	45,195	68,264	72,883	9	4,065	10	2,312	30	12,877	13	12,895	30	25,201	9	2,126	10	2,071	26	2,640	6	2,201
MONITEAU	32,269	47,561	50,586	11	3,481	4	1,644	14	11,388	19	19,300	15	4,561	8	1,470	7	646	18	2,158	3	564
MONROE	18,082	25,213	26,548	10	3,636	6	798	9	4,794	12	7,229	12	2,700	7	1,739	5	730	15	1,854	4	1,270
MONTGOMERY	26,450	35,043	36,555	8	1,700	7	1,273	12	7,410	14	7,022	28	10,764	4	493	10	1,379	22	3,349	2	400
MORGAN	33,723	46,213	48,511	10	6,071	10	1,161	18	12,734	22	9,701	27	6,002	8	865	11	2,942	34	3,929	4	402
NEW MADRID	60,374	97,492	105,375	13	6,532	9	14,275	37	20,544	24	15,302	49	27,028	27	6,045	14	3,296	30	5,092	7	1,412
NEWTON	82,979	180,306	205,737	14	10,091	7	12,405	35	51,013	49	52,776	43	30,805	13	7,307	18	5,851	55	17,526	5	2,862
Neosho	57,799	120,998	137,122	9	5,980	3	11,682	16	31,136	26	47,764	15	9,967	11	6,616	11	3,882	30	8,119	3	2,646
NODAWAY	60,108	98,542	106,847	26	11,352	12	11,907	27	21,684	12	17,274	28	14,323	15	4,489	14	3,763	39	8,870	5	2,037
Maryville	48,381	77,753	83,629	18	8,954	8	10,364	10	18,355	8	15,036	11	5,433	14	4,374	12	3,553	19	6,160	5	2,037
OREGON	22,478	34,633	37,124	5	3,658	8	1,980	13	7,216	13	8,831	18	4,340	9	1,345	2	999	14	2,021	3	544
OSAGE	16,474	23,463	24,792	6	2,088	3	308	18	6,434	9	5,010	11	4,211	4	295	4	779	18	1,747		
OZARK	17,123	26,656	28,630	4	1,039	6	1,353	19	6,120	4	7,303	11	3,563	2	312	5	364	11	1,349	1	448
PEMISCOT	53,116	71,544	74,868	16	3,380	10	5,902	71	22,438	24	10,415	42	9,966	21	2,931	14	2,220	37	6,521	7	1,875
PERRY	52,987	74,665	78,769	10	6,742	14	17,905	14	13,024	11	11,097	20	11,100	4	436	10	2,625	35	7,995	4	1,937
PETTIS	125,562	230,950	255,885	29	19,152	13	26,998	31	50,693	48	64,693	36	18,163	25	11,117	28	9,258	69	24,492	8	8,012
Sedalia	122,525	228,312	253,324	25	18,748	12	26,880	27	50,164	47	64,617	31	17,721	25	11,117	27	9,241	62	23,580	8	8,012
PHELPS	114,674	223,962	251,008	18	19,233	13	21,914	37	49,137	37	53,549	51	29,216	22	11,793	26	7,484	55	24,208	5	2,783
Rolla	95,099	195,792	221,183	10	16,640	8	21,687	20	38,976	24	48,696	33	23,474	18	10,896	25	7,364	41	21,084	4	2,551
PIKE	43,207	51,495	52,728	13	3,440	18	5,855	29	14,272	22	7,049	21	8,581	13	1,416	16	1,378	19	[illegible]	5	1,970
PLATTE	81,520	132,873	143,844	19	9,457	7	11,702	24	42,513	22	15,282	29	21,234	7	643	9	1,307	45	17,037	4	4,799
POLK	49,721	66,758	69,811	17	11,006	12	6,563	21	15,886	14	13,751	23	6,170	12	1,905	13	1,177	25	3,410	7	1,690
PULASKI	69,204	84,128	86,473	11	3,544	12	7,739	23	14,751	52	23,280	42	13,114	12	1,328	18	3,969	67	7,647	4	1,181
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	20,914	30,655	37,604	7	1,074	1	600	8	3,132	16	12,259	28	5,341	8	349	6	1,126	43	3,058	1	616
PUTNAM	16,409	18,839	19,171	4	1,088	6	625	11	4,320	6	5,344	9	3,227	9	731	4	257	12	1,108	1	304
RALLS	9,809	11,534	11,786	5	1,084	4	339	9	2,781	7	3,549	12	1,866	1	309	2	151	10	421	1	139
RANDOLPH	83,416	176,105	200,280	16	9,258	8	16,375	20	47,510	41	48,743	27	15,375	25	11,538	24	10,786	38	14,619	5	5,296
Moberly	79,630	172,790	197,059	13	9,040	6	16,375	12	46,998	34	48,464	18	13,987	21	11,538	21	10,645	31	14,442	5	5,296
RAY	41,639	52,509	54,315	11	4,210	6	1,737	17	14,055	18	13,373	15	5,815	11	2,284	8	1,055	25	3,009	4	2,276
Richmond	33,095	41,066	42,661	4	2,568	3	1,202	8	11,255	13	12,100	8	4,469	10	2,154	5	810	14	2,361	4	2,276
REYNOLDS	13,555	20,216	21,541	4	585	7	700	14	6,590	11	6,997	13	3,680			3	60	8	690	1	178
RIPLEY	20,701	26,824	27,882	8	1,733	10	3,877	15	8,753	14	6,155	10	2,114	5	357	5	654	12	1,129	3	758
ST. CHARLES	386,257	1,142,148	1,376,869	59	86,891	17	101,493	93	305,400	87	271,800	110	230,454	55	40,984	88	55,245	158	127,567	18	51,879
ST. CLAIR	18,685	17,468	17,170	7	943	4	195	13	2,366	21	6,861	11	1,779	3	243	5	395	21	2,179	2	99
ST. FRANCOIS	122,954	196,084	211,446	24	14,513	11	25,737	55	54,025	34	57,664	71	32,213	26	7,677	27	7,618	55	11,937	12	4,795
Flat River	31,247	50,508	54,352	5	1,879	4	8,480	8	15,164	8	6,205	14	5,841	9	3,663	13	4,409	9	4,125	4	1,448
ST. LOUIS	3,932,264	6,816,249	7,262,686	286	224,582	156	1,270,537	755	1,579,087	494	1,428,150	713	628,031	602	314,352	578	330,469	1,184	731,744	205	211,470
ST. LOUIS CITY	1,409,583	1,621,226	1,650,419	90	36,045	71	208,816	555	364,372	224	247,041	346	163,262	234	78,451	208	58,371	1,197	265,786	128	58,622
St. Louis	1,409,583	1,621,226	1,650,419	90	36,045	71	208,816	555	364,372	224	247,041	346	163,262	234	78,451	208	58,371	1,197	265,786	126	58,622
STE. GENEVIEVE	[illegible]	30,233	29,964	7	1,555	8	1,756	17	7,222	8	6,227	14	4,260	3	888	8	811	32	3,570	3	1,044
SALINE	69,494	122,041	133,970	18	9,099	15	14,767	16	28,648	31	21,513	43	20,757	20	3,553	15	4,273	46	9,863	7	5,561
Marshall	48,689	87,869	96,918	10	6,591	10	14,125	8	21,443	21	12,597	23	10,651	14	4,781	12	3,498	33	7,718	5	4,592
SCHUYLER	13,652	17,138	17,714	5	1,816	2	459	8	1,865	7	6,868	9	3,446	2	84			10	979	3	212
SCOTLAND	12,778	13,984	13,994	4	702	6	1,371	4	3,524	11	3,162	12	1,512	3	171	4	715	12	1,209	1	120
SCOTT	130,865	200,499	213,260	29	22,095	10	27,545	63	39,868	42	46,890	52	16,585	30	11,727	30	9,074	74	16,678	13	6,777
Sikeston	117,960	179,756	192,328	17	19,239	12	25,117	40	37,010	31	45,827	27	12,730	34	9,851	26	8,591	35	12,931	7	6,099
SHANNON	9,863	15,597	16,794	2	508	4	395	11	5,061	9	2,973	15	3,415	5	212	4	174	10	1,208	1	321
SHELBY	20,241	17,833	17,375	8	714	9	1,255	12	4,039	7	4,365	15	3,045	2	263	3	115	10	1,026	2	499
STODDARD	78,193	98,666	99,692	22	11,432	13	6,791	48	18,000	34	27,519	42	7,801	19	2,313	20	3,411	63	8,800	8	2,540
Dexter	56,503	67,098	69,218	10	8,878	6	5,937	11	9,334	18	22,988	17	3,699	11	1,711	14	3,006	26	5,483	3	1,410
STONE	23,340	38,196	41,386	10	3,162	10	1,188	23	12,319	14	7,783	27	5,209	10	1,143	5	260	23	3,383	2	556
SULLIVAN	12,052	16,985	17,918	6	1,974	6	1,065	8	3,736	10	2,724	11	2,209	8	386	5	651	11	798	2	614
TANEY	64,983	108,591	118,117	11	8,480	12	9,816	34	26,946	25	18,302	29	10,965	13	2,253	13	2,658	73	17,982	8	3,297
TEXAS	56,581	77,984	81,932	13	5,726	15	4,955	31	14,728	26	22,645	34	14,091	17	1,519	12	1,219	34	3,461	6	1,548
VERNON	50,743	65,771	68,387	11	3,556	10	8,209	15	14,349	24	15,929	25	6,866	12	2,558	15	3,797	39	7,123	3	1,384
Nevada	47,604	60,746	63,373	10	3,347	7	8,162	9	13,338	21	15,742	18	5,347	11	2,421	14	3,633	29	6,580	3	1,384
WARREN	29,879	[illegible]	65,105	9	4,373	7	5,226	13	19,298	12	10,020	17	11,832	2	425	10	655	21	7,306	2	847
WASHINGTON	29,399	42,635	45,168	11	2,942	8	2,692	35	13,880	18	9,327	27	8,311	5	315	6	516	20	2,714	4	677
WAYNE	23,392	26,314	[illegible]	8	2,596	9	1,674	30	6,996	13	5,895	20	3,468	5	244	4	1,144	27	2,031	2	761
WEBSTER	32,030	61,316	68,345	11	3,885	7	5,695	21	16,061	22	12,518	26	12,054	12	1,733	8	1,972	22	4,945	3	1,807
WORTH	6,111	7,216	7,377	9	707	1	533	7	2,282	3	800	9	1,506	1	[illegible]	3	570	6	165	1	284
WRIGHT	37,388	50,535	52,909	14	5,523	18	8,942	19	11,364	27	7,979	34	5,928	12	1,126	11	1,585	30	2,969	4	1,013

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,847,520	4,442,759	4,767,253	617	380,941	217	376,596	890	1,037,994	655	906,886	968	522,229	552	212,561	603	190,352	2,083	553,329	215	175,421
METROPOLITAN STATISTICAL AREAS																					
Billings, Mt	513,875	990,376	1,099,319	71	102,560	17	138,589	90	206,662	83	215,699	109	92,019	94	52,410	100	52,174	209	112,657	19	46,782
Great Falls, Mt	363,994	491,012	510,943	43	38,762	14	57,015	74	95,435	60	106,750	69	44,692	61	27,992	67	22,329	179	59,044	13	21,092
COUNTIES, Cities																					
BEAVERHEAD	26,422	40,410	42,993	11	2,261	2	2,036	13	11,246	8	8,248	10	5,263	9	2,532	4	1,367	33	6,012	2	800
BIG HORN	25,847	40,455	43,208	4	1,783	3	620	15	12,641	9	8,968	18	8,926	6	1,682	5	462	24	5,664	4	853
BLAINE	14,825	17,057	17,294	5	1,087	5	241	9	3,332	7	6,092	7	1,652	6	927	3	155	19	2,131	3	890
BROADWATER	11,606	13,355	13,501	3	941	4	855	7	4,597	3	1,623	6	2,585					10	1,672	1	172
CARBON	16,766	18,936	19,079	13	2,881	5	127	14	5,008	1	1,257	13	2,137	8	792	4	344	39	3,747	3	854
CARTER	1,867	2,871	3,056	1	96	1		1	993			4	659	1				6	650	1	15
CASCADE	363,994	491,012	510,943	43	38,762	14	57,015	74	95,435	60	106,750	69	44,692	61	27,992	67	22,329	179	59,044	13	21,092
Great Falls	331,953	437,581	453,204	35	28,474	13	49,314	55	85,540	53	103,406	59	38,977	60	26,049	62	19,231	139	46,489	13	20,048
CHOUTEAU	9,773	11,511	11,688	6	1,020	2	113	10	3,099	3	3,047	4	513	2	115	3	13	21	2,299	3	600
CUSTER	[illegible]	61,992	62,995	14	5,087	3	1,650	9	14,533	13	9,661	14	9,688	17	4,366	15	1,304	32	8,095	3	2,312
Miles City	47,646	55,259	56,782	14	5,087	2	1,149	7	11,579	13	9,661	12	8,417	15	3,893	14	1,225	31	7,860	2	1,612
DANIELS	6,421	8,620	8,959	5	1,088	1	285	4	2,392	2	1,534	1	324	4	701	2	255	12	1,382	2	467
DAWSON	47,185	83,338	91,299	12	7,960	3	3,286	8	20,376	15	13,742	19	20,231	9	4,109	12	3,498	20	9,201	4	3,105
DEER LODGE	35,021	21,809	19,956	9	888			16	6,665	14	3,846	14	1,669	6	961	6	382	44	3,091	3	1,260
Anaconda	34,242	21,936	19,474	9	884			15	6,193	14	3,846	14	1,669	6	961	6	382	44	3,091	3	1,254
FALLON	12,313	19,084	20,356	7	1,622	3	799	5	5,469	9	6,226	7	1,667	5	890	5	648	14	2,270	2	256
FERGUS	40,980	50,752	51,978	9	2,414	4	1,849	17	12,819	14	10,490	15	7,658	14	3,083	8	2,152	37	5,821	3	1,207
FLATHEAD	196,332	341,937	372,540	49	26,112	9	23,022	56	95,640	56	68,867	58	26,853	36	16,733	42	14,454	148	46,819	11	8,683
Kalispell	123,516	208,993	226,471	32	19,978	4	10,667	24	62,868	35	49,817	24	12,146	22	13,978	21	9,479	52	20,430	5	4,425
GALLATIN	177,849	336,401	372,266	35	41,583	6	17,654	46	69,128	28	60,197	56	42,794	33	18,324	39	19,784	114	43,498	17	12,153
Bozeman	148,069	289,393	332,241	25	36,810	4	16,704	25	59,285	20	57,796	34	30,041	28	17,404	33	19,039	64	33,852	8	10,621
GARFIELD	2,042	3,293	3,537	1	119	2	127	1	1,044	1		3	766	1	120			6	959	1	151
GLACIER	33,509	41,533	42,555	10	2,212	12	4,600	12	10,836	7	6,300	24	5,379	10	2,055	8	1,017	36	5,584	3	1,133
GOLDEN VALLEY	642	894	935					1	250			2	182					4	217		
GRANITE	4,750	8,052	8,725	2	117			5	2,906	2	1,043	8	1,756	2	202			10	1,367	2	563
HILL	69,060	118,585	128,909	19	13,359	8	9,638	20	28,579	22	21,429	14	13,733	16	9,026	20	4,158	37	12,940	5	5,654
Havre	65,046	113,438	123,604	16	12,583	7	9,197	18	27,538	18	19,991	12	13,016	16	9,026	19	4,083	32	12,480	5	5,654
JEFFERSON	6,077	9,809	10,539	2	415	3	131	5	3,533	3	1,193	5	1,022			5	205	11	2,947	2	172
JUDITH BASIN	4,661	8,709	9,605	3	241			4	2,319	3	657	9	4,045	1	134	2	174	11	1,369	1	168
LAKE	44,476	64,511	67,970	12	3,797	2	1,385	28	19,556	14	[illegible]	25	9,242	14	2,900	9	1,573	47	7,872	7	2,526
LEWIS AND CLARK	172,234	250,062	263,592	27	23,847	11	22,612	45	64,075	38	48,792	43	19,422	25	10,214	38	11,191	101	33,493	9	8,778
Helena	164,135	238,981	252,043	22	23,180	8	21,945	36	61,026	36	48,555	35	17,079	24	10,179	38	11,191	72	29,642	9	8,778
LIBERTY	6,848	7,577	7,611	2	796			7	1,829	2	2,641	2	808	1	51	1		6	646	2	327
LINCOLN	40,025	42,713	42,631	11	1,328	8	2,477	21	15,474	16	7,212	15	4,511	11	979	6	713	52	4,943	4	1,273
McCONE	4,491	5,900	6,104	4	491	1	414	4	1,110	2	732	5	2,435			1	197	7	472		
MADISON	8,199	13,781	14,911	7	929	2	363	13	4,579	3	718	12	2,152	2	30			34	3,762	4	801
MEAGHER	4,623	7,062	7,509	4	437			5	2,431	3	472	3	1,110	2	442			15	1,382	1	676
MINERAL	8,055	7,593	7,419	3	151	1	185	8	2,010	3	893	7	1,524	1	92			14	1,580	2	138
MISSOULA	319,284	527,552	569,418	45	41,429	14	45,097	77	109,947	58	122,311	73	59,070	15	18,854	64	27,108	164	63,589	15	21,476
Missoula	297,903	486,048	523,307	37	39,091	12	41,596	61	103,828	50	113,126	57	47,255	43	18,400	58	25,720	130	57,004	13	19,919
MUSSELSHELL	9,830	12,619	13,006	4	495	4	630	5	3,022	3	1,772	10	2,645			8	460	16	2,159	1	805
PARK	40,131	45,653	46,069	13	2,214	5	786	22	13,210	11	4,830	28	7,501	11	2,571	12	1,201	37	6,432	4	1,190
Livingston	34,054	37,462	38,144	11	1,990	4	684	14	11,559	11	4,830	17	4,712	11	2,571	12	1,201	24	4,573	4	1,190
PETROLEUM	556	558	551					3	166			2	138					2	191		
PHILLIPS	15,121	24,013	25,721	4	2,598	2	570	5	6,791	7	5,458	9	2,750	5	1,702	4	448	21	3,484	2	326
PONDERA	22,854	26,138	26,409	9	1,548	2	1,002	9	6,187	7	9,153	10	1,970	6	1,003	4	994	18	2,060	3	1,317
POWDER RIVER	6,061	11,718	13,010	1	213	2	738	3	2,871	4	2,682	3	2,468	1	108			6	1,644	1	167
POWELL	17,977	19,461	19,466	7	1,170	2	193	6	4,539	5	2,462	7	4,545	2	677			18	2,861	3	755
PRAIRIE	3,619	4,384	4,472	2	365			2	1,069	2	506	4	1,118					8	904	1	249
RAVALLI	44,019	57,290	59,193	17	5,661	6	1,785	18	14,344	11	9,504	19	9,832	9	2,305	9	1,698	55	7,201	7	2,055
Hamilton	NO DATA AVAILABLE FOR THIS CITY																				
RICHLAND	42,549	86,765	97,307	11	8,572	5	5,607	12	28,593	12	23,504	11	6,144	9	4,148	9	3,814	23	7,412	3	4,662
ROOSEVELT	33,019	49,170	52,059	14	3,078	4	1,680	18	13,434	8	9,479	17	9,913	7	2,794	10	917	40	6,317	4	1,182
ROSEBUD	18,552	43,995	53,444	5	5,044	3	1,568	7	12,692	3	9,266	11	7,979	2	727	2		23	8,278	1	2,029
SANDERS	19,093	17,020	16,477	7	470	6	1,350	17	3,689	9	5,149	16	2,147			4	16	29	2,112	4	314
SHERIDAN	15,779	25,980	28,007	8	3,457	2	1,560	6	4,878	2	1,097	8	5,506	8	2,473	5	1,096	25	5,349	4	738
SILVER BOW	171,197	212,663	218,141	17	8,998	8	19,610	51	51,202	36	38,531	75	34,837	24	6,145	36	11,336	116	22,040	9	9,314
Butte	150,270	192,775	198,660	13	6,951	7	17,361	48	50,747	31	32,402	71	33,070	22	5,430	34	10,248	102	20,090	9	8,798
STILLWATER	10,571	17,284	18,610	9	1,920	3	110	6	4,578	3	1,915	10	4,272	1	241	7	167	19	2,938	4	249
SWEET GRASS	12,534	13,726	13,756	4	883	1	249	8	4,453	2	2,196	8	4,133	2	210	4		8	953	2	290
TETON	[illegible]	26,871	29,132	6	1,338	3	535	10	5,385	8	12,090	7	2,587	5	1,484	5	545	21	3,410	2	831
TOOLE	18,844	26,544	27,813	7	1,133	3	878	9	6,099	1	3,327	12	6,431	8	1,812	3	662	28	4,280	2	1,061
TREASURE	927	977	973	2	435	2		1	183									3	295		
VALLEY	37,852	39,782	39,590	14	3,189	5	2,435	15	8,014	16	9,249	16	6,076	9	1,445	9	995	34	3,861	4	2,176
WHEATLAND	3,839	7,068	7,208	5	271	2	137	4	1,819	2	884	9	1,995	1	19	2	14	13	1,067	1	79
WIBAUX	2,379	3,278	3,435	2	76			3	263	1	1,014	2	455			1	332	4	706	1	295
YELLOWSTONE	513,875	990,376	1,099,319	71	102,560	17	138,589	90	206,662	83	215,699	109	92,019	94	52,410	100	52,174	209	112,657	19	46,782
Billings	424,264	831,248	923,386	60	64,236	16	136,876	63	160,450	61	200,374	74	66,954	80	44,439	80	47,836	156	90,098	15	44,703
YELLOWSTONE NATIONAL PARK																					

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate		Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs
STATE TOTALS	5,145,305	7,502,759	7,951,230	1,142	483,892	447	975,108	1,422	1,558,418	1,258	1,521,301	1,732	941,066	988	339,016	1,191	377,461	3,189	884,047	421	226,556
METROPOLITAN STATISTICAL AREAS																					
Lincoln, Ne	673,836	901,903	939,887	82	66,426	35	151,253	90	173,380	115	169,640	167	83,716	83	43,809	137	35,723	272	113,133	40	21,486
Omaha, Ne-Ia	2,012,209	2,991,539	3,179,143	223	109,672	89	475,863	385	636,129	319	614,439	460	292,879	271	125,578	331	183,513	1,009	398,556	123	113,808
Sioux City, Ia-Ne	451,370	574,867	594,956	67	36,843	27	75,579	124	132,704	88	103,739	113	66,731	69	23,480	89	27,240	286	65,803	30	24,055
COUNTIES, Cities																					
ADAMS	123,722	169,431	177,265	26	17,410	10	31,138	21	25,604	33	34,613	33	18,377	27	11,730	28	6,477	54	15,533	7	3,610
Hastings	115,441	158,968	166,480	21	15,968	10	31,138	19	24,559	30	33,265	27	14,612	27	11,730	27	6,378	47	14,571	7	3,610
ANTELOPE	23,366	30,877	32,096	13	3,359	2	421	10	5,181	6	10,348	12	4,667	6	1,000	7	365	24	2,356	3	842
ARTHUR	341	559	603									1	351			1		1	69		
BANNER	96	97	96									1	84			1		2	12		
BLAINE	1,945	3,378	3,687	3	411			1	499	1	1,165	1	904					2	285		
BOONE	20,500	28,554	30,338	15	3,387	4	1,392	14	6,373	8	6,897	9	3,502	8	1,587	6	691	20	2,350	3	775
BOX BUTTE	39,386	64,671	69,898	11	5,181	6	5,809	13	19,766	15	13,904	14	6,819	13	3,242	11	1,908	19	5,195	5	2,695
Alliance	37,529	61,673	66,503	10	5,022	5	5,452	11	18,741	13	13,280	12	6,491	13	3,242	11	1,908	15	4,696	4	2,512
BOYD	5,646	8,755	9,363	7	1,275	5	204	7	2,567	3	608	8	2,055	2	95	1	62	14	1,049	1	49
BROWN	13,410	19,572	20,709	9	1,916	1	421	8	4,353	8	4,890	6	1,998	6	1,043	9	918	14	2,501	1	516
BUFFALO	131,798	225,059	245,554	32	16,914	11	28,815	29	41,297	38	51,732	49	31,650	26	11,171	30	12,170	68	29,818	7	3,080
Kearney	114,954	206,801	227,230	22	16,825	8	27,472	15	37,621	31	50,200	29	25,999	22	10,914	20	11,293	44	27,189	4	2,690
BURT	19,205	30,346	32,574	12	3,312	5	446	11	10,038	7	6,919	13	3,580	7	1,279	5	1,177	24	3,810	4	1,059
BUTLER	17,518	26,957	28,796	8	2,189	2	879	12	5,809	12	6,452	11	5,941	3	274	8	561	25	3,725	3	567
CASS	39,023	64,171	69,695	15	3,669	9	3,006	21	15,405	13	19,177	25	15,880	4	404	11	547	45	7,786	5	1,274
CEDAR	21,682	36,588	39,730	13	7,488	4	622	21	7,030	7	4,704	17	10,620	4	599	5	569	32	4,521	5	995
CHASE	14,979	23,264	24,890	6	982	3	2,243	9	6,562	5	5,096	8	5,651	5	300	5	694	8	1,201	3	936
CHERRY	23,290	35,458	37,805	9	2,077	3	1,201	8	6,981	10	6,648	14	5,786	7	1,778	8	1,485	18	4,958	2	2,639
CHEYENNE	41,500	76,042	83,841	10	3,038	3	2,851	12	16,072	13	13,883	17	9,634	14	4,502	12	1,835	24	5,089	4	2,221
CLAY	13,279	17,358	18,001	8	1,926	2	102	16	4,253	5	2,395	13	4,106	2	68	13	1,111	27	1,900	3	168
COLFAX	24,207	33,988	35,704	10	2,152	4	1,906	19	8,048	7	7,289	12	7,678	7	691	6	1,070	34	5,131	1	409
CUMING	28,421	44,743	47,989	5	2,741	6	1,641	10	10,305	11	14,901	12	8,176	9	2,308	6	992	30	3,522	3	940
CUSTER	37,950	52,472	54,990	18	3,770	4	1,983	20	14,713	17	10,640	19	6,043	12	2,389	12	2,016	36	4,087	5	1,683
DAKOTA	51,312	86,619	94,070	4	2,445	1	277	14	22,417	26	17,194	20	21,870	2	561	8	3,078	31	13,940	5	4,280
DAWES	32,136	41,249	42,655	10	2,472	5	2,247	13	10,798	12	7,506	12	4,817	13	2,845	9	1,677	24	5,223	3	1,156
DAWSON	78,199	116,053	123,134	26	10,538	15	8,016	24	25,763	26	22,501	27	20,124	23	5,296	24	4,429	42	9,596	7	4,231
DEUEL	8,249	15,474	17,126	3	1,140	1	267	3	1,382	1	2,470	11	8,688	2	235	5	438	5	1,858	1	501
DIXON	8,900	14,252	15,330	7	1,523	2	242	9	3,469	4	3,118	10	3,491	2	78	2	70	20	2,180	4	389
DODGE	129,887	187,974	199,015	25	9,883	13	23,885	31	41,975	31	42,938	37	17,892	21	6,699	35	7,576	81	22,103	11	6,344
Fremont	117,382	176,745	188,095	16	9,228	9	23,395	22	40,515	25	40,858	28	15,994	19	6,399	30	7,176	52	20,060	7	5,931
DOUGLAS	1,560,104	2,288,318	2,424,942	142	82,261	55	365,505	276	470,536	216	455,062	304	191,794	205	108,181	249	162,955	731	308,298	88	89,084
Omaha	1,382,948	2,073,326	2,204,766	121	72,040	48	344,481	241	407,415	189	396,897	273	176,049	182	101,825	218	157,452	652	283,920	79	83,459
DUNDY	5,985	9,441	10,131	3	568	1	452	3	2,774	3	2,661	5	763	4	468	3	277	3	858	1	358
FILLMORE	16,640	18,695	19,124	12	2,843	3	480	12	4,271	5	2,554	17	2,713	6	898	7	193	26	3,254	4	630
FRANKLIN	7,874	11,457	12,116	7	1,925	2	439	12	4,044	3	1,266	7	1,463	3	119	2	404	15	1,558	2	654
FRONTIER	4,943	8,201	8,877	6	860			4	1,398	3	1,252	3	3,192	1		2	209	8	925	1	294
FURNAS	17,734	26,652	28,344	12	1,536	6	799	13	6,631	13	6,028	12	7,380	4	297	9	990	22	2,028	7	1,099
GAGE	72,499	114,652	123,670	22	6,044	8	11,468	28	28,290	27	22,478	28	17,744	18	7,279	18	4,680	52	10,494	9	3,272
Beatrice	57,941	100,690	109,942	12	5,197	4	9,449	15	25,688	22	20,215	17	15,377	16	6,857	13	4,427	30	8,589	6	2,852
GARDEN	5,718	8,387	8,881	4	985	1	322	4	1,900	3	1,569	11	1,179	3	244	4	199	8	933	1	382
GARFIELD	5,775	7,901	8,261	5	1,090	1	248	4	2,752	2	1,317	2	1,236	2	260			4	322	1	194
GOSPER	2,267	3,422	3,642	2	174	1	67	3	701	1	140	2	1,052	1		2	81	7	1,304		
GRANT	1,580	2,082	2,160	2	750	1	88	4	349			4	704	1	73	1	39	3	57		
GREELEY	8,019	15,167	15,811	4	864	1	500	7	2,371	4	647	9	10,241			1	36	12	1,470	2	98
HALL	211,195	299,152	315,152	29	27,797	15	74,513	32	38,062	43	54,334	56	27,172	40	16,537	47	11,191	102	35,038	10	4,485
Grand Island	182,439	267,726	283,566	19	24,155	14	74,392	25	36,511	34	50,941	40	18,123	30	12,338	39	10,218	81	29,271	9	4,474
HAMILTON	24,254	29,929	30,723	8	2,223	4	1,286	8	5,853	8	6,689	12	7,527	7	878	6	677	13	2,016	5	1,367
HARLAN	8,954	17,773	19,885	6	2,140	2	1,099	7	3,530	5	2,766	8	2,889	5	885	6	366	18	3,187	1	768
HAYES	1,968	2,739	2,871					2	639			5	1,725			1		4	146		
HITCHCOCK	4,548	8,077	8,851	2	413			7	2,589	4	522	8	2,448	1	172	1		7	1,727	1	220
HOLT	39,417	51,845	53,841	15	6,021	5	3,503	18	10,628	14	8,992	23	9,949	14	2,157	14	2,497	31	3,737	6	1,595
HOOKER	2,717	3,618	3,767	2	212	1	111	3	779	5	2,074	1						3	196	2	133
HOWARD	11,834	14,377	14,721	11	1,454	1	555	10	3,333	6	2,597	12	1,892	2	222	7	734	17	1,673	2	1,026
JEFFERSON	31,847	46,112	48,715	11	3,664	3	2,627	14	10,316	17	11,888	11	3,417	7	2,653		2,448	29	4,331	3	1,481
JOHNSON	10,641	14,650	15,334	9	1,791	2	407	10	3,207	5	364	11	4,573	4	403	3	683	18	2,041	3	823
KEARNEY	14,702	21,416	22,653	9	3,194	2	748	7	6,628	10	4,993	5	1,406	3	422	4	630	14	1,983	3	933
KEITH	49,839	75,065	79,858	15	7,815	7	3,881	8	13,586	9	15,057	30	21,328	11	3,295	13	2,070	21	6,019	3	1,404
KEYA PAHA	1,108	1,867	2,026	2		1	188	2	134			1	948			1		4	310		
KIMBALL	23,983	32,573	34,011	4	3,075	3	1,128	6	5,371	12	6,315	19	10,187	5	976	6	871	14	2,268	2	829
KNOX	24,239	36,248	38,520	17	5,696	6	714	18	6,028	12	7,426	18	5,817	5	856	10	470	37	6,580	6	1,291
LANCASTER	673,836	901,903	939,887	82	66,426	35	151,253	90	173,380	115	169,640	167	83,716	83	43,809	137	35,723	272	113,133	40	21,486
Lincoln	643,406	856,298	891,405	75	59,221	35	148,753	78	161,915	108	167,671	151	76,607	82	42,513	126	34,574	243	105,412	39	20,549
LINCOLN	144,839	171,665	175,073	25	10,189	11	29,177	26	29,813	27	31,134	43	22,042	28	8,520	33	8,817	59	16,593	6	5,025
North Platte	134,765	160,564	162,904	17	9,301	11	29,177	21	28,185	25	30,863	30	17,251	27	18,487	32	8,786	46	14,943	5	4,929
LOGAN	758	1,256	1,358	2	246			1	416			2	475					2	41		
LOUP	746	1,115	1,185			1	95	1	354			3	235			1	80	3	421		
MCPHERSON	423	803	889					1	106			2	630					1	153		
MADISON	132,484	245,218	270,892	29	23,259	11	39,042	32	51,436	20	49,284	30	25,786	37	16,540	32	14,108	74	26,325	9	6,748
Norfolk	101,883	188,219	207,856	16	17,991	7	25,381	19	42,330	19	35,936	22	18,382	30	15,221	26	11,836	44	19,251	5	4,996
MERRICK	16,800	20,179	20,617	10	1,805	1	136	7	5,189	8	3,365	13	6,238			3	275	20	2,060	1	187
MORRILL	13,246	20,805	22,308	4	1,501	5	1,538	7	6,229	7	5,635	11	2,340	4	410	6	1,105	15	1,961	1	556
NANCE	5,829	8,965	9,573	6	1,794	1	438	6	3,060	4	759	7	1,211	2	78	4	576	13	1,289	2	209
NEMAHA	20,517	30,917	32,898	11	2,529	3	1,382	8	7,858	9	6,338	13	5,301	7	970	3	633	28	4,608	2	1,203
NUCKOLLS	19,796	27,661	29,030	9	2,203	4	1,166	14	6,569	6	3,839	12	7,267	6	818	6	884	22	2,484	3	645
OTOE	53,137	60,577	61,356	15	3,925	6	3,246	19	13,113	14	15,424	24	9,236	16	2,925	10	2,202	45	5,847	4	1,551
Nebraska City	38,518	44,160	45,289	6	2,245	3	1,768	9	10,724	9	10,434	14	7,430	12	2,626	7	1,605	28	4,345	3	1,201

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	7,403	12,321	13,348	6	1,256	1	186	8	2,572	3	4,325	9	2,813	2	55	3	276	11	1,014	2	430
PERKINS	7,776	11,131	11,733	8	3,035	1	385	3	2,135	4	648	3	3,871	1	132	3		8	647	1	427
PHELPS	37,101	56,716	60,514	14	6,007	3	4,235	12	12,761	10	13,149	13	6,453	9	3,493	15	3,498	19	3,460	3	987
Holdrege	34,966	53,149	56,786	11	5,595	3	4,235	7	12,157	9	12,727	11	6,135	9	3,493	13	3,349	13	2,995	2	881
PIERCE	17,316	29,239	31,761	10	2,515	1	1,397	11	5,620	8	8,925	8	5,877	5	374	6	1,183	21	3,487	4	756
PLATTE	101,578	147,194	155,774	26	10,043	11	23,546	30	30,842	20	27,951	34	16,049	27	7,333	28	7,124	73	17,602	5	3,308
Columbus	93,931	140,303	149,073	18	9,611	9	23,068	20	29,701	18	27,405	24	13,616	26	7,280	22	6,486	59	16,769	5	3,308
POLK	13,242	19,799	21,037	7	1,767	3	373	10	3,306	5	3,558	7	5,478	1	1,150	4	140	11	1,154	2	1,436
REDWILLOW	56,475	78,321	82,119	15	5,017	9	8,873	11	17,026	16	19,168	15	5,312	23	7,637	15	3,690	26	7,200	4	1,540
McCook	54,565	75,235	78,795	13	4,801	9	8,873	8	15,547	16	19,168	12	4,533	23	7,637	14	3,613	20	6,785	3	1,449
RICHARDSON	34,349	44,215	45,744	14	2,254	6	3,922	16	9,850	17	11,981	13	6,441	11	1,515	13	1,717	29	2,929	5	1,233
Falls City	29,031	36,517	38,014	13	2,156	5	3,522	8	8,007	11	10,683	7	4,837	9	1,347	11	1,555	14	1,679	4	1,082
ROCK	4,734	6,876	7,267	3	700	3	286	4	2,362	1	1,168	5	1,584	1	67	5	209	3	695	1	67
SALINE	38,076	58,228	62,142	9	3,808	8	3,943	19	11,826	13	11,115	12	5,311	6	1,372	6	13,085	36	6,511	6	2,492
SARPY	154,822	256,896	279,179	22	10,131	12	61,578	30	61,218	38	44,462	41	35,314	19	5,981	34	7,688	85	35,597	9	4,276
SAUNDERS	38,631	57,940	61,598	14	2,117	8	2,145	19	13,851	14	11,748	22	12,066	7	1,783	12	5,817	49	5,833	8	1,703
SCOTTS BLUFF	152,613	187,031	192,095	29	13,016	14	23,026	40	43,963	43	38,126	44	18,942	29	8,930	44	10,199	80	15,642	11	4,003
Scottsbluff	117,795	152,794	158,300	12	8,528	11	22,162	22	36,604	28	34,180	19	12,603	22	7,638	31	9,494	45	10,868	6	2,363
SEWARD	44,969	65,291	69,025	13	4,815	5	3,890	14	13,624	14	17,472	21	11,144	9	2,505	8	3,221	33	6,729	4	1,572
SHERIDAN	32,488	48,764	51,841	11	3,369	7	970	9	11,319	11	9,834	15	9,362	18	4,390	9	1,844	24	4,627	4	1,605
SHERMAN	7,219	10,122	10,632	5	541			9	2,611	1	430	8	2,631	4	460	4	1,052	11	841	1	1,337
SIOUX	1,582	3,196	3,586	2	117	1	329	2	908	1	354	2	1,337	1	143						
STANTON	4,365	9,562	10,889	4	1,647	1	388	5	2,990	1	943	3	1,584	1		2	336	10	2,611		
THAYER	24,189	31,825	33,048	14	1,704	3	358	15	5,502	10	9,105	11	8,180	6	438	3	634	22	3,928	2	393
THOMAS	4,034	6,178	6,589	1				3	1,764	1		3	3,576					3	253		
THURSTON	11,910	21,803	24,029	7	2,428	1	1,128	8	5,010	5	4,815	7	5,083	3	410	3	730	13	2,435	2	836
VALLEY	18,812	30,704	33,138	9	2,651	4	1,548	9	6,921	10	4,004	10	9,425	7	727	9	984	14	1,815	3	822
WASHINGTON	39,605	58,868	62,490	16	4,983	3	1,841	14	11,904	13	18,083	20	9,085	14	2,240	7	1,041	33	6,554	4	1,977
WAYNE	25,988	40,301	43,113	8	4,660	3	3,391	7	6,041	6	13,240	10	3,865	6	1,566	8	963	23	4,667	2	1,139
WEBSTER	9,523	15,016	16,112	6	1,837	2	1,041	8	2,980	5	3,466	9	1,696	4	217	7	1,122	15	1,685	3	868
WHEELER	910	1,195	1,240	[illegible]				1	359			3	524					3	357		
YORK	53,853	78,676	83,280	[illegible]	3,004	6	7,794	14	18,331	21	19,839	19	11,264	13	4,634	16	1,850	31	8,311	7	1,960
York	48,195	69,214	73,419	[illegible]	2,666	6	7,794	10	17,854	17	18,171	13	7,394	13	4,634	11	1,205	18	5,704	6	1,865

NEVADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	[illegible]	[illegible]	6,166,478	287	350,393	131	666,823	578	1,229,869	476	1,146,322	641	677,283	515	258,725	468	236,445	1,356	699,382	128	314,848
STANDARD METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nv	1,708,529	3,214,464	3,567,389	111	165,513	56	452,882	292	753,237	202	656,081	284	334,789	314	178,398	231	129,685	654	422,278	57	138,322
Reno, Nv	904,814	1,504,907	1,628,180	91	123,335	30	175,513	150	284,433	164	330,940	149	156,372	122	58,847	150	76,010	340	162,997	37	110,084
COUNTIES, Cities																					
CARSON CITY	130,308	221,878	241,084	18	24,390	6	10,163	27	45,252	33	48,149	20	22,477	23	6,699	32	14,102	70	19,785	8	28,177
Carson City	130,308	221,878	241,084	18	24,390	6	10,163	27	45,252	33	48,149	20	22,477	23	6,699	32	14,102	70	19,785	8	28,177
CHURCHILL	43,528	69,442	74,568	11	5,712	1	3,502	13	17,751	12	23,752	13	9,435	[illegible]	[illegible]	7	766	23	4,179	3	2,112
CLARK	1,708,529	3,214,464	3,567,389	111	165,513	56	452,882	292	753,237	202	656,081	284	334,789	314	178,398	231	129,685	654	422,278	57	138,322
Las Vegas	740,089	1,136,976	1,212,788	52	66,722	22	89,458	127	247,868	104	333,349	147	121,278	113	31,798	130	70,662	285	118,121	28	50,083
North Las Vegas	95,356	182,242	202,112	8	4,087	4	39,555	14	69,357	14	8,699	19	23,253	8	2,419	10	4,147	49	27,675	3	12,136
DOUGLAS	46,692	94,084	105,377	7	6,388	2	1,612	8	19,445	7	5,734	13	9,203	13	2,488	16	5,127	31	15,005	5	10,582
ELKO	64,949	146,825	168,007	9	5,145	6	7,774	17	37,919	18	28,593	38	37,586	12	4,516	11	4,328	58	17,742	4	14,332
Elko	53,785	121,420	134,950	9	5,145	2	6,201	9	33,095	15	27,124	25	22,411	11	4,399	11	4,328	37	9,619	4	14,332
ESMERALDA	1,111	4,233	5,312									4	3,122					3	2,080		
EUREKA	1,481	6,646	8,492	1	268			2	1,123	1	639	5	4,326					5	1,992		
HUMBOLDT	36,380	65,461	71,802	6	5,432	2	1,493	11	15,546	5	5,737	21	24,438	5	2,489	5	1,103	25	8,196	2	3,843
LANDER	9,139	22,501	26,136	5	3,882			6	4,853	1		8	6,259	1	144			15	6,505	2	3,090
LINCOLN	8,541	12,234	12,875	2	762	5	3,551	5	2,626	1	1,106	9	2,165			1		14	2,152		
LYON	23,580	43,325	47,712	11	2,944	5	1,008	13	11,881	7	8,865	21	9,446	2	570	6	1,255	32	5,916	2	1,038
MINERAL	16,301	26,405	28,424	3	555	4	3,358	7	4,833	7	5,782	9	4,987	1	482	3	2,642	11	1,352	1	635
NYE	15,891	63,055	79,569	4	3,358	7	2,724	8	11,045	6	8,818	16	26,919	2	66	2	437	24	17,280	1	
PERSHING	14,404	26,931	29,742	2	936	1	402	4	5,204	6	2,679	15	15,262	2	530			9	2,199	2	[illegible]
STOREY	3,257	8,306	9,707			3	411	5	975			1	1,099					15	4,067		
WASHOE	904,814	1,504,907	1,628,180	91	123,335	30	175,513	150	284,433	164	330,940	149	156,372	122	58,847	150	76,010	340	162,997	37	110,084
Reno	689,147	1,135,067	1,225,912	61	98,802	20	131,373	101	175,000	117	304,461	107	100,023	88	47,942	98	59,725	221	109,487	24	78,487
WHITE PINE	40,260	58,770	62,102	6	1,773	3	2,430	10	13,746	6	19,447	15	9,418	6	987	4	990	27	5,657	4	2,013
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	16,036	20,718	21,655	3	593	3	1,549	6	5,541	6	5,582	10	2,190	6	623	1	140	14	3,034	4	860

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NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,387,452	6,132,545	6,758,217	512	419,987	321	646,897	1,182	1,705,245	661	1,161,662	704	542,797	538	251,140	660	227,398	1,542	606,781	209	163,779
METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Ma-N.H.	996,655	1,807,265	2,153,805	113	87,357	84	230,657	306	564,373	171	322,564	213	173,387	181	131,710	207	85,086	548	216,897	87	63,413
Lowell, Ma-N.H.	595,002	1,133,958	1,320,975	32	49,219	39	151,506	183	362,464	98	216,194	141	127,220	70	47,232	102	34,879	297	125,149	63	45,527
Manchester, N.H.	561,511	888,937	961,614	49	59,006	32	159,473	160	190,766	90	171,474	97	75,825	99	41,129	100	36,352	203	87,504	30	20,784
Nashua, N.H.	441,982	808,168	900,37[illegible]	49	48,970	25	81,061	110	232,916	71	173,866	70	66,342	60	44,479	86	40,201	150	75,148	28	24,533
Portsmouth-Dover-Rochester, N.H.-Me.	681,808	1,800,552	1,926,615		107,107		119,243		397,596		397,527		160,996		62,402		64,059		213,857		48,858
COUNTIES, Cities																					
BELKNAP	183,572	249,926	259,160	33	30,924	20	18,088	77	65,101	50	47,434	39	15,293	33	9,339	47	8,670	82	19,502	11	7,040
Laconia	98,226	119,291	121,003	13	7,089	3	2,781	38	29,232	27	30,604	18	10,156	26	7,366	26	5,648	38	11,716	7	3,637
CARROLL	116,662	165,128	172,154	24	18,043	22	7,218	69	43,237	25	18,696	42	16,073	24	4,957	35	5,029	102	21,996	8	2,977
CHESHIRE	188,331	251,232	259,150	32	12,483	22	22,204	81	71,774	51	42,698	43	20,990	29	6,909	39	8,525	91	23,266	9	4,640
Keene	133,696	181,428	187,720	15	9,133	11	20,313	33	50,052	25	38,441	21	13,709	22	6,687	29	7,040	40	14,538	5	3,920
COOS	117,137	108,005	104,410	25	6,857	22	8,607	59	27,834	28	17,726	35	9,283	23	2,865	20	2,507	71	8,543	13	2,363
GRAFTON	263,124	347,320	357,534	48	19,093	40	34,898	114	95,944	60	44,340	80	35,172	49	11,195	53	11,661	142	31,059	20	7,701
Hanover	25,967	35,736	37,690	1	206	2	1,245	7	10,846	1	390	4	2,830	10	3,661	6	1,369	12	5,157	2	1,003
Lebanon	95,374	121,085	126,229	10	7,835	9	23,350	20	30,145	11	15,740	20	11,132	10	3,185	13	4,593	21	9,057	4	2,356
HILLSBOROUGH	1,014,337	1,748,140	1,892,752	110	102,155	71	221,752	304	445,789	176	340,887	183	149,367	163	83,936	188	71,912	379	165,746	62	49,716
Manchester	389,715	576,756	606,375	29	26,342	24	61,696	127	116,239	70	136,446	77	56,141	83	26,117	71	20,381	158	66,067	24	21,913
Nashua	338,575	618,460	675,830	24	31,347	18	76,711	67	153,474	40	147,987	43	46,554	43	41,132	61	30,504	99	52,501	19	16,710
MERRIMACK	356,071	587,713	630,364	50	40,042	25	66,307	114	145,583	58	123,786	85	72,730	45	14,726	59	15,252	154	50,782	18	17,034
Concord	197,427	329,458	354,098	22	21,432	11	32,254	48	73,841	31	77,856	40	50,826	26	9,773	33	8,841	65	29,780	8	9,570
ROCKINGHAM	764,620	2,114,702	2,494,631	119	147,181	[illegible]	224,701	207	662,687	126	416,894	110	177,327	110	97,286	142	84,638	343	235,842	36	52,314
Portsmouth	178,633	468,161	546,830	17	28,183	7	27,057	44	90,554	21	118,347	26	59,301	27	21,601	31	21,867	68	63,547	8	7,512
STRAFFORD	267,958	376,082	391,676	45	21,803	25	33,413	103	95,438	47	70,005	58	29,313	39	11,915	47	12,788	134	36,110	19	14,643
Dover	99,252	129,545	133,114	11	4,895	4	8,427	25	22,521	17	24,260	46	9,606	12	6,040	24	8,465	43	14,225	6	3,175
SULLIVAN	115,640	184,297	196,386	26	21,376	12	9,709	54	51,838	40	39,196	29	14,249	23	8,012	30	6,416	44	13,935	12	5,351
Claremont	69,219	107,374	113,842	10	8,637	4	2,706	28	32,474	23	25,408	12	8,365	17	5,357	17	4,891	19	5,585	6	3,087

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,286,554	40,238,445	43,645,420	2,235	1,436,567	1,048	4,939,838	9,026	10,807,992	3,151	6,782,271	5,350	3,698,584	5,623	2,393,825	4,031	1,869,573	12,985	4,624,768	1,551	1,149,022
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	2,106,565	3,070,647	3,266,892	227	129,761	112	454,326	712	788,205	385	503,659	520	272,425	373	122,500	398	138,037	1,187	519,299	120	95,980
Atlantic City, N.J.	1,111,518	3,000,488	3,574,335	118	143,242	99	361,209	561	640,610	168	427,606	295	275,919	323	178,430	175	120,489	1,047	555,115	82	96,426
Bergen-Passaic, N.J.	5,038,202	7,596,547	8,077,958	398	228,149	182	1,130,029	1,606	1,846,845	567	1,246,103	1,06[illegible]	646,796	1,103	531,282	784	371,829	2,210	787,870	312	193,091
Jersey City, N.J.	1,337,115	1,547,652	1,566,309	122	38,727	85	126,230	1,047	427,770	150	185,410	293	128,988	561	159,564	263	65,732	1,297	170,165	134	51,245
Middlesex-Somerset-Hunterdon, N.J.	2,912,469	5,194,278	5,700,588	263	211,302	105	715,564	846	1,432,367	352	805,020	641	513,446	531	320,847	438	229,360	1,415	566,838	162	156,491
Monmouth-Ocean, N.J.	2,[illegible]96,520	4,713,158	4,978,921	299	203,261	116	491,980	961	1,327,484	417	818,996	581	444,662	578	210,527	469	199,362	1,533	584,815	165	145,256
Newark, N.J.	5,8[illegible]5,199	9,417,340	10,221,435	522	325,244	225	814,157	2,211	2,755,221	699	1,656,017	1,289	843,002	1,464	584,739	1,061	496,197	3,122	1,033,321	407	275,201
Philadelphia, Pa-N.J.	14,787,379	22,995,866	24,702,664	1,458	729,873	826	3,085,979	5,730	5,610,737	1,816	4,117,[illegible]	[illegible]742	1,929,827	3,515	1,346,214	2,426	1,008,959	7,790	2,573,239	1,116	724,707
Trenton, N.J.	1,044,368	1,595,327	1,703,653	89	52,385	47	209,675	350	426,638	112	258,672	219	155,672	276	88,048	183	84,992	558	162,761	64	46,820
Vineland-Millville-Bridgeton, N.J.	445,639	487,735	488,839	56	16,093	25	49,454	186	139,794	131	87,122	116	33,992	111	25,740	79	19,338	204	40,060	20	15,170
Wilmington, De-N.J.-Md.	1,791,371	3,007,234	3,271,620	177	129,505	99	462,565	514	720,004	282	504,899	370	313,346	274	132,986	268	159,090	719	301,377	107	119,766
COUNTIES, Cities																					
ATLANTIC	746,213	2,419,341	2,951,537	69	114,647	52	320,256	309	677,891	114	337,220	189	222,501	205	156,539	117	106,402	573	421,392	50	78,631
Atlantic City	220,079	612,921	727,063	9	9,973	19	42,320	100	74,255	21	47,453	28	32,029	95	56,911	37	27,405	243	141,522	14	22,605
BERGEN	3,513,554	5,333,652	5,671,758	272	158,464	120	710,481	1,012	1,349,942	378	927,102	733	483,417	741	357,798	542	267,483	1,360	557,018	208	141,247
Hackensack	253,574	323,499	332,890	10	9,063	8	104,057	52	20,054	27	58,038	40	15,535	115	45,863	37	10,154	104	31,654	11	2,942
BURLINGTON	1,118,403	2,358,985	2,530,465	113	81,626	46	444,884	303	524,294	161	523,030	256	226,140	181	107,554	150	69,391	427	260,852	53	50,950
Burlington	87,043	124,167	130,456	4	2,000	2	7,209	14	11,030	14	51,012	14	13,223	22	11,968	18	6,972	31	9,718	2	1,391
Willingboro	130,308	181,608	193,071	5	1,143	4	68,478	21	70,567	7	3,262	16	14,773	18	7,648	12	3,256	14	6,699	5	7,572
CAMDEN	1,590,013	2,758,599	3,014,975	123	77,670	63	380,036	579	695,321	181	491,835	303	246,092	322	143,567	267	164,599	657	306,565	89	76,723
Camden	150,934	152,224	150,332	17	3,304	16	3,566	123	34,941	16	25,700	26	8,717	32	6,569	26	9,948	157	19,250	20	8,819
Cherry Hill	436,270	800,785	873,706	21	12,422	9	161,240	69	151,110	29	195,710	53	51,866	99	57,930	56	56,669	85	93,993	14	15,494
CAPE MAY	565,305	581,147	622,798	49	28,595	47	60,953	252	162,719	56	90,386	106	53,418	118	21,891	58	14,087	475	133,723	32	17,795
CUMBERLAND	445,639	487,735	488,839	56	16,093	25	49,454	186	139,794	131	87,122	116	33,992	111	25,740	79	19,338	204	40,060	20	15,170
Bridgeton	92,311	97,798	97,436	17	2,752	4	3,323	39	19,557	32	28,730	16	3,913	22	5,717	13	4,103	29	4,828	5	4,799
Millville	74,006	88,204	89,705	9	1,571	[illegible]	1,578	29	29,054	24	20,324	24	8,246	14	3,251	19	3,607	55	8,396	4	1,419
Vineland	232,257	258,377	259,53[illegible]	36	10,918	9	41,802	83	71,720	56	33,866	52	16,415	71	16,720	41	10,851	89	22,840	9	8,356
ESSEX	2,453,240	3,103,101	[illegible]	189	60,280	91	355,105	1,097	786,992	244	456,658	494	236,193	738	244,746	437	158,993	1,463	332,181	187	92,801
Newark	643,386	616,676	603,612	48	8,980	31	79,906	456	132,112	71	47,073	138	38,877	224	48,584	121	39,282	718	92,387	65	22,347

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GLOUCESTER	644,216	1,077,907	1,166,540	69	33,927	26	184,402	222	223,852	106	180,270	140	101,590	104	46,559	77	28,720	250	92,094	35	24,295
Woodbury	103,859	143,575	149,959	9	5,770	2	1,788	25	42,000	14	64,418	12	6,984	12	3,606	16	4,121	26	6,874	6	1,859
HUDSON	1,337,115	1,547,652	1,566,309	122	38,727	85	126,230	1,047	427,770	150	185,410	293	128,988	561	139,564	263	65,732	1,297	170,165	134	51,245
Jersey City	502,277	534,975	533,240	42	10,981	28	48,296	385	139,557	51	68,539	91	41,619	197	47,906	90	21,068	470	64,469	52	20,360
Union City	149,562	180,727	184,213	15	5,268	16	24,313	162	43,108	24	33,105	22	8,308	87	13,808	39	9,357	161	15,274	20	7,097
HUNTERDON	280,098	590,800	667,115	42	41,252	20	30,121	91	177,128	56	111,992	71	51,092	43	34,237	53	29,605	135	57,770	12	12,098
MERCER	1,044,368	1,595,327	1,703,653	89	52,385	47	209,675	350	426,638	112	258,672	219	155,672	276	88,048	183	84,992	558	162,761	64	46,820
Trenton	175,700	168,692	165,199	18	5,558	18	15,011	145	28,677	18	10,003	56	15,400	87	11,271	54	8,198	250	27,980	19	5,086
MIDDLESEX	1,912,453	3,207,971	3,482,606	153	121,004	63	523,987	574	899,034	201	386,283	408	321,051	353	219,581	263	127,932	966	347,046	103	94,020
New Brunswick	149,096	173,810	176,046	10	4,536	4	41,666	48	14,105	14	34,173	26	11,537	28	6,182	28	17,105	119	19,801	8	2,208
Perth Amboy	132,408	150,853	152,238	11	2,450	3	4,550	67	34,111	23	39,182	23	9,504	46	9,223	30	7,166	123	16,792	14	4,831
Woodbridge	403,339	620,462	660,365	14	7,806	11	154,742	95	150,109	37	65,985	74	61,453	86	73,874	42	28,122	128	50,471	14	11,662
MONMOUTH	1,681,310	3,227,035	3,584,333	183	124,697	66	373,373	544	921,630	211	593,830	349	315,769	391	173,234	292	160,158	949	408,722	112	106,549
Asbury Park	67,164	79,877	81,183	6	993	4	19,916	32	9,880	10	9,965	13	6,325	23	5,856	14	3,010	74	11,214	6	1,755
Middletown	144,070	254,129	277,219	17	12,857	6	43,581	47	100,290	13	17,426	26	20,394	23	6,763	24	14,658	50	18,502	8	12,229
Red Bank	111,169	189,235	205,201	14	6,304	6	12,152	24	26,257	19	54,603	22	21,002	47	21,507	26	10,703	43	16,722	9	6,565
Shrewsbury	51,501	98,435	107,824	6	6,067	1	9,429	4	25,733	5	32,093	3	2,853	3	3,838	4	2,027	7	8,233		
MORRIS	1,383,797	3,376,331	3,911,700	138	142,477	45	290,403	417	1,152,553	169	647,181	323	349,027	235	161,025	245	155,207	605	394,096	83	100,611
Dover	95,845	207,010	234,594	6	10,420	2	13,501	21	17,430	18	96,831	20	14,038	14	15,060	19	10,389	45	16,569	4	3,127
Morristown	161,366	351,993	399,517	13	14,447	5	62,153	31	52,474	17	116,147	23	27,256	30	18,446	25	11,447	52	32,833	7	5,554
Parsippany	142,214	371,167	416,968	7	12,650	4	23,499	65	149,255	13	62,961	26	46,963	19	5,932	20	19,160	52	46,035	10	10,602
OCEAN	1,115,210	1,486,323	1,394,588	116	78,564	50	118,607	417	405,854	206	225,166	232	128,893	187	37,293	177	39,204	584	176,093	53	38,707
Brick Township	96,780	137,173	150,373		11,675		25,255		48,704		13,692		12,908		2,758		6,111		13,456		2,841
Point Pleasant	43,916	60,640	71,366	9	2,867			29	18,894	20	17,564	13	8,302	5	1,673	13	1,014	30	8,297	2	2,009
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	1,524,648	2,262,895	2,406,200	126	69,685	62	419,548	594	496,903	189	319,001	333	163,379	362	173,984	242	104,346	850	230,852	104	51,844
Clifton	256,717	457,247	390,724	27	21,750	4	16,991	97	120,459	23	75,932	62	32,176	28	14,768	33	4,843	141	46,181	16	8,588
Passaic	163,789	170,909	169,762	13	2,122	7	6,044	102	25,077	21	13,425	35	10,543	97	23,248	42	8,269	140	18,059	12	5,322
Paterson	233,865	232,865	229,498	31	4,331	19	16,954	194	50,187	46	34,478	78	18,017	82	11,741	56	19,518	256	22,745	35	8,615
SALEM	154,154	214,590	224,367	27	9,232	12	10,115	66	52,693	54	54,714	60	23,370	29	5,953	33	9,534	84	24,260	10	5,131
Salem	29,515	42,939	45,624	4	165	4	2,077	14	12,713	12	5,779	11	2,171	10	2,392	9	2,221	21	4,060	2	1,562
SOMERSET	719,918	1,395,507	1,550,787	68	49,046	22	161,456	181	356,205	95	306,745	162	141,303	135	67,029	122	71,823	314	162,022	47	50,373
Bridgewater	46,762	91,776	100,781	6	11,756	1	5,099	11	12,057	10	15,298	12	9,509	9	8,811	6	2,088	39	25,618	2	3,182
Somerville	108,790	226,381	254,662	7	4,183	4	15,385	29	44,893	10	53,993	25	23,433	31	17,887	24	22,016	44	20,313	10	12,521
SUSSEX	275,326	473,140	513,819	45	25,023	21	34,002	83	184,427	53	71,360	89	46,940	64	17,740	60	11,093	180	45,301	19	15,548
Newton	98,094	168,259	182,675	7	4,471	7	19,411	19	63,272	15	40,897	18	9,402	15	6,023	18	2,991	32	5,994	5	5,143
UNION	1,722,836	2,464,768	2,592,474	150	97,464	68	134,649	614	631,249	233	480,818	383	210,842	427	161,228	324	170,904	874	261,743	118	66,241
Elizabeth	292,473	401,142	418,213	25	10,507	15	13,921	188	117,058	51	89,238	59	30,327	113	33,886	60	22,244	261	42,643	30	13,928
WARREN	258,738	375,639	397,115	36	17,709	17	22,103	88	115,103	53	47,476	91	53,915	40	11,015	52	10,030	181	40,052	18	12,223
Phillipsburg	86,815	219,848	174,840	9	9,200	4	5,621	35	56,859	18	14,755	22	29,011	9	4,224	15	3,621	65	22,014	5	5,800

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,021,781	7,030,392	7,700,164	517	420,539	399	794,418	1,254	1,668,075	890	1,609,987	1,389	806,814	817	334,178	799	325,279	2,061	797,470	252	221,820
METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	1,535,196	2,694,794	2,947,292	137	130,489	79	376,989	329	548,518	264	668,787	304	251,528	268	130,373	283	167,925	618	326,427	61	94,560
Las Cruces, N.M.	241,323	416,661	455,130	30	29,236	19	49,778	78	101,612	68	99,945	72	55,079	42	13,834	42	16,713	128	45,186	12	10,210
COUNTIES, Cities																					
BERNALILLO	1,535,196	2,694,794	2,947,292	137	130,489	79	376,989	329	548,518	264	668,787	304	251,528	268	130,373	283	167,925	618	326,427	61	94,560
Albuquerque	1,440,704	2,505,185	2,734,947	113	119,335	67	369,263	285	473,470	233	648,537	256	216,095	256	126,161	264	165,866	552	295,824	50	88,593
CATRON	2,331	1,966	1,890	1	11	1	263	8	900			12	445					8	258		
CHAVES	176,666	374,407	423,382	29	21,661	15	50,949	47	79,796	59	92,016	61	51,288	33	15,734	33	15,886	70	35,104	16	11,233
Roswell	171,458	366,968	416,050	24	20,580	15	50,949	40	78,883	58	90,864	58	49,624	33	15,734	32	15,746	65	34,673	16	11,207
COLFAX	43,776	78,777	86,515	11	4,800	13	3,678	19	17,342	13	15,327	35	19,184	15	3,986	11	1,800	45	10,905	7	2,217
Raton	36,717	65,823	71,646	4	3,139	6	2,611	9	15,786	12	14,680	21	14,713	14	3,839	7	1,618	29	8,161	3	1,527
CURRY	142,594	160,920	162,618	22	10,808	11	21,945	37	28,684	38	45,557	42	11,096	45	8,238	47	8,004	54	12,659	9	5,045
Clovis	136,892	155,079	156,815	17	9,472	9	21,053	31	27,934	37	45,179	31	10,180	42	8,065	45	7,897	49	12,268	8	4,471
DE BACA	5,844	8,929	9,518	3	698	1		4	3,145	2	2,007	6	1,274	1	187			5	796	1	747
DONA ANA	241,323	416,661	455,130	30	29,236	19	49,778	78	101,612	68	99,945	72	55,079	42	13,834	42	16,713	128	45,186	12	10,210
Las Cruces	217,775	392,081	430,620	24	28,450	15	49,103	59	99,601	61	89,376	59	52,091	40	13,548	40	16,616	98	40,641	11	9,715
EDDY	138,378	240,718	263,025	28	14,141	15	23,114	51	68,442	43	53,787	55	17,988	29	16,643	38	10,515	77	24,122	19	7,945
Artesia	40,335	60,450	64,224	7	2,119	4	2,175	14	18,785	16	15,180	20	5,481	12	4,354	11	1,827	23	6,585	5	1,495
Carlsbad	97,225	179,058	197,527	20	11,899	11	20,939	32	49,499	26	38,470	31	11,928	17	12,289	27	8,688	51	17,468	14	6,450
GRANT	67,755	127,700	141,464	16	9,658	11	14,119	34	42,239	20	25,131	23	10,990	9	5,901	13	5,009	41	9,034	5	4,004
Silver City	57,303	107,472	117,508	13	8,313	11	14,119	19	32,595	18	23,258	12	8,257	8	5,412	11	4,436	19	4,879	4	3,409
GUADALUPE	21,313	26,948	27,751	2	102	2	741	11	2,868	6	946	37	13,782	2	240	2	105	24	5,754		
HARDING	1,933	3,932	4,412			4	1,001	2	965	1	202	2	1,558					5	439		
HIDALGO	19,030	26,053	27,214	7	1,104	3	1,118	15	4,652	4	3,112	23	11,504	2	326			13	2,890	1	1,129
LEA	189,948	445,329	513,518	30	32,173	14	42,247	64	119,831	55	125,946	73	35,682	51	32,779	48	21,850	98	41,824	18	13,461
Hobbs	135,099	306,301	350,993	20	24,429	8	22,358	32	78,684	40	106,569	42	19,004	36	26,144	31	15,054	60	30,497	7	3,927
Lovington	31,628	82,792	93,027	4	4,526	4	6,043	18	24,162	13	14,872	13	9,140	11	4,304	10	3,531	18	5,428	7	5,355
LINCOLN	37,160	85,558	98,290	10	4,964	6	6,386	26	27,038	9	18,880	20	6,533	12	2,743	12	2,324	45	15,991	3	1,094
LOS ALAMOS	37,909	57,775	61,553	6	2,496	4	5,749	17	23,816	5	689	10	8,983	9	3,011	8	806	18	5,761	4	3,341
Los Alamos	26,655	57,465	63,629	2	1,863	5	8,538	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,999
LUNA	45,850	59,682	61,812	11	2,625	4	3,083	14	16,732	12	7,893	31	15,846	14	1,538	7	2,750	26	4,280	4	1,642
Deming	44,654	57,549	60,129	11	2,625	4	3,083	13	15,609	12	7,893	31	15,846	14	1,538	7	2,750	24	3,969	4	1,642
McKINLEY	194,217	337,024	367,788	13	15,738	33	30,737	66	86,702	24	63,854	66	57,532	27	13,472	30	15,818	81	35,725	5	3,614
Gallup	176,465	312,008	341,520	12	15,642	24	24,382	47	78,638	24	63,854	52	50,609	27	13,472	28	15,620	72	35,243	5	3,614
MORA	2,424	4,488	4,952			4	1,010	12	931			6	1,845	1		1	107	8	346	1	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO RETAIL SALES--CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OTERO	109,804	144,932	150,512	17	10,535	12	17,245	44	33,547	32	27,908	45	12,554	28	4,527	33	7,836	63	19,873	7	2,447
Alamogordo	101,001	134,204	139,533	11	10,128	8	17,111	31	31,223	29	27,329	28	9,736	23	4,388	30	7,768	45	17,027	6	2,372
QUAY	39,920	63,850	68,650	10	2,527	7	3,723	21	13,681	9	8,479	51	20,787	9	1,986	5	503	37	9,049	4	1,576
RIO ARRIBA	59,330	82,095	85,955	9	9,984	12	5,628	39	28,625	17	14,579	29	10,328	10	2,099	6	1,477	45	7,016	4	2,110
ROOSEVELT	34,776	59,322	63,995	8	4,923	7	5,255	17	17,259	15	12,253	21	6,908	12	2,903	10	1,380	22	8,209	7	1,821
Portales	33,741	56,405	61,130	6	4,522	7	5,255	14	16,292	14	12,004	18	6,286	12	2,903	10	1,380	19	8,175	7	1,821
SANDOVAL	21,340	28,869	30,098	5	1,613	7	2,157	26	7,409	5	312	32	7,304	4	252	3	726	41	5,649	4	683
SAN JUAN	258,762	433,949	477,024	32	27,602	41	43,861	64	113,892	59	117,246	69	47,022	55	23,011	40	12,095	84	35,971	9	14,699
Farmington	206,608	352,840	383,913	22	17,470	23	35,488	40	86,544	42	105,418	36	25,533	49	22,305	30	11,602	59	29,359	8	12,010
SAN MIGUEL	44,096	79,567	87,433	6	4,837	7	7,104	31	26,843	17	10,114	31	13,450	11	4,178	11	3,561	35	8,504	5	1,679
Las Vegas	42,002	75,929	82,716	5	4,723	7	7,104	19	24,772	15	9,949	24	11,874	11	4,178	10	3,515	29	7,988	5	1,679
SANTA FE	266,479	475,041	521,114	26	32,604	17	48,242	64	100,952	45	91,793	64	44,907	70	32,106	64	19,518	149	69,723	19	21,093
Santa Fe	253,505	443,944	485,138	25	29,627	16	48,122	57	98,620	36	86,956	53	36,230	67	29,600	59	17,910	135	62,675	19	21,093
SIERRA	19,204	44,551	51,241	9	4,008	6	2,023	14	20,424	5	2,586	17	7,156	4	1,431	5	919	30	6,389	3	631
SOCORRO	29,338	46,554	62,891	4	1,282	5	1,731	11	15,290	10	11,705	30	10,046	9	1,822	1	435	24	6,601	2	996
TAOS	51,088	101,978	122,122	13	8,206	15	8,746	28	30,278	16	16,733	31	12,693	16	5,064	11	1,599	63	17,207	4	2,099
TORRANCE	23,620	41,093	44,843	1	882	1	928	8	4,864	6	17,468	21	13,842	1		1		14	3,207	2	278
UNION	12,432	22,395	24,567	3	1,264	5	2,132	9	8,186	6	1,916	3	3,698	3	372	4	1,025	15	2,544	4	1,004
VALENCIA	145,945	233,532	251,095	18	29,568	18	12,736	44	72,612	31	52,816	62	23,982	25	5,422	30	4,593	75	20,027	12	10,462
Grants	62,619	98,355	105,501	8	19,840	6	3,888	17	20,876	13	21,921	23	10,632	16	3,848	9	1,330	24	9,759	4	6,336
Milan	5,587	17,430	16,072				775		4,310		745		4,523						2,316		814

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,697,785		86,625,739		2,603,001		10,344,645		22,136,671		11,435,406		5,802,047		5,267,838		3,582,597		10,111,307		2,912,648
		80,480,259		5,449		2,975		22,873		6,808		9,245		13,261		9,255		32,997		4,027	
METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y	2,619,652	3,457,847	3,513,341	318	138,275	154	365,479	912	903,600	474	550,937	597	290,483	433	179,038	406	123,969	1,883	387,257	195	108,941
Binghamton, N.Y	840,816	1,250,512	1,324,115	107	84,237	46	143,942	270	339,430	170	226,300	199	120,421	158	62,187	158	54,437	524	131,950	57	55,552
Buffalo, N.Y	3,198,371	4,514,387	4,755,503	346	140,264	145	741,657	1,139	1,194,589	443	854,207	603	316,281	511	247,876	541	183,363	2,230	540,794	252	191,288
Elmira, N.Y	313,549	383,537	393,501	35	13,762	23	66,647	115	99,241	64	63,117	60	29,553	54	17,347	71	14,220	190	38,581	16	16,486
Glens Falls, N.Y	341,535	487,077	514,230	55	23,321	31	54,366	180	140,943	85	80,178	96	46,181	71	21,567	55	12,735	341	59,876	30	19,198
Nassau-Suffolk, N.Y	9,166,174	18,038,863	20,134,033	914	611,501	369	2,517,783	3,107	4,915,649	1,142	2,721,056	1,851	1,566,140	1,918	1,057,167	1,425	888,065	4,227	1,915,350	597	525,929
New York, N.Y	21,298,824		32,567,032		621,047		3,925,306		8,288,569		2,871,590		1,504,384		2,749,588		1,545,314		4,647,191		1,031,419
		30,804,255		1,728		1,323		12,490		1,490		2,639		7,804		4,103		14,462		1,965	
Niagara Falls, N.Y	658,222	783,996	798,004	84	29,034	34	106,845	198	203,323	143	145,423	174	62,574	110	27,620	132	24,035	549	98,685	55	33,506
Orange, N.Y	808,521	1,468,944	1,614,371	108	82,329	58	167,879	256	521,681	141	245,926	178	128,297	142	68,136	137	50,854	536	144,916	48	42,498
Poughkeepsie, N.Y	744,701	1,901,479	2,087,967	103	91,146	44	267,507	240	616,824	131	308,140	153	153,544	118	75,658	129	56,964	415	173,796	52	90,970
Rochester, N.Y	3,230,500	5,632,456	6,169,593	362	225,230	136	725,723	865	1,515,918	555	1,163,517	613	468,601	464	248,222	499	223,062	1,582	604,053	170	229,387
Syracuse, N.Y	1,979,079	3,532,119	3,881,171	230	132,588	93	419,005	630	1,044,513	398	681,183	415	308,283	335	185,845	370	144,843	1,333	420,657	118	214,396
Utica-Rome, N.Y	913,651	1,298,708	1,366,806	134	51,451	67	154,317	355	345,280	198	224,541	255	119,726	189	63,622	219	41,576	791	151,414	82	71,984
COUNTIES, Cities																					
ALBANY	1,112,142	1,652,819	1,669,344	100	58,381	45	180,153	310	385,902	133	259,847	203	118,988	170	115,223	142	68,463	660	201,894	64	43,533
Albany	348,268	471,292	490,294	26	6,846	10	12,090	135	109,733	47	106,263	52	28,333	93	43,816	47	21,954	306	70,636	29	10,339
ALLEGANY	92,782	125,358	130,424	32	5,500	22	9,247	55	38,318	53	27,464	43	16,081	22	2,772	30	4,110	83	11,656	12	5,811
Wellsville	31,638	40,698	42,511	8	2,731	3	1,632	17	10,339	8	11,333	6	3,384	16	2,215	10	2,584	19	2,766	2	1,933
BRONX	1,940,776	2,383,528	2,436,990	173	31,632	139	205,751	1,124	894,380	173	237,857	268	126,461	677	167,553	377	114,793	1,294	201,838	258	83,783
BROOME	737,145	1,102,830	1,169,020	91	47,576	40	137,377	234	288,905	139	195,536	161	101,848	141	58,574	134	51,887	460	122,841	50	49,325
Binghamton	280,839	398,334	417,940	24	12,810	11	49,985	83	90,682	47	91,119	51	31,937	58	19,766	57	23,822	187	41,541	13	13,229
CATTARAUGUS	215,696	321,341	340,554	61	23,049	34	43,405	90	90,755	70	55,566	70	25,471	64	15,427	62	10,554	212	37,455	20	14,736
Olean	98,856	162,708	175,400	14	9,884	13	33,207	27	45,406	17	22,625	19	8,689	39	12,306	26	7,006	70	17,310	7	7,074
Salamanca	23,669	33,203	35,110	3	1,510	4	3,359	11	8,606	6	4,575	9	6,293	6	971	7	923	26	2,921	2	1,959
CAYUGA	202,532	324,726	348,696	41	15,537	17	32,187	[illegible]	98,031	60	66,565	50	39,979	35	11,830	39	9,565	138	29,066	13	18,855
Auburn	121,846	208,485	226,361	15	6,244	8	19,451	57	70,332	19	27,945	22	23,354	26	10,026	29	8,558	79	23,194	11	17,988
CHAUTAUQUA	434,421	738,172	801,487	79	38,057	45	102,003	182	184,920	119	148,679	123	69,651	104	33,748	98	30,520	359	100,532	34	24,841
Dunkirk	52,006	86,153	92,979	9	2,314	6	7,466	34	15,889	16	14,649	15	8,305	16	8,806	15	3,692	42	15,155	4	2,962
Fredonia	40,705	81,572	91,160	7	3,445	1	454	11	17,786	8	19,921	11	7,374	5	1,039	9	6,419	31	16,508	5	3,148
Jamestown	156,713	231,282	244,484	15	4,422	11	24,718	52	58,728	41	62,656	33	16,114	36	11,499	34	11,873	122	22,067	12	11,390
CHEMUNG	313,549	383,537	393,501	35	13,762	23	66,647	115	99,241	64	63,117	60	29,553	54	17,347	71	14,220	190	38,581	16	16,486
Elmira	153,265	152,262	150,068	13	5,110	11	21,013	57	45,509	27	22,488	22	8,599	33	8,439	40	5,653	101	11,926	10	7,940
CHENANGO	133,272	187,805	197,356	29	8,340	12	7,967	52	50,717	46	40,926	47	19,181	25	7,282	34	7,460	101	15,012	10	7,502
Norwich	55,502	92,152	99,499	6	2,132	2	3,618	12	19,664	11	24,818	14	8,869	13	5,440	12	3,919	33	7,275	3	3,950
CLINTON	241,793	461,050	510,588	33	21,393	21	62,647	100	119,996	51	83,734	51	34,275	33	27,944	47	18,379	148	60,724	20	17,862
Plattsburgh	128,337	243,427	269,317	12	6,747	8	25,703	34	56,032	18	43,237	24	18,378	17	18,746	30	13,870	73	39,949	11	14,428
COLUMBIA	151,042	217,370	228,732	34	16,864	16	16,269	82	67,689	42	36,061	51	26,250	44	7,368	35	6,353	140	17,820	12	5,426
Hudson	80,531	121,052	128,367	11	3,848	6	14,513	33	36,456	16	26,512	12	12,197	30	6,014	20	5,203	47	4,894	7	4,318
CORTLAND	148,071	174,736	177,454	21	6,808	13	20,917	53	46,534	45	33,196	34	16,388	32	9,265	30	6,239	112	16,676	10	9,282
Cortland	104,350	122,568	124,363	11	4,341	7	16,847	32	34,617	21	15,778	21	12,312	26	5,386	25	5,645	70	11,733	7	8,746
DELAWARE	119,004	182,862	194,682	36	11,251	17	7,634	74	59,614	47	33,485	51	21,664	28	4,264	28	4,677	106	12,852	15	8,662
DUTCHESS	744,701	1,801,479	2,087,967	103	91,146	44	267,507	240	616,824	131	308,140	153	153,544	118	75,658	129	56,964	415	173,796	52	90,970
Beacon	34,021	83,985	97,506	7	1,123	2	2,354	17	19,647	9	32,188	7	5,265	4	1,050	10	4,255	32	5,500	4	2,969
Poughkeepsie	175,197	321,428	353,460	9	2,197	8	16,236	64	68,903	37	47,937	38	23,364	56	43,913	33	10,897	101	42,694	10	35,903
ERIE	3,198,371	4,514,387	4,755,503	346	140,264	145	741,657	1,139	1,194,589	443	854,207	603	316,281	511	247,876	541	183,363	2,230	540,794	252	191,288
Buffalo	950,081	1,016,339	1,014,665	102	25,136	44	112,135	551	306,754	129	124,520	187	59,428	190	56,029	184	45,442	1,051	142,878	107	48,833
Tonawanda	72,693	84,506	85,592	5	2,304	2	1,201	27	30,194	12	18,604	15	4,945	12	2,251	8	1,594	53	12,030	6	6,346
ESSEX	98,797	142,866	150,464	30	10,727	10	5,045	57	45,687	35	21,680	51	19,168	30	5,140	16	1,556	138	19,672	16	5,734
Lake Placid	17,008	26,391	28,268	2	504	1	377	9	5,704	1	491	6	3,257	11	3,158	3	389	26	7,436	4	1,166

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	111,856	136,188	139,061	27	8,267	12	8,825	77	48,409	33	17,518	43	12,591	25	4,974	30	3,971	117	12,472	13	4,940
Malone	34,593	40,663	41,256	6	2,045	1	1,409	25	10,704	9	5,535	11	5,884	14	2,600	8	1,397	24	3,453	4	3,809
Saranac Lake	24,753	27,114	27,586	4	3,329	2	938	11	9,350	6	1,067	6	1,105	7	1,361	11	999	26	5,243	4	124
Tupper Lake	17,631	21,428	22,187	7	1,646	3	543	8	8,576	7	2,737	7	2,082	3	515	5	453	19	2,347	2	384
FULTON	147,668	169,896	172,120	28	8,590	18	13,700	77	46,654	44	36,817	47	16,305	32	7,352	25	4,420	142	12,914	14	12,027
Gloversville	70,824	84,993	86,558	10	2,386	7	6,280	37	21,876	16	13,277	21	9,507	17	6,543	14	2,702	51	10,235	7	6,026
Johnstown	52,529	47,770	49,430	11	4,272	2	64	19	20,167	13	17,675	14	171	14	34	6	1,204	40	55	4	5,614
GENESEE	167,200	265,466	284,800	28	18,560	16	34,769	63	69,314	52	54,815	42	25,860	33	5,966	34	8,867	125	31,330	10	11,545
Batavia	79,736	110,858	115,908	8	4,379	6	12,115	21	34,097	7	13,490	16	8,038	21	5,090	18	6,875	42	13,168	5	3,741
GREENE	123,523	150,289	153,487	34	8,006	10	8,007	56	51,057	34	28,764	45	13,553	18	2,890	22	3,557	171	16,898	11	4,421
Catskill	54,067	61,388	62,853	9	1,955	3	7,105	15	20,952	10	17,543	5	966	8	2,178	9	2,332	36	3,068	4	2,057
HAMILTON	12,825	19,226	20,378	7	3,222	8	1,334	14	5,461	9	2,232	11	1,392	1	545	4	156	40	3,922	2	343
HERKIMER	155,210	170,374	170,895	35	7,604	15	25,575	84	48,258	48	20,642	57	13,604	34	4,877	47	7,093	168	17,324	15	8,723
Herkimer	46,678	55,389	56,302	5	1,956	3	9,237	16	17,986	9	6,852	12	3,957	13	1,710	16	3,819	33	6,394	3	2,105
Ilion	24,893	25,965	26,180	3	998	3	3,993	14	8,187	7	2,815	5	1,525	4	418	9	1,121	11	732	3	1,791
Little Falls	20,617	22,120	22,421	5	1,073	2	1,940	10	8,529	6	1,216	6	1,273	8	1,780	9	715	19	1,844	3	1,136
JEFFERSON	284,253	399,687	418,926	54	25,846	28	41,115	124	103,309	87	82,650	92	55,769	46	13,080	53	11,653	247	41,071	18	22,529
Watertown	154,204	204,634	212,145	20	10,608	14	37,818	52	55,939	29	24,909	34	13,690	26	10,873	29	7,958	85	18,196	10	16,259
KINGS	3,734,825	4,292,509	4,338,529	423	94,187	377	502,494	3,737	1,402,768	343	343,797	619	224,026	1,783	369,216	957	223,452	2,822	417,692	445	153,056
LEWIS	44,961	60,602	63,018	8	1,113	8	3,552	38	18,570	16	11,121	23	8,075	8	1,348	11	692	68	7,470	6	3,344
LIVINGSTON	133,481	186,078	194,652	34	11,068	13	12,283	59	55,003	53	31,120	51	26,812	22	2,665	34	5,573	125	19,782	15	8,063
MADISON	157,746	259,322	279,859	29	8,522	11	13,072	60	80,370	56	61,941	48	24,272	33	7,648	45	9,997	165	30,673	15	20,589
Oneida	64,920	120,342	132,602	4	3,654	4	9,355	13	35,810	19	[illegible]	8	5,404	17	4,514	15	7,483	31	7,322	4	11,002
MONROE	2,333,301	4,159,156	4,578,467	214	161,376	83	565,488	601	1,189,636	318	918,319	391	340,972	316	179,523	335	186,299	1,070	477,553	118	181,936
Rochester	774,945	928,154	944,875	60	28,571	24	110,525	305	175,536	122	204,172	161	69,692	115	38,766	118	42,724	563	111,211	53	42,987
MONTGOMERY	141,889	156,545	157,135	22	4,439	17	14,011	70	40,429	40	21,180	47	21,996	34	4,978	34	4,221	158	15,163	19	11,644
Amsterdam	79,782	91,468	92,415	11	1,603	5	6,469	38	26,201	19	11,999	22	10,218	19	4,254	21	3,160	85	8,809	12	7,717
NASSAU	5,454,611	9,952,684	10,953,239	449	230,746	205	1,437,831	1,707	2,524,883	547	1,447,913	1,025	820,642	1,209	623,023	816	515,574	2,283	1,032,527	347	271,967
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	138,818	305,512	347,283	7	3,835	6	106,775	23	40,856	3	217	11	11,803	35	64,523	12	42,454	22	16,825	8	4,203
Hempstead	262,883	444,889	482,028	7	6,713	9	131,362	37	32,511	21	129,268	27	16,722	33	20,010	50	46,706	69	26,515	13	5,547
Hicksville	351,190	628,743	684,267	15	6,181	8	152,430	56	123,622	28	103,481	45	44,988	43	23,039	30	16,547	102	37,112	13	9,579
NEW YORK	7,110,480	10,657,966	11,294,778	311	98,060	387	1,621,392	2,688	1,881,901	120	296,518	158	114,374	3,074	1,420,718	1,245	619,928	5,415	2,518,537	495	346,086
NIAGARA	658,222	783,996	798,004	84	29,034	34	106,845	198	203,323	143	145,423	174	62,574	110	27,620	132	24,035	549	98,685	55	33,506
Lockport	81,744	98,417	100,279	15	4,405	4	13,982	33	19,761	32	17,009	28	7,827	25	5,907	21	4,539	74	14,540	8	4,471
Niagara Falls	208,697	221,825	221,149	22	4,880	14	20,202	66	63,038	30	35,411	51	15,556	42	6,650	50	7,311	251	35,602	20	11,533
North Tonawanda	89,161	152,225	113,218	14	5,777	2	6,610	39	40,316	19	19,456	26	11,714	10	2,043	19	3,605	74	10,485	9	1,879
ONEIDA	758,441	1,128,334	1,195,911	99	43,847	52	128,742	271	297,022	150	203,899	198	106,122	155	58,745	172	34,483	623	134,090	67	63,261
Rome	164,323	283,720	308,517	16	9,587	17	36,274	38	72,829	35	53,223	41	20,901	32	14,894	33	7,778	106	29,058	12	20,413
Utica	241,243	306,890	315,755	21	5,757	11	26,687	128	100,456	44	25,342	62	28,655	81	25,520	68	11,961	222	34,707	28	18,934
ONONDAGA	1,543,676	2,622,356	2,853,202	151	87,603	56	360,289	462	744,184	244	466,102	298	226,128	258	159,712	269	113,673	930	319,682	85	145,971
Syracuse	568,360	772,395	804,278	32	16,046	16	48,500	231	219,534	86	182,856	105	50,488	88	40,937	111	49,319	425	100,698	31	30,258
ONTARIO	331,409	609,873	671,244	44	27,613	16	119,255	93	134,254	67	105,017	68	53,782	76	51,667	52	17,614	180	69,184	16	21,170
Canandaigua	71,060	130,897	144,057	5	3,637	1	5,164	17	43,193	12	27,564	15	12,780	13	4,828	13	3,946	39	22,401	4	3,209
Geneva	54,534	88,558	95,232	10	1,570	2	7,462	28	29,457	6	3,879	11	9,596	17	5,914	14	4,419	39	13,158	4	6,506
ORANGE	808,521	1,468,944	1,614,371	108	82,329	58	167,879	256	521,681	141	245,926	178	128,297	142	68,136	137	50,854	536	144,916	48	42,498
Middletown	136,544	208,431	221,635	13	4,856	8	31,006	50	40,470	23	32,391	30	18,812	38	21,928	40	13,716	96	25,766	6	6,028
Newburgh	143,006	269,542	252,429	15	11,989	7	15,760	61	62,448	28	64,534	39	25,181	27	8,953	28	14,012	108	24,700	7	5,218
Port Jervis	50,449	81,697	87,804	7	2,547	4	8,316	17	26,806	14	17,341	9	4,394	12	3,934	12	4,422	29	4,945	5	6,824
ORLEANS	84,575	97,384	98,470	18	3,814	5	6,140	36	32,421	30	17,386	29	7,142	15	3,960	21	4,461	56	7,179	8	4,034
Medina	40,297	45,648	46,719	7	1,772	3	4,647	9	11,801	13	6,759	9	2,144	11	3,318	6	2,487	23	3,385	4	2,810
OSWEGO	277,657	650,441	748,110	50	36,463	16	45,644	108	219,959	98	153,140	69	57,883	44	18,485	56	21,243	238	70,302	18	47,836
Fulton	82,595	185,334	211,459	13	6,855	3	20,655	27	60,866	21	39,455	16	15,320	15	6,768	16	7,854	52	14,418	4	16,649
Oswego	85,826	210,607	244,287	6	9,498	4	20,117	27	62,144	21	50,615	15	20,185	18	10,050	16	9,347	75	32,641	4	18,457
OTSEGO	171,879	207,037	211,493	39	11,776	24	25,741	73	51,558	51	37,373	46	12,145	29	5,400	35	4,309	147	24,046	15	10,158
Oneonta	70,115	99,220	104,053	7	3,917	5	17,473	22	20,693	15	15,946	11	4,063	18	4,564	17	3,251	55	14,720	7	6,536
PUTNAM	177,238	267,691	284,092	40	18,657	13	15,162	68	75,660	38	53,080	52	28,672	28	7,120	29	6,898	154	26,116	15	9,392
QUEENS	3,728,384	4,773,426	4,918,051	351	101,484	242	475,366	2,566	1,525,743	320	566,026	668	322,793	1,186	267,933	686	192,033	2,547	621,073	392	180,404
RENSSELAER	327,813	426,923	442,939	42	15,128	22	32,795	164	143,064	80	57,792	97	48,388	46	12,234	55	12,482	271	39,915	33	14,437
Troy	148,273	160,051	160,016	13	2,979	6	7,847	78	46,332	23	21,728	30	11,935	30	8,649	24	8,191	132	18,179	17	8,084
RICHMOND	709,910	1,097,706	1,169,991	77	30,479	30	162,132	377	407,620	86	153,324	120	61,217	153	57,462	126	39,560	402	96,267	61	36,626
ROCKLAND	743,388	1,265,749	1,376,462	75	51,652	27	173,005	271	383,338	95	209,464	157	108,606	187	74,886	144	52,822	370	135,215	58	42,239
Nyack	36,205	37,450	37,181	6	909	2	1,190	11	6,277	9	14,132	8	2,469	12	1,264	6	560	24	4,958	2	460
ST. LAWRENCE	292,959	367,096	376,899	55	22,786	28	29,561	169	109,233	98	64,096	73	23,461	65	14,280	73	13,092	229	35,175	15	3,380
Ogdensburg	53,813	67,922	69,792	7	4,790	3	5,389	21	15,414	17	9,272	8	2,565	13	2,401	13	2,648	31	6,660	2	436
SARATOGA	415,816	463,645	466,227	68	27,703	33	43,197	144	113,846	96	98,002	105	44,878	74	14,738	59	11,721	308	53,322	28	14,790
Saratoga Springs	114,763	129,432	130,426	16	3,715	7	11,022	34	25,123	19	29,916	17	7,152	24	5,495	21	6,013	91	20,582	9	8,499
SCHENECTADY	498,469	607,626	624,209	52	24,618	27	87,316	168	169,302	89	85,352	100	42,680	91	28,975	94	23,505	315	60,065	40	20,116
Schenectady	232,708	216,312	210,807	25	6,783	11	18,581	100	47,284	61	38,984	50	16,227	56	11,211	53	11,311	208	25,736	23	8,878
SCHOHARIE	65,905	86,557	89,572	20	4,088	8	5,610	23	26,949	20	17,535	30	8,123	9	1,694	16	2,079	58	7,340	3	745
SCHUYLER	32,538	36,264	36,453	8	2,651	3	1,193	18	11,455	16	7,267	14	3,637	8	687	10	988	40	3,093	4	1,402
SENECA	73,158	110,454	117,221	17	5,146	3	8,862	34	35,439	23	17,360	30	14,403	14	2,326	22	4,488	68	12,661	9	9,491
STEUBEN	286,316	417,010	439,864	54	24,672	20	43,019	122	111,074	88	79,061	79	49,524	58	17,669	76	14,388	191	41,999	22	16,307
Corning	56,279	73,666	76,204	[illegible]	6,122	4	6,796	26	14,981	13	8,286	12	7,566	18	5,992	23	4,663	52	10,205	4	3,204
Hornell	59,277	82,468	86,239	5	7,067	5	8,813	20	22,655	15	18,505	9	4,793	13	5,992	13	1,632	33	8,167	6	4,070
SUFFOLK	3,711,563	8,086,179	9,180,794	465	380,755	164	1,079,952	1,400	2,390,766	595	1,273,143	826	745,498	709	434,144	609	372,491	1,944	882,823	250	253,962
SULLIVAN	206,570	343,212	370,718	44	19,598	22	19,407	90	99,653	47	52,574	95	37,187	46	7,135	26	7,062	253	47,059	29	12,222
TIOGA	103,671	147,682	155,095	16	6,661	6	6,565	46	58,525	31	30,764	38	18,573	17	3,613	24	2,550	64	9,109	7	6,227
Waverly	24,056	34,609	36,720	4	1,814	1	1,599	17	17,017	6	4,300	7	1,674	6	571	6	920	15	2,153	2	1,458
TOMPKINS	242,106	378,243	404,213	35	17,680	17	38,872	72	102,282	63	62,493	48	30,404	55	20,833	50	14,713	172	50,618	18	20,006
Ithaca	138,245	200,138	210,758	17	7,695	10	21,150	37	43,767	24	32,863	26	15,877	40	15,304	35	9,659	92	28,323	11	9,856
ULSTER	470,751	965,692	1,084,921	67	44,913	29	99,161	224	299,750	89	171,033	125	100,584	75	31,130	93	23,850	382	124,779	37	28,872
Kingston	151,926	270,204	295,427	11	18,730	5	36,811	62	71,865	20	38,558	24	15,875	38	19,810	28	9,672	97	30,483	11	9,496
WARREN	238,330	363,402	388,893	27	18,529	20	51,276	91	94,112	56	66,248	51	30,429	52	19,427	38	11,376	217	49,200	16	14,059
Glens Falls	103,299	201,313	223,816	6	3,986	9	36,600	31	54,220	23	44,353	17	12,522	28	13,297	19	7,456	61	19,269	8	11,727
WASHINGTON	103,205	123,675	125,937	28	4,792	11	3,090	89	46,831	29	13,930	45	15,752	19	2,140	17	1,359	124	10,676	14	5,139
WAYNE	347,734	579,965	626,760	52	21,359	19	22,557	76	104,604	87	91,375	74	39,893	35	10,407	57	9,205	151	30,565	13	14,184

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	3,153,823	6,065,680	6,748,139	278	194,946	108	770,004	1,159	1,717,159	315	1,011,524	597	518,235	716	384,700	539	295,828	1,458	630,453	241	179,833
Mamaroneck	90,837	162,419	177,775	9	6,080	3	9,263	35	61,030	22	28,150	24	15,403	16	4,803	11	4,999	42	18,747	6	1,896
Mount Kisco	112,809	242,479	274,504	7	10,620	2	10,367	28	47,834	11	90,368	15	11,677	26	23,207	23	19,346	30	17,530	5	3,076
Mount Vernon	192,150	354,289	389,865	15	4,734	9	7,679	102	88,854	23	72,364	37	28,355	56	16,762	41	15,066	97	17,911	19	15,330
New Rochelle	202,626	485,252	534,038	15	12,816	12	57,186	109	94,087	37	113,107	45	26,811	88	40,614	65	24,578	112	53,935	24	14,427
North Tarrytown	27,964	60,410	66,901	3	7,247	1	10,222	14	5,030	3	17,868	7	3,933			3	128	23	6,138	2	5,951
Ossining	60,438	116,245	128,921	7	7,595	3	13,076	26	28,513	9	23,026	18	12,455	15	3,804	6	5,422	35	10,034	7	2,782
Peekskill	129,968	201,199	214,443	10	6,176	7	36,738	50	82,041	13	23,494	27	16,025	21	6,692	22	9,342	56	10,337	5	3,354
Port Chester	86,431	148,269	161,020	6	1,688	1	15,001	45	31,659	19	12,013	26	14,841	23	9,072	16	10,240	70	19,141	13	8,571
Tarrytown	43,858	75,718	82,327	2	985	4	15,224	17	27,397	3	7,587	5	3,778	7	2,665	5	472	20	12,080	5	2,025
White Plains	422,601	733,317	798,283	20	21,210	11	275,099	63	111,777	24	108,255	42	31,647	89	73,035	52	29,937	130	69,322	16	13,704
Yonkers	542,454	936,405	1,018,140	38	24,801	21	129,090	258	313,509	54	107,824	99	63,232	120	73,577	103	57,256	260	91,652	51	34,158
WYOMING	85,976	116,306	120,996	25	7,200	8	4,781	41	40,973	39	22,012	28	11,596	23	3,698	15	3,419	78	11,210	7	4,774
YATES	49,859	70,863	74,382	13	5,182	3	1,296	21	22,767	29	15,978	15	8,415	10	1,608	18	1,600	40	7,363	6	1,998
New York City	17,224,375	23,319,200	24,158,339	1,335	355,792	1,175	2,967,135	10,992	6,112,412	1,042	1,597,522	1,833	848,871	6,873	2,282,882	3,391	1,189,766	12,480	3,855,407	1,651	799,955

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,842,308	26,462,155	28,428,278	2,352	1,625,838	1,889	3,109,910	9,206	6,744,225	4,891	5,754,224	5,775	2,652,223	3,873	1,272,377	3,903	1,308,405	7,123	2,409,364	1,348	1,000,818
METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C	558,876	846,629	901,962	69	54,352	37	127,552	169	200,587	127	172,498	139	91,985	103	34,265	99	30,395	224	82,543	41	33,439
Burlington, N.C	321,379	530,995	574,878	44	29,596	33	68,603	159	135,019	78	117,287	118	54,459	87	31,190	84	24,315	124	48,540	28	24,283
Charlotte-Gastonia-Rock Hill, N.C-S.C	3,031,578	4,937,129	5,344,382	314	250,264	237	655,796	1,190	1,245,298	717	1,184,179	802	427,068	706	267,347	635	220,534	1,217	463,581	209	198,810
Fayetteville, N.C	668,123	1,080,720	1,166,502	74	64,920	48	183,617	262	229,021	146	241,203	166	115,779	124	40,644	129	68,159	280	112,869	29	21,486
Greensboro-Winston-Salem-High Point, N.C	2,722,661	4,209,651	4,503,822	323	224,359	178	493,524	1,064	962,378	744	937,303	797	425,747	596	209,914	649	224,007	1,054	417,776	189	175,773
Hickory, N.C	581,128	927,920	998,438	93	65,337	49	97,418	290	232,662	181	195,407	175	70,457	134	53,071	169	43,090	228	87,653	55	33,080
Jacksonville, N.C	254,684	390,065	417,660	31	22,741	24	53,141	94	68,487	77	109,352	74	29,216	47	18,662	47	29,633	167	44,546	12	10,126
Raleigh-Durham, N.C	1,784,986	2,993,449	3,248,780	174	122,398	140	439,427	748	743,161	300	612,045	467	320,031	348	155,332	366	127,409	735	325,810	114	90,673
Wilmington, N.C	379,964	732,222	815,096	33	47,372	25	120,447	152	190,039	77	149,118	89	54,528	93	37,029	87	34,337	201	83,109	26	26,085
COUNTIES, Cities																					
ALAMANCE	321,379	530,995	574,878	44	29,596	33	68,603	159	135,019	78	117,287	118	54,459	87	31,190	84	24,315	124	48,540	28	24,283
Burlington	230,422	396,288	431,979	33	25,793	20	65,477	83	92,136	47	78,937	63	32,595	63	27,317	59	18,303	79	37,072	20	20,517
ALEXANDER	40,934	56,802	59,560	13	7,377	5	1,851	44	17,227	19	9,559	24	5,896	8	1,692	16	1,147	18	5,438	6	2,818
ALLEGHANY	21,908	30,090	31,496	6	4,788	4	876	26	9,496	11	4,890	15	4,472	5	1,296	2	383	10	2,216	2	496
ANSON	43,261	74,813	81,639	8	1,573	9	3,471	47	27,341	20	17,204	23	9,199	14	3,463	10	4,143	24	6,012	8	3,328
ASHE	56,796	81,291	85,711	18	6,874	12	5,503	40	19,545	15	22,615	29	10,748	20	3,826	16	4,152	15	3,042	5	2,526
AVERY	26,957	48,621	53,466	14	8,541	5	764	34	12,601	6	9,984	21	7,071	14	2,366	10	1,057	19	4,306	4	3,941
BEAUFORT	136,489	189,642	198,969	24	17,264	15	14,096	94	51,701	44	49,613	41	18,821	34	5,682	27	7,111	47	10,251	9	6,034
Washington	100,383	135,387	141,254	12	15,030	7	10,329	47	29,117	30	38,699	20	11,319	28	5,015	22	6,061	29	6,612	5	4,717
BERTIE	32,011	44,739	46,976	4	2,000	10	1,403	50	15,333	15	14,873	24	4,655	8	654	8	1,044	24	1,568	4	1,289
BLADEN	55,158	68,666	70,641	16	4,130	12	4,195	52	20,308	27	17,789	32	7,012	16	2,338	14	2,270	29	3,044	8	2,904
BRUNSWICK	63,470	116,080	127,954	15	13,213	18	7,995	75	52,772	27	12,755	40	11,164	8	755	12	2,967	64	12,328	8	4,347
BUNCOMBE	558,876	846,629	901,962	69	54,352	37	127,552	169	200,587	127	172,498	139	91,985	103	34,265	99	30,395	224	82,543	41	33,439
Asheville	381,762	574,978	611,944	39	34,410	20	119,601	86	97,808	80	116,471	78	54,377	75	28,513	63	19,794	161	63,955	25	26,854
BURKE	151,502	234,734	251,431	24	19,456	17	16,682	103	70,544	61	40,733	58	17,369	46	16,585	49	12,165	60	17,810	16	9,886
Morganton	104,050	173,031	187,483	10	14,030	10	15,410	41	52,637	33	34,441	19	9,445	28	13,197	22	7,182	27	12,519	8	5,977
CABARRUS	263,324	412,288	442,164	38	18,901	16	49,668	105	95,852	86	109,246	81	30,904	73	27,437	69	24,597	104	29,477	23	17,668
Concord	123,332	205,803	223,095	16	9,540	7	10,965	53	53,174	34	59,933	36	14,019	36	16,391	33	9,731	45	15,199	12	11,214
Kannapolis	122,641	175,744	185,374	20	7,263	9	24,761	36	42,336	44	45,172	35	12,888	31	9,777	31	11,529	55	13,655	12	6,203
CALDWELL	170,580	253,243	269,197	35	14,614	23	20,858	102	71,612	47	75,862	58	19,047	34	6,806	59	13,266	65	15,844	13	7,795
Lenoir	125,727	198,768	213,411	24	10,928	16	20,418	66	53,977	33	63,385	33	12,423	24	4,833	35	10,207	47	12,981	9	6,177
CAMDEN	4,192	6,145	6,506			1		17	1,479	2	158	10	3,883	1		1		2	274		
CARTERET	116,060	223,414	248,539	25	20,056	12	19,927	84	73,815	41	30,587	56	22,222	21	4,264	31	10,897	73	32,914	7	9,044
CASWELL	19,608	24,419	25,121	2	719	17	2,617	29	7,547	12	6,555	17	2,841			5	430	7	506	2	462
CATAWBA	388,692	636,384	687,447	56	38,504	27	78,885	143	145,091	101	145,115	93	47,192	80	34,794	104	29,778	150	64,405	33	20,376
Hickory	198,073	322,315	347,772	14	19,725	13	46,510	53	77,558	36	53,887	37	23,312	52	24,170	53	19,282	80	38,761	16	12,316
Newton	57,740	97,717	105,714	14	4,910	7	20,516	26	27,698	20	17,209	17	10,550	14	3,870	17	4,292	22	7,108	6	3,337
CHATHAM	59,822	66,287	66,822	13	2,594	16	2,778	54	16,660	34	17,889	34	7,401	22	3,175	22	3,233	32	4,122	6	2,237
CHEROKEE	45,207	75,585	81,952	7	3,624	13	8,690	42	28,093	22	10,254	26	9,315	16	3,735	8	3,114	22	3,349	9	4,340
CHOWAN	30,312	46,806	50,030	5	2,105	5	3,963	20	16,580	12	8,971	15	5,495	8	1,461	6	1,596	8	1,642	2	1,080
CLAY	13,531	22,934	24,936	3	3,328	3	332	13	5,807	7	8,731	13	[illegible]	4	393	4	733	3	779	2	663
CLEVELAND	211,080	313,784	333,486	23	15,583	28	36,762	127	84,265	91	67,032	55	36,795	41	[illegible]	58	12,761	90	26,956	26	14,242
Shelby	117,150	158,820	165,834	10	3,298	13	23,637	52	38,683	30	31,205	36	12,167	23	9,473	35	7,247	44	13,833	13	9,121
COLUMBUS	143,100	207,436	219,255	27	15,540	26	24,344	117	47,676	67	52,318	70	17,385	37	11,393	27	6,678	60	11,413	15	7,596
CRAVEN	199,029	324,739	350,665	24	25,154	25	39,566	124	81,168	61	76,531	73	36,561	38	11,437	46	18,381	83	26,145	11	8,520
New Bern	114,614	179,763	192,676	15	16,763	12	32,876	65	43,295	24	21,955	40	19,337	32	10,712	23	7,316	51	15,132	10	7,660
CUMBERLAND	668,123	1,080,720	1,166,502	74	64,920	48	183,617	262	229,021	146	241,203	166	115,779	124	40,644	129	68,159	280	112,869	29	21,486
Fayetteville	445,864	665,881	707,539	35	50,843	25	150,099	132	128,893	66	120,898	76	54,023	92	31,531	64	26,728	195	71,819	20	17,943
CURRITUCK	12,445	18,699	19,888	6	1,317	5	1,309	25	6,703	2	401	16	4,371	1	68	4	328	14	1,383	1	61
DARE	57,940	122,617	138,530	8	12,442	6	5,945	48	43,908	8	8,921	21	8,305	17	7,192	8	6,656	69	27,738	5	2,309
DAVIDSON	256,059	365,455	385,193	54	22,686	16	20,705	134	85,174	128	89,273	97	45,545	65	13,517	88	22,146	103	32,850	26	14,716
Lexington	140,386	196,255	206,055	21	14,889	7	11,390	61	47,269	64	42,755	45	18,884	36	10,058	43	9,055	61	18,764	13	8,396
Thomasville	80,480	118,782	125,963	20	6,622	8	8,777	43	29,357	38	34,499	28	12,078	18	2,688	32	7,772	24	9,390	9	5,428

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAVIE	46,405	79,774	86,952	8	8,771	11	3,129	37	19,661	21	16,265	32	15,755	6	1,517	14	8,486	19	5,579	3	3,102
DUPLIN	98,221	125,202	129,310	22	4,817	28	6,639	99	38,897	45	24,618	60	16,843	30	4,739	31	3,964	43	6,024	12	4,027
DURHAM	506,755	830,154	897,265	46	30,182	28	129,754	194	207,201	76	178,667	129	90,969	112	42,351	100	36,319	208	79,049	27	30,068
Durham	448,452	717,290	771,551	23	27,683	20	129,113	157	182,628	67	131,526	111	80,917	96	36,952	82	29,862	182	71,005	25	18,904
EDGECOMBE	140,693	215,146	229,580	16	9,610	22	23,295	108	62,660	42	46,830	48	17,826	22	5,881	34	27,128	38	11,826	12	4,805
Tarboro	62,275	94,634	101,107	9	8,028	11	11,416	47	28,744	16	22,336	17	7,540	9	2,490	15	4,259	18	4,427	6	2,774
FORSYTH	914,445	1,394,339	1,486,975	87	77,728	51	179,476	284	310,435	207	317,703	209	117,187	201	80,954	176	68,682	354	145,300	54	62,394
Winston-Salem	759,984	1,156,488	1,232,824	59	50,649	42	172,236	191	241,474	141	261,765	151	93,955	174	76,380	141	56,376	298	124,537	39	49,330
FRANKLIN	49,976	71,689	75,609	8	3,368	11	4,219	62	24,653	17	14,425	31	12,035	18	5,381	11	1,500	21	3,080	8	2,922
GASTON	471,112	641,871	670,909	49	26,963	46	84,190	218	177,805	141	155,593	145	48,899	103	26,284	101	22,940	165	48,307	40	27,874
Gastonia	315,026	429,949	449,551	21	17,041	20	69,650	110	90,842	68	122,840	69	29,616	65	19,784	51	14,976	86	35,612	19	16,253
GATES	9,325	16,035	17,479	1		5	2,758	22	5,403	3	5,753	9	2,048					4	394		
GRAHAM	13,120	21,773	23,578	4		5	1,129	21	8,885	6	386	10	4,625	7	1,070	5	443	4	821	2	3,978
GRANVILLE	54,865	83,055	88,460	14	2,900	14	6,394	52	27,421	21	17,065	43	10,810	12	2,861	14	2,499	24	4,180	8	7,697
GREENE	14,468	23,805	25,742	4	1,308	14	2,105	28	8,523	9	4,069	12	3,749	2	43	5	1,374	16	1,775	1	226
GUILFORD	1,210,058	1,898,399	2,037,009	107	68,067	65	264,541	362	415,062	197	408,455	304	189,236	248	99,867	265	103,099	452	198,753	75	75,711
Greensboro	826,603	1,290,749	1,382,505	54	46,557	43	203,305	193	257,714	105	287,465	164	117,924	170	73,739	134	46,401	294	146,229	45	45,920
High Point	313,004	449,535	475,528	27	13,519	17	59,610	83	101,571	63	104,596	71	40,009	61	20,466	97	42,542	116	39,230	22	21,176
HALIFAX	151,859	205,744	215,239	22	9,832	29	20,397	166	60,927	51	32,197	73	29,447	45	10,343	37	11,251	65	17,926	18	6,739
Roanoke Rapids	91,765	136,918	145,473	14	7,613	8	17,182	63	42,585	27	21,853	25	13,289	24	7,586	26	8,989	33	11,537	9	4,594
HARNETT	125,588	191,419	204,193	24	16,916	32	14,915	110	57,836	52	37,763	58	19,641	34	6,251	38	8,127	65	16,608	13	7,527
Dunn	85,341	125,940	133,546	13	14,301	15	12,806	49	36,361	29	24,463	24	8,299	23	4,199	24	4,566	38	12,295	5	4,979
HAYWOOD	130,843	197,272	210,244	28	21,085	15	14,394	61	54,115	39	40,089	55	21,495	32	8,258	33	5,543	60	15,275	14	9,477
HENDERSON	165,366	311,297	345,200	26	34,510	12	23,304	78	93,847	45	76,635	43	38,071	40	12,905	41	9,729	56	18,606	14	13,535
Hendersonville	124,020	222,469	244,364	18	30,870	8	21,336	44	68,328	29	35,691	27	21,687	32	8,387	33	8,830	41	16,218	12	11,202
HERTFORD	74,875	99,408	103,436	15	8,794	12	10,501	56	27,928	15	15,333	29	9,975	17	3,150	19	5,412	28	8,077	10	5,955
HOKE	25,885	35,835	37,559	6	1,207	5	2,541	31	14,886	12	7,275	15	4,204	7	1,165	6	1,623	7	714	3	1,600
HYDE	6,950	10,754	11,497	3	155	5	1,491	18	3,891	2	311	6	1,735	1	51	3	547	9	3,088	1	
IREDELL	226,390	355,121	382,964	43	26,538	22	23,551	132	98,716	70	79,227	93	29,586	56	20,585	63	25,459	93	29,927	21	17,882
Statesville	152,608	200,319	208,005	20	13,752	12	18,064	52	48,627	33	52,281	41	12,452	32	9,580	30	18,027	49	12,144	12	9,300
JACKSON	47,209	89,922	99,869	13	5,022	9	2,841	36	27,182	28	25,261	33	16,495	16	4,049	16	2,953	21	6,073	4	3,773
JOHNSTON	165,533	290,707	318,792	31	25,221	28	12,278	146	87,056	94	59,413	96	40,205	35	15,214	45	18,888	83	21,889	19	11,721
JONES	10,016	15,626	16,735	2	407	6	1,052	26	5,674	5	4,333	11	1,923			1		8	910	3	729
LEE	121,943	202,825	219,783	18	11,376	14	17,440	79	55,718	49	47,928	33	17,092	35	11,066	32	9,163	40	14,148	9	8,870
Sanford	118,852	199,160	216,045	17	11,303	14	17,440	68	52,971	47	47,698	28	16,756	34	11,029	31	9,130	38	14,064	8	8,753
LENOIR	204,350	268,198	278,674	20	19,021	22	32,198	147	64,722	55	59,227	70	21,101	43	16,075	48	14,435	65	15,583	18	12,873
Kinston	146,412	201,087	210,501	14	11,844	16	30,672	93	51,329	30	33,936	45	15,034	38	15,140	37	13,398	42	12,824	13	9,736
LINCOLN	98,364	129,438	134,454	23	12,004	14	8,506	69	41,792	44	26,165	39	11,875	29	4,418	26	7,082	41	8,678	8	4,264
McDOWELL	84,657	121,371	128,009	15	8,607	7	7,450	52	35,704	38	23,259	48	21,137	17	8,531	16	3,394	34	8,207	9	5,192
MACON	59,340	108,760	119,936	10	21,388	13	8,771	24	30,841	24	14,535	26	10,534	25	5,874	17	3,079	27	6,341	9	5,604
MADISON	19,949	30,602	32,670	6	1,398	6	2,186	29	9,665	8	6,933	18	5,054	4	605	4	599	7	2,516	8	1,394
MARTIN	62,496	77,229	79,343	9	2,104	16	8,755	54	19,385	18	15,489	34	6,786	15	2,619	12	2,495	21	8,633	4	1,874
MECKLENBURG	1,551,726	2,614,499	2,841,404	122	117,143	86	404,050	419	596,151	225	645,594	312	227,784	343	149,405	275	114,903	643	267,549	80	98,965
Charlotte	1,150,383	1,847,062	1,988,422	77	65,878	60	292,739	304	398,628	162	404,095	215	153,303	268	110,902	209	92,977	522	209,528	66	82,360
MITCHELL	42,476	60,860	64,195	13	4,176	15	5,937	23	17,080	24	15,880	22	5,095	13	2,848	8	2,318	13	4,650	7	2,121
MONTGOMERY	42,720	50,679	51,685	10	4,216	8	2,459	63	19,536	24	9,324	25	4,798	16	1,070	11	432	27	3,363	8	2,192
MOORE	124,428	197,888	212,688	29	19,437	16	8,689	86	61,343	42	34,095	57	19,047	43	12,976	36	8,616	75	16,866	12	7,440
NASH	241,882	437,979	480,027	30	27,466	36	74,553	196	86,755	67	63,039	84	53,881	60	17,834	51	63,032	114	47,963	15	11,013
Rocky Mount	249,939	366,526	388,176	26	22,028	21	60,186	121	80,798	61	58,468	72	34,672	61	15,139	50	29,837	100	45,094	16	10,104
NEW HANOVER	379,964	732,222	815,096	33	47,372	25	120,447	152	190,039	77	149,118	89	54,528	93	37,029	87	34,337	201	83,109	26	26,065
Wilmington	275,334	514,679	569,628	25	24,754	18	77,842	108	108,199	60	118,034	66	39,881	83	33,609	70	28,037	134	53,946	23	24,360
NORTHAMPTON	25,860	34,368	35,756	9	1,817	13	705	65	11,230	9	4,503	28	9,571	4	431	4	300	14	1,940	6	1,668
ONSLOW	254,684	390,065	417,660	31	22,741	24	53,141	94	68,487	77	109,352	74	29,216	47	18,662	47	29,633	167	44,546	12	10,126
Jacksonville	157,868	272,833	297,635	14	18,647	14	50,216	47	44,970	32	60,412	33	19,356	37	18,062	26	23,166	100	29,929	8	9,485
ORANGE	163,806	279,507	304,402	17	16,084	15	22,098	73	81,199	26	30,157	52	32,144	41	16,416	40	12,026	91	43,294	13	10,496
Chapel Hill	114,483	204,498	224,454	8	10,836	9	19,486	35	50,983	12	19,125	23	20,522	37	16,015	25	7,565	68	38,174	8	7,480
PAMLICO	13,723	21,740	23,347	2	1,927	2	2,869	23	7,209	8	3,913	12	3,202	2	232	3	598	4	1,316	1	291
PASQUOTANK	112,093	168,542	179,333	24	18,215	10	19,626	51	46,076	28	35,892	31	10,582	23	8,174	19	7,724	34	11,954	7	5,750
Elizabeth City	109,555	165,390	176,092	23	17,923	10	19,626	49	45,459	27	35,401	27	9,418	23	8,174	19	7,724	33	11,818	6	5,434
PENDER	30,666	43,271	45,503	7	1,533	7	1,502	56	17,902	9	8,504	28	6,344	6	477	5	258	29	4,411	4	745
PERQUIMANS	19,262	21,817	22,076	8	1,355	4	898	13	4,722	8	5,870	12	4,879	5	519	4	504	13	1,131	2	209
PERSON	68,580	95,766	100,553	14	4,387	26	9,140	56	27,472	21	21,575	29	8,927	19	4,523	19	3,101	26	7,004	8	4,114
PITT	279,704	458,890	497,196	38	35,387	53	54,826	173	108,767	68	103,333	117	41,009	50	22,017	54	21,198	115	45,077	21	17,138
Greenville	215,119	380,494	416,909	26	31,825	18	48,741	89	85,631	43	84,011	60	31,612	39	20,957	39	18,645	81	41,413	10	15,188
POLK	27,724	34,528	35,516	2	2,133	7	3,645	19	11,132	7	5,290	18	4,530	4	595	7	955	19	3,152	4	1,536
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	192,541	321,808	349,040	35	35,284	21	21,924	124	83,110	95	64,813	96	40,277	54	10,820	81	17,054	80	24,485	18	14,368
Asheboro	119,283	205,425	224,006	14	14,588	10	20,654	49	51,834	50	46,481	45	22,793	33	8,636	39	11,481	41	16,022	11	11,905
RICHMOND	124,870	162,533	168,629	22	13,323	17	16,136	76	41,789	50	25,988	51	19,653	32	6,694	39	10,994	65	13,360	13	6,620
Rockingham	102,418	127,938	131,670	15	10,223	11	15,033	49	31,094	36	23,055	35	15,513	18	4,150	26	7,455	42	11,035	9	5,048
ROBESON	246,607	354,863	374,676	39	28,620	35	33,751	225	94,687	80	70,938	88	38,482	60	15,626	54	19,003	88	20,308	25	13,801
Lumberton	136,962	205,289	218,298	22	22,947	10	24,922	83	49,361	37	32,540	41	18,607	33	10,769	37	14,568	46	15,361	9	8,131
ROCKINGHAM	213,314	297,343	312,506	38	16,087	31	19,410	155	92,725	66	55,131	100	29,107	68	17,410	77	21,564	96	21,475	28	13,366
Eden	79,340	99,171	103,138	13	3,383	7	6,214	44	29,711	20	19,521	28	6,743	30	5,801	30	12,027	35	6,790	11	6,075
Reidsville	79,828	127,266	136,834	15	9,736	11	8,635	44	40,163	20	21,342	32	13,091	25	8,792	25	6,889	29	9,144	8	4,195
ROWAN	232,416	365,894	392,594	33	18,990	24	30,104	122	105,616	69	62,694	81	39,619	61	23,039	58	14,604	107	33,314	22	15,549
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	7,905	11,774	12,548			1	846	6	4,970	2	696	3	1,222	1	111	5	1,965	3	733	1	685
Salisbury	169,613	273,272	294,402	16	9,155	12	26,433	63	66,722	36	55,345	43	29,605	46	19,689	31	8,420	64	26,367	14	12,737
RUTHERFORD	131,641	204,838	220,485	21	11,092	23	15,803	63	54,469	108	58,615	56	20,775	37	7,414	40	12,471	47	13,212	11	10,168
Forest City	80,496	103,019	106,505	10	8,151	10	11,720	21	23,694	52	26,734	23	4,208	22	4,934	20	8,022	20	5,883	6	5,809
SAMPSON	99,225	161,930	175,849	23	17,585	33	11,549	103	46,032	58	37,427	52	8,644	31	11,216	26	7,041	54	9,032	13	8,242
Clinton	63,885	121,219	134,543	14	15,727	7	6,727	27	33,721	36	31,326	12	2,690	27	10,843	15	4,761	19	6,536	9	6,708
SCOTLAND	84,816	117,364	123,021	11	7,153	8	9,134	78	40,459	26	30,906	24	7,743	23	5,714	14	4,265	24	6,534	10	4,458
STANLY	127,710	168,141	174,698	23	10,358	16	10,586	77	39,942	62	40,931	60	23,010	43	9,086	39	6,447	62	12,158	13	7,852
STOKES	34,854	57,630	62,370	16	6,410	4	615	57	18,624	28	13,450	27	8,973	6	1,402	9	1,290	19	4,942	4	1,861

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SURRY	207,421	281,849	295,491	40	20,577	26	23,867	142	64,021	114	74,629	66	22,542	55	14,786	33	11,891	75	16,451	26	17,223
Mount Airy	121,453	189,346	202,736	23	15,182	15	16,227	65	41,208	48	55,083	27	14,276	26	8,632	33	8,163	34	11,426	14	11,026
SWAIN	34,482	58,374	63,430	5	2,075	7	3,065	22	18,807	9	5,153	22	10,305	6	1,343	7	2,074	37	8,123	4	2,012
TRANSYLVANIA	54,998	79,712	84,243	13	5,936	12	6,398	40	28,387	17	11,138	17	7,589	11	3,076	16	3,579	18	5,237	5	4,201
TYRRELL	7,525	11,466	12,227	4	2,087	4	867	11	3,833	10	2,669	4	480	1	206	4	151	5	1,413	1	264
UNION	151,040	292,570	326,697	20	28,335	16	19,694	99	85,876	62	84,485	55	20,504	37	12,080	40	15,098	55	22,415	12	13,728
Monroe	109,900	231,993	262,482	10	13,446	9	17,698	63	74,175	42	66,453	37	15,612	26	11,324	31	8,630	40	20,875	8	11,976
VANCE	113,367	180,394	194,054	17	11,800	10	17,170	75	59,644	41	33,768	54	20,062	25	9,107	26	8,691	41	10,714	10	7,921
Henderson	97,083	159,803	172,816	16	11,291	8	15,153	61	47,229	35	30,442	50	19,440	24	8,842	26	8,691	34	9,270	9	7,334
WAKE	1,064,449	1,812,099	1,971,504	103	72,764	86	283,336	419	430,108	181	388,796	255	184,883	177	91,184	215	77,564	415	200,387	66	47,187
Raleigh	693,745	1,162,593	1,261,181	40	35,732	37	194,105	182	220,111	77	271,062	134	116,755	120	74,966	124	45,369	268	133,693	34	29,657
WARREN	20,020	30,214	32,161	8	1,078	10	1,674	42	11,470	8	1,555	27	7,971	3	1,232	7	2,440	6	674	4	1,193
WASHINGTON	37,475	42,931	43,522	8	3,974	14	3,449	35	13,627	12	9,446	17	3,038	9	1,192	13	1,713	17	2,224	4	1,224
WATAUGA	92,013	170,778	188,737	21	18,586	8	10,016	43	39,527	23	34,013	33	16,889	31	8,969	27	7,336	55	21,138	9	7,892
WAYNE	273,249	355,939	369,151	37	26,178	33	55,942	162	75,305	103	75,002	95	35,938	65	17,506	69	19,005	93	24,124	13	8,860
Goldsboro	188,725	253,259	263,995	28	24,977	15	46,530	87	42,974	57	47,195	62	22,018	55	16,418	53	15,815	66	18,606	7	5,895
WILKES	137,879	175,938	181,741	32	21,216	17	12,767	96	44,072	54	32,952	62	21,814	36	6,509	24	4,888	54	13,806	11	8,025
WILSON	204,676	315,130	337,367	29	20,052	28	39,029	150	81,994	58	59,128	76	39,100	53	14,608	48	15,244	85	31,010	14	9,155
Wilson	172,696	281,068	303,287	20	18,048	17	38,305	92	75,000	48	52,721	45	29,437	52	14,444	41	14,637	65	28,072	12	8,773
YADKIN	68,299	92,246	96,283	16	5,413	10	3,134	66	30,312	68	27,344	32	8,774	16	1,837	16	3,250	27	5,867	9	3,621
YANCEY	29,222	40,923	42,982	14	4,926	18	2,728	22	15,272	18	7,765	18	4,374	7	838	2	698	12	1,585	4	2,437

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,249,761	3,766,928	4,093,760	634	394,281	178	367,131	693	705,320	462	923,925	687	425,723	484	222,441	500	166,717	1,493	420,741	169	133,952
METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D	314,382	540,696	588,300	61	51,582	10	77,427	57	104,737	44	129,076	58	52,412	67	30,981	69	25,325	119	56,048	17	21,393
Fargo-Moorhead, N.D-Mn	587,007	938,298	1,008,203	85	79,742	24	117,285	122	157,104	82	215,500	99	87,215	97	50,067	113	51,948	234	113,362	25	28,805
Grand Forks, N.D	264,254	398,872	423,848	36	35,169	11	40,545	35	58,073	39	92,854	49	39,644	51	38,689	48	23,680	113	45,718	11	9,064
COUNTIES, Cities																					
ADAMS	10,540	16,948	18,211	6	2,703	1	424	3	3,949	4	5,444	6	1,091	5	1,257			9	1,322	2	453
BARNES	46,594	75,950	81,826	18	8,041	5	3,296	15	16,085	10	17,604	20	9,056	12	5,533	9	3,235	40	9,259	3	2,880
Valley City	41,096	66,735	71,864	11	7,165	3	2,978	11	14,164	9	15,973	16	8,023	12	5,533	6	2,437	22	6,941	2	2,135
BENSON	7,738	9,402	9,607	9	1,402	3	219	13	2,636	1	74	13	1,739	1	255	4	33	17	1,398	2	275
BILLINGS	893	1,867	2,105					2	96			3	478					3	1,326		
BOTTINEAU	24,616	35,331	37,197	12	4,312	4	1,447	15	6,603	10	7,373	14	6,445	7	1,203	3	1,404	29	3,669	3	960
BOWMAN	16,769	24,036	25,296	6	2,386	2	574	6	5,262	5	5,836	10	3,966	3	830	4	489	13	3,579	2	622
BURKE	7,078	11,763	12,716	5	1,574	1	50	6	3,426	4	1,406	10	3,503	1		2	85	17	2,078	1	42
BURLEIGH	237,952	412,668	449,643	33	26,675	9	75,458	38	81,247	23	87,630	40	35,954	53	26,262	53	20,939	73	40,791	12	18,825
Bismarck	234,441	406,907	443,431	30	26,338	9	75,458	32	80,482	23	87,630	34	32,992	53	26,262	53	20,939	60	39,081	12	18,825
CASS	439,854	732,158	791,904	56	57,422	19	113,190	81	104,971	52	181,266	64	61,614	74	43,536	83	35,752	157	83,730	17	20,814
Fargo	368,340	622,774	675,424	26	45,561	15	[illegible]	58	85,607	42	163,122	41	43,262	67	38,031	70	33,734	98	65,401	12	19,129
CAVALIER	21,992	26,572	27,125	12	2,341	3	307	14	6,489	3	3,750	14	3,425	5	1,433	10	1,360	33	2,684	3	1,648
DICKEY	16,657	22,241	23,113	5	2,029	6	697	10	6,315	6	4,865	10	1,865	8	1,236	8	1,158	17	2,906	4	1,237
DIVIDE	9,802	17,152	18,720	5	1,717	1	975	7	5,996	4	3,814	6	984	6	1,522	4	386	15	1,793	2	1,223
DUNN	5,867	15,208	17,832	5	1,924			5	2,738	5	7,134	4	2,684					11	2,177	1	177
EDDY	9,086	16,965	18,736	8	3,182	1	215	6	3,245	1	2,930	7	4,468	3	582	3	304	11	1,953	2	635
EMMONS	11,851	21,913	24,158	7	5,936	1	923	9	5,520	6	5,176	11	1,980	3	316	2	496	19	2,482	1	445
FOSTER	19,375	26,975	28,249	5	3,145	3	735	10	6,390	7	8,749	10	3,928	4	927	5	390	15	1,589	2	693
GOLDEN VALLEY	9,439	22,778	26,358	6	2,201			4	5,602	4	6,910	5	7,906	3	642	4	672	7	1,319	1	481
GRAND FORKS	264,254	398,872	423,848	36	35,169	11	40,545	35	58,073	39	92,854	49	39,644	51	38,689	48	23,680	113	45,718	11	9,064
Grand Forks	239,288	366,048	389,821	26	32,630	9	39,715	20	53,141	28	78,610	40	35,657	47	38,172	43	23,556	78	41,754	8	8,457
GRANT	7,444	11,258	11,964	6	1,447	1	133	6	3,074	3	2,793	4	2,095	1				9	1,248	2	655
GRIGGS	5,646	9,036	9,702	5	1,169	2	159	5	2,444	3	1,705	5	1,276	1	592	1		9	1,621		
HETTINGER	9,204	15,431	16,711	5	2,812	1	249	5	2,723	6	5,220	4	2,381	2	589	3	253	12	1,713	2	467
KIDDER	3,846	4,336	4,371	3	407			7	976	1	316	7	1,803	2	39	1		10	385	1	183
LA MOURE	11,552	16,846	17,787	9	3,349	3	73	9	3,546	4	3,032	9	3,792	4	314	3	88	19	1,875	2	712
LOGAN	7,248	9,090	9,343	6	881			6	2,799	3	2,026	3	1,180	2	261	1	603	11	1,058	1	329
MCHENRY	13,343	18,489	19,344	15	3,239	4	738	14	3,128	6	3,217	10	3,994	4	577	1	182	21	2,384	4	820
MCINTOSH	10,740	22,997	26,039	9	2,886			8	7,911	5	4,880	8	3,463	2	237	4	278	17	2,510	3	1,527
MCKENZIE	9,505	30,753	37,519	3	3,268	1	1,221	6	8,449	4	5,680	5	4,762	6	1,679	3	596	16	5,621	2	2,119
MCLEAN	20,235	32,250	34,600	15	5,461	5	1,820	14	7,868	6	5,072	13	5,334	4	654	3	215	32	5,094	5	1,404
MERCER	16,008	45,069	53 637	10	9,267	2	1,684	18	12,628	4	13,769	7	4,417	5	1,236	4	941	19	5,879	2	1,930
MORTON	76,430	128,028	138,657	28	24,907	1	1,969	19	23,490	21	41,446	18	16,458	14	4,719	16	4,386	46	15,257	5	2,568
MOUNTRAIL	21,344	38,532	42,295	17	4,186	4	844	14	9,943	9	8,602	12	8,447	5	1,372	6	612	27	4,764	5	2,034
NELSON	16,385	24,674	26,202	10	6,057	7	1,629	7	3,308	5	4,117	14	5,401	1	86	3	123	27	3,416	2	527
OLIVER	1,252	1,407	1,417	3	124	1	94	3	175			1	319					4	294		
PEMBINA	32,570	44,530	46,474	13	4,823	6	841	19	11,709	14	11,145	17	6,658	7	1,269	9	354	35	6,044	3	1,367
PIERCE	23,956	33,082	34,587	8	3,574	2	836	10	6,864	5	11,294	5	2,528	5	1,755	6	1,042	18	2,809	3	1,465
RAMSEY	68,189	114,722	124,321	16	13,000	3	3,886	18	20,758	10	27,929	14	15,249	16	9,853	15	4,389	31	10,172	5	7,649
Devils Lake	63,613	107,987	117,199	11	9,798	3	3,886	12	19,724	10	27,929	13	14,423	16	9,853	14	4,166	22	9,253	5	7,649
RANSOM	17,479	21,282	21,757	10	3,418	3	242	10	5,417	4	3,780	11	1,954	7	1,010	5	251	27	3,233	3	1,132
RENVILLE	6,400	9,597	10,181	6	1,501			8	1,696	3	1,094	7	2,072	2	144	2	79	14	1,096	1	821

* Estimates produced for Editor & Publisher by Marketing Economics Institute. Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RICHLAND	53,462	91,230	99,124	21	9,126	5	5,908	26	16,107	16	24,499	19	8,396	15	5,680	13	5,895	46	8,828	5	3,736
Wahpeton	39,384	66,290	71,672	8	5,989	3	5,141	6	12,100	7	18,901	6	3,703	12	5,452	7	4,762	13	5,356	3	1,553
ROLETTE	26,138	35,708	37,262	10	3,552	6	1,419	10	9,311	6	5,850	13	8,510	7	2,096	5	504	22	3,517	3	1,144
SARGENT	7,709	10,892	11,432	5	775	2		10	3,368	2	843	8	2,338	1	162			22	2,242	1	92
SHERIDAN	4,464	5,155	5,215	2	1,049			2	1,039	1	264	5	1,896			2	102	6	475	1	251
SIOUX	1,993	3,424	3,724			2	98	2	1,149			5	970	1	98	1		7	1,008		
SLOPE	261	520	580					1	61			1	127					2	392		
STARK	82,904	189,894	218,058	19	24,416	2	12,989	17	40,568	27	45,872	18	22,052	15	13,809	27	13,229	43	21,412	4	7,537
Dickinson	74,400	162,885	185,220	14	23,073	2	12,989	13	34,768	22	37,905	14	12,010	14	13,559	27	13,229	26	14,731	3	7,023
STEELE	6,130	7,003	7,080	3	722	5	1,086	3	1,178	4	1,864	3	339					6	328		
STUTSMAN	91,475	102,778	103,613	24	10,732	5	6,314	16	17,545	21	22,435	25	11,936	21	6,386	17	3,613	52	10,297	3	4,233
Jamestown	88,454	99,141	99,903	18	10,136	5	6,314	10	16,903	19	22,155	22	11,473	20	6,349	16	3,586	32	9,072	2	4,051
TOWNER	8,149	12,385	13,175	8	1,651	2	189	6	2,932	4	2,696	6	1,496	2	369	3	268	15	1,879	3	804
TRAILL	29,432	38,507	39,876	19	5,510	3	244	21	8,108	7	9,233	13	6,966	4	840	9	728	30	4,471	4	1,762
WALSH	50,534	67,579	70,259	18	7,597	8	5,277	25	14,434	14	17,117	26	7,960	11	3,410	13	1,360	46	6,457	5	1,864
WARD	248,036	457,462	504,377	41	43,607	11	60,599	36	78,257	36	134,181	47	47,821	46	23,300	50	21,005	116	50,278	10	15,178
Minot	233,952	424,164	465,983	32	39,860	8	58,207	25	69,967	31	126,793	35	42,729	41	21,710	45	20,074	90	44,561	9	14,954
WELLS	17,697	31,793	34,861	8	2,435	2	987	17	8,923	7	4,494	9	1,909	10	2,723	4	2,277	24	4,264	3	1,744
WILLIAMS	82,224	192,390	221,572	24	25,174	9	16,548	22	38,791	17	54,645	19	18,494	22	12,959	28	12,961	53	18,647	7	7,452
Williston	71,390	171,804	198,766	17	20,977	5	14,417	13	33,192	14	51,936	14	16,202	20	12,629	24	12,903	34	14,433	5	7,038

OHIO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	35,563,455	50,473,722	53,245,267	4,082	2,227,864	1,917	7,513,434	10,834	12,181,334	5,819	10,396,220	8,820	5,365,759	5,187	1,901,976	6,201	2,164,354	17,982	5,611,949	2,086	1,651,271
METROPOLITAN STATISTICAL AREAS																					
Akron, Oh	2,249,315	3,197,404	3,273,233	245	200,909	103	388,814	556	810,358	346	631,216	536	321,054	326	96,041	340	116,713	1,024	365,371	123	101,261
Canton, Oh	1,403,336	1,947,614	2,053,253	173	92,251	60	275,374	357	467,088	249	431,980	346	178,305	229	88,096	267	84,037	700	220,881	69	56,830
Cincinnati, Oh-Ky-In	4,754,713	7,383,886	7,966,146	440	263,486	204	1,283,187	1,661	1,804,930	547	1,373,078	1,030	831,567	639	271,077	706	327,236	2,341	922,472	311	259,067
Cleveland, Oh	6,685,192	9,644,354	10,165,884	526	316,702	288	1,556,157	2,036	2,266,866	698	1,987,177	1,408	919,457	1,074	434,478	1,112	413,040	3,336	1,041,825	367	371,366
Columbus, Oh	4,426,655	5,963,511	6,245,934	420	244,222	168	905,774	1,074	1,289,238	618	1,272,062	963	590,926	528	234,321	636	264,655	2,012	727,421	260	179,305
Dayton-Springfield, Oh	3,279,976	4,109,332	4,157,095	312	150,816	143	641,546	807	925,856	462	812,216	711	417,684	407	131,657	518	183,840	1,449	455,419	168	97,385
Hamilton-Middletown, Oh	678,846	864,027	897,146	77	35,890	34	99,175	240	241,621	126	165,737	165	99,450	91	22,396	131	36,285	394	97,668	44	27,445
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,368,167	1,430,135	117	89,546	79	196,200	426	362,552	226	251,707	289	140,244	150	63,213	195	75,978	385	107,701	74	48,710
Lima, Oh	556,024	768,693	809,482	65	44,930	32	145,447	159	161,690	140	137,358	152	93,422	93	26,722	126	31,625	265	80,353	36	24,779
Lorain-Elyria, Oh	844,101	1,041,358	1,073,595	97	42,149	46	169,528	220	255,841	142	217,867	214	107,622	95	35,489	116	40,777	408	93,941	33	34,501
Mansfield, Oh	502,466	798,025	864,305	46	47,041	32	144,931	124	183,692	88	168,343	109	103,180	80	27,143	102	31,030	252	78,827	26	20,003
Parkersburg-Marietta, W.V-Oh	563,557	719,215	742,490	71	37,751	48	124,738	168	170,918	124	136,044	156	74,666	75	31,358	94	30,982	243	41,593	28	21,331
Steubenville-Weirton, Oh-W.V	480,398	606,311	627,623	48	34,012	35	86,733	221	167,557	100	108,558	139	59,862	80	23,487	92	27,649	355	54,312	34	29,982
Toledo, Oh	2,267,859	3,347,876	3,569,338	189	113,273	101	513,544	548	772,994	285	721,857	490	371,681	310	129,271	356	145,217	1,141	410,922	128	117,703
Wheeling, W.V-Oh	601,633	991,021	1,103,995	70	45,585	46	127,237	215	299,644	101	196,775	148	126,402	89	28,707	111	42,010	369	119,012	37	30,626
Youngstown-Warren, Oh	1,785,679	2,837,581	3,072,069	164	98,420	84	557,113	529	673,978	368	541,256	424	312,146	247	129,261	333	139,586	931	287,449	116	95,412
COUNTIES, Cities																					
ADAMS	58,746	97,959	106,537	15	5,870	9	4,247	36	34,997	22	34,278	27	12,597	12	1,330	14	2,337	26	4,622	5	2,817
ALLEN	439,645	591,744	620,228	46	35,652	28	137,858	108	113,915	94	96,982	113	64,519	65	21,317	94	22,645	198	59,631	27	19,258
Delphos	29,478	45,609	48,836	4	3,533	3	982	12	13,268	11	8,115	11	5,550	7	1,816	15	2,532	18	8,635	2	664
Lima	173,593	199,419	202,938	19	16,573	6	12,321	52	44,677	24	37,528	46	22,687	20	4,467	39	8,391	119	28,982	14	6,651
ASHLAND	115,636	142,674	147,070	25	7,927	12	9,851	44	40,456	25	24,740	45	21,366	22	4,295	28	6,485	70	16,344	9	5,626
Ashland	90,407	114,857	118,963	14	3,582	10	9,364	27	33,903	18	19,832	25	17,578	16	3,946	21	5,453	44	12,159	7	4,923
ASHTABULA	284,962	326,319	332,016	51	12,205	25	44,839	121	79,742	79	70,317	101	46,681	45	8,572	53	11,537	195	29,992	17	8,230
Ashtabula	99,607	106,437	106,992	13	5,062	9	21,425	38	14,448	20	23,864	23	9,846	15	4,224	18	4,377	62	11,033	7	3,959
Conneaut	35,493	39,738	40,268	9	1,220	3	2,653	26	11,068	14	8,770	14	4,700	10	1,990	11	1,234	25	4,560	2	1,664
ATHENS	133,520	187,380	197,585	21	5,017	14	17,069	70	53,835	39	41,647	53	21,522	25	4,101	37	7,484	101	21,875	8	5,770
Athens	97,238	138,973	147,018	10	2,857	7	16,617	25	33,266	23	36,526	17	12,121	16	3,213	18	4,855	56	17,905	6	4,272
AUGLAIZE	116,379	176,949	189,254	19	9,278	4	7,589	51	47,775	46	40,376	39	28,903	28	5,405	32	8,980	67	20,722	9	5,521
St. Marys	31,638	47,117	50,213	3	1,741	2	4,100	8	13,648	15	10,849	8	3,496	11	2,135	8	2,270	20	5,539	4	1,815
Wapakoneta	43,113	64,418	68,680	7	3,584	2	2,625	24	18,848	16	16,228	10	7,212	12	2,711	12	3,044	20	8,812	3	1,654
BELMONT	217,936	610,466	728,958	36	31,825	19	69,819	100	228,016	42	127,379	79	87,701	33	12,390	41	14,194	152	77,003	15	18,564
Bellaire	29,237	88,712	100,610	4	1,757	1	3,606	18	37,478	11	19,836	7	10,941	7	3,034	8	4,137	29	9,983	3	2,985
Martins Ferry	36,745	94,550	111,175	3	2,721	2	7,443	16	41,317	4	14,670	11	8,637	7	1,689	7	2,223	15	5,129	3	5,191
BROWN	51,265	77,416	82,678	19	3,608	12	2,745	51	27,592	14	9,750	39	14,127	12	1,314	11	879	53	12,651	6	2,057
BUTLER	678,846	864,027	897,146	77	35,890	34	99,175	240	241,621	126	165,737	165	99,450	91	22,396	131	36,285	394	97,668	44	27,445
Hamilton	252,292	298,960	305,926	21	10,089	9	38,213	94	76,974	51	57,788	53	27,758	41	9,736	45	15,031	162	33,989	19	9,729
Middletown	202,638	231,967	235,928	18	7,942	12	41,384	48	64,634	33	36,194	42	23,336	24	7,434	32	8,799	89	24,675	9	6,622
CARROLL	64,306	107,270	116,681	16	5,375	4	9,238	23	24,644	13	42,927	20	11,651	8	3,429	11	2,757	30	9,376	2	165
CHAMPAIGN	74,773	101,220	106,054	19	5,314	12	7,456	31	32,811	16	21,910	23	12,636	16	2,482	18	2,759	46	10,485	8	3,736
Urbana	53,647	75,201	79,250	10	2,834	4	7,234	19	25,679	14	18,308	13	7,637	12	2,193	12	1,800	28	6,373	4	3,229

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLARK	486,850	505,326	506,088	43	19,752	24	91,232	148	120,464	84	99,672	103	46,357	67	18,040	73	17,354	243	43,313	31	12,897
Springfield	243,937	226,516	222,356	29	13,968	11	17,910	100	51,466	50	40,830	37	26,553	26	2,969	56	11,681	173	27,932	24	8,867
CLERMONT	276,712	677,484	719,712	44	39,655	15	73,426	113	207,682	61	196,278	85	104,840	12	5,415	39	19,646	111	64,050	18	19,505
CLINTON	106,619	142,102	148,468	27	7,189	8	8,496	40	37,511	36	40,582	40	19,477	13	3,581	17	4,808	54	11,828	9	4,066
Wilmington	[illegible]	90,524	94,105	16	3,909	3	5,966	20	21,309	17	23,508	23	12,146	11	3,094	12	4,402	32	8,484	5	2,962
COLUMBIANA	307,249	418,837	439,429	55	21,863	27	40,020	135	115,530	102	100,786	121	53,632	52	14,522	65	14,141	208	32,879	24	17,764
East Liverpool	90,047	112,927	116,710	11	4,722	8	19,300	41	25,423	24	21,485	27	15,220	17	5,424	17	5,444	49	7,728	8	4,900
Lisbon	22,814	32,154	34,023	3	817	2	1,680	13	14,804	13	7,075	11	3,069	3	282	4	303	21	2,695	2	561
Salem	86,581	122,172	126,932	10	6,446	7	13,814	23	24,674	27	37,534	20	10,660	17	7,528	22	3,384	45	10,102	5	5,693
COSHOCTON	90,685	126,352	133,031	21	9,420	13	12,296	32	34,741	32	26,400	35	13,883	15	5,462	18	3,886	56	10,786	6	4,619
Coshocton	73,030	104,277	110,246	12	8,074	7	11,730	17	30,632	21	16,043	25	11,514	15	5,462	13	3,771	45	9,733	6	4,619
CRAWFORD	147,191	215,512	228,959	31	14,378	12	13,553	51	60,545	47	46,963	39	22,023	32	7,173	32	8,506	88	23,658	12	9,221
Bucyrus	67,305	96,705	102,376	10	5,356	6	9,613	20	26,937	20	18,820	15	10,056	16	3,838	15	5,126	35	10,533	5	4,021
Galion	58,770	89,770	96,084	10	4,454	4	3,012	20	25,304	13	20,694	16	9,999	14	3,046	12	3,242	37	9,845	5	4,153
CUYAHOGA	5,411,982	7,626,879	7,982,856	372	222,326	220	1,239,070	1,709	1,757,608	500	1,498,030	1,089	692,612	907	378,187	901	339,941	2,801	658,345	304	300,056
Cleveland	1,640,384	1,899,266	1,935,215	131	31,732	98	266,523	941	472,880	196	218,352	445	194,458	241	76,481	278	79,376	1,515	300,956	118	80,807
DARKE	145,264	180,144	186,302	32	14,508	15	20,870	56	42,471	39	44,173	43	19,038	31	7,098	46	6,878	84	14,743	8	5,208
Greenville	87,522	121,736	128,130	10	8,326	9	16,181	21	31,859	16	27,315	18	12,803	20	6,542	24	4,728	31	8,975	5	4,334
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	138,399	155,521	157,701	29	6,580	10	18,770	37	34,364	33	32,162	39	15,438	30	6,162	39	6,180	65	14,129	7	3,856
Defiance	103,578	115,357	116,784	17	3,159	7	17,683	25	28,677	21	22,320	28	10,982	24	5,805	34	5,108	43	9,131	6	2,721
DELAWARE	114,667	161,777	170,811	20	6,575	5	7,095	38	41,324	28	35,379	47	32,027	19	5,368	20	2,634	64	20,833	7	6,436
Delaware	81,146	109,137	114,185	13	3,981	3	3,931	19	29,918	18	24,082	25	16,356	16	4,361	16	2,335	33	14,032	5	4,332
ERIE	297,582	314,324	315,319	35	14,432	18	52,745	78	65,519	55	53,194	70	27,441	53	13,778	55	11,646	189	40,639	17	10,867
Sandusky	170,773	181,954	182,781	20	7,259	9	31,452	40	37,066	28	23,976	39	16,308	47	12,481	32	10,081	110	18,815	13	7,703
FAIRFIELD	228,046	323,319	341,475	35	15,238	17	38,269	67	89,009	56	66,900	65	40,823	29	7,013	59	15,316	139	36,158	16	13,319
Lancaster	175,671	251,868	266,506	21	11,165	12	37,649	43	68,984	38	38,463	42	31,825	25	6,260	44	13,612	94	31,135	11	10,213
FAYETTE	90,600	101,877	103,296	16	4,772	8	11,038	33	22,940	16	13,410	27	24,202	10	4,241	14	3,244	44	9,417	4	3,766
Washington	72,408	80,431	81,383	13	4,075	6	10,945	26	21,130	15	13,314	17	7,359	10	4,241	14	3,244	37	7,305	3	3,731
FRANKLIN	3,486,482	4,730,163	4,958,777	251	173,712	104	803,846	753	965,476	372	995,725	658	406,470	393	198,867	446	225,514	1,485	596,622	196	133,992
Columbus	2,250,825	3,027,905	3,165,410	146	100,466	58	565,718	510	560,222	219	623,035	415	243,097	240	132,182	270	156,096	1,041	405,800	128	79,650
FULTON	117,815	165,900	175,009	29	16,054	15	2,769	43	40,575	41	53,101	35	15,690	20	3,141	35	10,099	63	14,000	10	5,429
GALLIA	85,336	133,401	143,388	15	7,976	8	8,230	40	35,640	24	25,294	35	17,942	20	7,497	34	8,787	47	14,417	5	6,138
Gallipolis	59,194	94,012	101,339	13	6,160	4	3,760	18	20,552	15	21,005	23	13,414	17	5,685	26	8,191	33	9,206	5	6,138
GEAUGA	161,458	291,050	320,950	32	21,473	16	15,555	54	86,697	39	78,327	49	38,629	24	5,269	32	6,098	81	23,489	10	10,356
Chardon	41,821	78,370	85,681	5	3,7[illegible]	4	6,736	9	27,734	4	14,002	7	6,098	5	500	6	1,134	12	6,693	3	4,882
GREENE	330,321	452,037	474,583	44	19,75[illegible]	19	36,251	80	126,859	64	119,782	105	64,623	34	7,883	61	13,710	141	41,005	20	10,521
Beaver Creek	NO DATA AVAILABLE FOR THIS CITY																				
Fairborn	114,152	156,904	164,828	7	3,873	7	16,476	20	32,912	23	53,414	27	15,466	7	1,788	19	5,292	49	15,822	7	5,252
Xenia	109,655	140,676	145,989	10	1,469	5	11,783	29	38,884	20	39,062	29	18,184	18	4,674	23	6,155	42	11,181	8	3,540
GUERNSEY	113,896	135,955	139,313	20	4,050	11	18,670	56	35,400	23	20,174	47	20,418	17	5,759	24	3,482	92	17,005	5	3,532
Cambridge	90,076	105,313	107,514	10	2,729	7	18,373	26	27,886	15	18,523	20	10,058	14	4,826	18	2,883	53	10,321	4	2,882
HAMILTON	3,354,090	4,693,767	4,966,027	272	140,464	133	950,314	1,091	1,053,756	296	877,325	649	402,011	473	197,829	478	233,415	1,583	584,178	203	138,841
Cincinnati	1,377,676	1,541,807	1,562,377	88	40,066	52	179,273	557	314,549	115	275,833	300	147,013	242	80,506	188	77,891	862	251,003	104	60,296
HANCOCK	227,116	459,840	520,689	53	32,625	12	87,593	65	106,567	56	88,969	56	51,851	35	14,288	52	21,860	96	51,236	11	14,840
Findlay	175,547	396,305	455,198	31	24,200	11	87,483	44	98,882	40	62,099	37	46,537	32	13,781	35	15,490	70	45,436	11	14,840
HARDIN	67,992	99,350	105,490	18	5,456	6	1,662	44	32,940	31	19,668	33	11,447	18	3,227	26	4,763	48	12,488	6	5,314
Kenton	44,582	65,158	69,274	8	2,980	5	1,518	21	20,311	16	13,609	18	7,700	12	2,624	10	1,473	21	7,540	4	4,397
HARRISON	33,488	43,842	45,654	17	5,058	10	1,146	22	14,717	13	10,337	21	6,263	8	1,154	13	1,152	33	3,892	4	890
HENRY	70,491	95,368	99,895	18	7,064	6	2,099	22	26,300	20	22,802	36	14,962	12	2,155	15	3,161	51	8,808	5	2,601
Napoleon	49,236	65,615	68,891	8	2,742	4	1,900	12	14,459	9	19,591	16	10,975	8	1,796	9	2,802	22	7,390	3	2,307
HIGHLAND	81,493	127,046	136,468	22	8,145	8	4,801	46	42,781	31	28,610	33	14,163	20	4,463	18	3,493	47	10,563	10	8,277
Greenfield	22,803	36,355	39,066	7	1,846	1	595	8	14,985	9	7,027	9	4,404	5	872	4	1,390	18	2,602	3	2,394
Hillsboro	50,042	76,918	82,294	10	4,866	4	3,974	22	22,812	15	19,673	16	7,433	13	3,528	10	1,647	20	7,645	7	5,883
HOCKING	61,678	103,782	113,050	12	6,582	5	8,610	34	24,594	18	25,760	25	12,160	6	5,184	13	2,123	34	13,082	3	3,287
Logan	57,028	95,716	103,456	11	5,534	4	8,320	24	22,253	15	25,036	15	9,000	5	5,036	11	2,069	25	11,536	3	3,287
HOLMES	55,132	99,840	110,198	17	24,870	8	2,651	28	23,457	20	27,836	19	7,793	10	1,444	15	3,534	23	9,207	5	3,324
HURON	176,796	222,445	230,035	31	11,095	12	11,402	67	62,096	54	55,377	53	22,475	39	9,787	40	11,135	97	20,060	14	7,986
Bellevue	38,720	48,167	50,057	2	758	2	1,979	12	13,986	11	15,145	11	4,904	10	1,292	8	1,642	22	4,242	3	3,487
Norwalk	71,266	90,758	94,051	12	4,405	2	3,034	23	26,579	20	18,674	17	9,592	17	7,115	20	5,377	28	6,985	4	4,125
JACKSON	75,820	154,112	173,689	13	3,252	19	18,747	40	56,213	21	33,962	38	21,906	12	2,485	13	5,161	41	11,181	8	11,743
JEFFERSON	306,285	354,032	361,275	32	21,279	21	59,946	142	94,444	61	55,063	86	34,104	53	16,322	58	14,136	196	29,450	18	14,826
Steubenville	185,944	194,202	194,430	9	6,928	10	44,044	53	32,971	22	30,721	26	14,185	42	14,983	30	10,958	74	13,774	8	10,622
KNOX	108,300	140,028	145,477	21	3,222	20	18,549	40	38,231	36	26,635	34	13,650	18	5,299	32	4,361	66	16,230	8	6,162
Mount Vernon	87,008	113,699	118,342	14	2,949	14	17,727	23	29,528	28	22,531	21	9,765	15	5,241	25	4,050	45	11,850	4	4,083
LAKE	785,612	1,305,480	1,424,765	77	51,719	34	269,317	186	319,748	103	290,624	171	118,733	109	44,308	129	55,919	321	125,047	36	44,454
Mentor	268,333	473,372	519,892	19	23,621	12	186,710	45	89,716	21	53,242	35	28,778	48	27,523	44	22,192	78	45,394	7	9,144
Mentor-On-The-Lake	13,261	29,780	33,084					4	10,124	2	8,137	2	4,058					7	5,304	2	4,161
Painesville	69,682	76,280	76,995	10	7,903	7	10,353	25	15,954	5	8,161	23	9,117	13	2,370	12	4,233	39	8,496	5	1,561
Willoughby	93,929	116,663	120,406	13	5,888	1	2,803	20	21,595	17	48,659	23	12,960	8	1,184	20	4,272	32	8,773	5	3,045
LAWRENCE	156,927	224,521	238,024	19	10,565	8	16,297	78	64,487	43	45,302	49	28,139	21	7,281	28	16,374	66	15,299	8	6,579
Ironton	75,683	92,544	95,226	10	3,742	4	5,450	21	22,893	20	21,928	19	8,527	14	6,408	10	3,770	32	6,394	4	2,202
LICKING	355,824	409,815	417,582	48	21,851	23	42,680	106	98,835	84	92,067	88	53,054	52	15,131	60	12,918	185	40,779	23	12,927
Newark	186,092	230,768	237,884	21	10,515	11	20,066	64	58,859	41	55,586	37	23,434	29	12,400	26	6,827	104	23,000	14	9,843
LOGAN	111,308	129,304	131,877	30	7,687	11	11,722	49	31,918	37	28,526	48	13,374	21	4,662	30	5,189	79	14,689	10	3,921
Bellefontaine	68,700	81,191	83,050	10	3,581	7	11,446	14	17,351	18	17,058	20	7,290	15	4,076	14	4,008	32	8,653	3	2,456
LORAIN	844,101	1,041,358	1,073,595	97	42,149	46	169,528	220	255,841	142	217,867	214	107,622	95	35,489	116	40,777	408	93,941	33	34,501
Elyria	247,547	300,637	308,891	32	7,039	12	89,777	41	60,239	23	42,719	49	19,488	41	22,420	34	14,508	84	21,877	7	9,090
Lorain	196,425	226,506	230,714	18	6,817	12	29,026	71	59,578	31	45,077	55	24,699	19	7,763	33	10,684	127	24,523	9	7,662
LUCAS	1,802,517	2,677,973	2,859,945	122	85,908	63	434,552	423	624,335	191	583,534	341	259,835	229	108,422	251	110,020	917	341,587	99	96,427
Toledo	1,266,511	1,714,924	1,796,393	89	51,064	44	326,711	337	402,842	133	225,846	248	159,260	198	95,046	194	69,460	752	238,449	80	76,213
MADISON	75,413	109,124	115,699	21	4,036	6	1,459	46	33,122	25	23,635	41	28,986	9	1,183	13	1,783	48	10,986	8	4,164
London	39,502	53,986	56,884	8	1,457	3	1,132	16	12,877	16	18,155	14	9,506	7	769	7	789	25	5,918	5	2,663
MAHONING	964,056	1,515,832	1,639,031	76	42,825	41	305,228	300	343,127	206	309,171	234	180,871	130	72,202	186	84,465	518	143,517	60	48,958
Youngstown	362,446	427,913	436,901	23	8,783	14	42,585	152	102,826	109	97,855	101	41,208	57	17,730	79	14,337	275	47,416	29	18,928
MARION	225,869	251,202	254,335	32	14,893	17	43,398	61	54,409	43	50,928	48	23,357	32	9,068	41	9,906	111	23,575	14	8,390
Marion	126,932	146,813	149,637	21	9,877	10	20,419	44	24,341	27	40,427	32	12,359	26	5,764	33	6,918	67	14,173	10	5,259

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MEDINA	326,140	420,945	437,313	45	21,184	18	32,215	87	102,813	56	120,196	99	69,483	34	6,714	50	11,082	133	34,944	17	16,500
Medina	89,549	112,651	116,480	9	6,004	6	10,403	16	36,211	14	25,375	28	12,934	10	2,411	13	1,683	35	7,360	5	5,333
MEIGS	54,907	91,676	99,703	12	4,794	10	5,661	38	33,722	16	15,506	21	10,424	12	1,566	12	8,189	36	7,721	5	3,593
Middleport	13,415	22,747	24,614	3	1,354	2	1,208	9	7,176	5	2,931	5	3,539	5	649	6	3,194	7	1,175	2	1,117
Pomeroy	29,829	50,517	54,655	5	2,154	3	2,207	12	22,229	7	8,754	8	3,707	6	649	3	2,070	24	5,701	3	2,041
MERCER	103,394	158,857	171,119	26	12,500	13	14,612	34	35,782	40	40,187	33	15,547	18	6,499	27	5,939	73	18,348	5	3,607
Celina	62,492	112,748	124,353	10	6,468	5	9,893	14	22,477	26	33,230	15	10,969	9	5,513	13	3,756	37	13,441	4	3,238
MIAMI	261,809	352,492	369,110	35	11,497	21	41,538	86	88,211	75	89,017	70	36,710	49	16,460	55	17,824	112	36,196	18	11,261
Piqua	112,031	158,844	167,753	10	5,503	10	31,959	25	36,031	26	37,249	24	13,223	18	9,315	19	5,281	44	16,871	5	4,316
Troy	84,196	115,894	121,788	11	2,174	6	5,319	22	30,560	21	33,623	21	13,134	16	6,083	15	6,202	36	13,774	8	4,303
MONROE	31,858	51,314	55,445	11	3,551	5	2,750	28	19,814	14	15,909	13	4,813	7	1,050	8	752	21	3,004	3	726
MONTGOMERY	2,200,996	2,799,475	2,807,314	190	99,816	79	472,525	491	590,322	239	503,745	433	269,994	257	89,274	329	134,952	953	334,905	99	62,706
Dayton	623,337	663,811	666,890	51	30,971	17	101,087	189	110,095	62	119,054	147	67,340	60	16,331	103	38,003	410	87,765	39	18,480
MORGAN	20,802	34,843	37,917	10	5,884	7	1,503	18	10,481	8	6,827	8	4,803	3	401	6	1,839	13	2,337	2	1,354
MORROW	43,612	68,493	73,683	15	6,554	6	2,107	14	19,233	12	17,142	26	18,196	5	385	12	1,386	22	4,940	4	1,488
MUSKINGUM	259,078	321,459	331,686	44	28,956	21	41,742	82	77,633	65	60,380	86	29,143	34	13,598	56	11,394	154	31,072	23	11,129
Zanesville	193,090	244,553	253,218	28	20,943	17	34,226	53	51,394	52	50,485	52	18,937	31	13,094	39	9,364	108	23,759	19	9,298
NOBLE	24,998	38,466	41,230	8	5,469	3	1,031	20	9,517	8	14,685	14	4,281	5	687	7	1,041	17	2,881	2	1,107
OTTAWA	110,643	189,251	206,761	31	11,140	14	3,591	50	52,543	32	52,954	45	30,991	14	3,509	18	4,998	86	27,442	8	4,438
Oak Harbor	19,722	32,021	34,481	5	1,895	1	687	6	5,649	4	13,927	6	4,625	2	415	3	514	14	4,565	3	983
Port Clinton	50,439	85,825	92,904	11	4,962	3	1,707	14	23,846	15	24,898	17	11,758	9	2,505	7	2,742	29	10,487	3	3,246
PAULDING	35,843	46,215	47,995	15	4,109	3	372	20	12,970	12	8,850	20	8,935	4	637	19	3,890	31	5,288	4	985
PERRY	49,055	81,964	89,165	17	4,272	8	1,970	35	28,983	17	20,980	38	14,076	5	1,507	12	2,470	51	8,212	4	1,355
PICKAWAY	104,102	129,281	133,493	23	15,245	6	7,632	43	32,696	33	28,805	43	18,599	11	3,829	20	3,378	59	11,616	5	4,830
Circleville	72,825	95,331	99,271	14	7,488	3	5,125	24	25,463	27	22,335	17	13,668	10	3,612	15	2,844	34	8,605	4	4,222
PIKE	47,796	104,250	118,994	13	12,180	4	1,934	31	34,771	20	21,979	24	21,404	6	2,481	9	3,212	28	9,701	4	5,420
PORTAGE	330,883	469,769	496,982	69	36,145	16	30,381	97	118,315	74	116,741	117	74,937	37	7,603	58	13,749	170	53,504	15	11,921
Kent	114,607	180,054	193,744	11	8,034	4	22,595	23	21,263	19	60,036	34	23,822	15	3,912	17	7,014	63	28,327	4	3,102
Ravenna	69,951	80,560	82,013	14	5,014	4	2,199	17	26,123	10	14,791	25	11,715	10	2,155	13	2,024	31	5,189	6	3,729
PREBLE	86,984	124,407	131,591	20	10,707	6	581	36	25,312	28	29,023	42	37,856	11	1,640	24	2,877	61	11,891	9	2,993
PUTNAM	73,361	107,850	114,653	22	11,662	6	1,296	36	27,511	25	28,501	34	17,620	14	2,262	22	3,817	50	10,746	7	3,734
RICHLAND	502,466	798,025	864,305	46	47,041	32	144,931	124	183,692	88	168,343	109	103,180	80	27,143	102	31,030	252	78,827	26	20,003
Mansfield	314,265	417,763	436,199	17	7,789	15	55,705	75	70,678	46	112,627	63	56,756	58	21,484	57	17,225	164	41,302	15	10,883
Shelby	35,161	73,137	80,734	6	4,981	4	3,143	10	27,229	10	17,016	11	8,211	10	3,250	13	3,378	23	6,907	4	3,485
ROSS	193,786	276,739	292,708	28	9,450	11	53,654	76	70,083	53	48,013	59	27,471	26	7,806	36	10,003	101	32,467	14	9,750
Chillicothe	177,502	257,548	273,091	18	8,581	11	53,654	56	62,555	44	44,660	45	25,142	25	7,723	34	9,849	79	31,073	11	9,155
SANDUSKY	182,494	309,153	337,139	37	18,629	15	24,328	60	81,419	50	74,597	48	38,271	34	11,232	39	14,406	116	35,105	10	10,473
Fremont	104,220	177,432	193,669	17	9,209	8	18,040	33	53,470	26	36,659	20	15,467	24	8,717	25	8,951	63	18,617	5	6,440
SCIOTO	244,538	488,916	549,400	41	19,160	18	72,408	109	142,012	70	100,887	94	59,682	38	16,933	55	27,111	127	51,778	16	19,223
Portsmouth	150,421	292,561	327,081	25	12,702	11	38,367	49	61,685	47	59,625	55	35,229	31	15,076	38	21,495	88	38,725	11	15,257
SENECA	155,305	232,257	251,666	37	19,618	13	22,769	57	57,836	30	43,407	53	26,468	34	10,219	43	9,717	104	27,787	8	12,231
Fostoria	54,758	96,380	102,909	8	3,118	3	6,848	18	26,457	12	22,296	13	14,845	10	3,379	11	2,589	29	11,966	3	4,620
Tiffin	89,957	117,692	122,543	18	8,075	7	13,326	26	30,993	13	15,767	23	9,747	21	6,100	24	6,040	53	13,257	5	5,737
SHELBY	98,660	118,370	121,421	23	6,496	6	10,876	35	29,487	26	27,483	35	15,404	15	2,571	26	4,753	61	13,665	5	3,341
Sidney	69,826	85,545	88,046	15	3,748	4	10,270	20	25,218	17	10,577	23	12,201	13	2,513	21	4,393	31	10,192	5	3,341
STARK	1,339,030	1,840,344	1,936,572	157	86,876	56	266,136	334	442,444	236	389,053	326	166,654	221	84,667	256	81,280	670	211,505	67	56,665
Alliance	120,814	149,697	154,383	16	5,829	11	15,882	43	34,999	26	35,056	33	14,675	22	7,831	26	8,089	67	14,622	8	6,861
Canton	463,382	569,171	586,170	35	23,162	16	69,905	115	139,883	64	118,185	106	50,963	92	31,449	72	21,584	235	53,547	24	16,976
Massillon	161,892	189,831	193,900	[illegible]	4,997	12	31,358	34	53,221	24	40,618	36	17,323	25	7,324	24	7,702	88	14,289	9	7,723
SUMMIT	1,918,432	2,727,635	2,776,251	176	164,764	87	358,433	459	692,043	272	514,475	419	246,117	289	88,438	282	102,964	854	311,867	108	89,340
Akron	960,258	1,281,557	1,339,161	[illegible]	68,380	40	238,872	215	270,807	143	257,390	183	92,484	155	55,392	127	44,916	464	159,420	45	38,734
TRUMBULL	821,623	1,321,749	1,433,038	[illegible]	55,595	43	251,885	229	330,851	162	232,085	190	131,275	117	57,059	147	55,121	413	143,932	56	46,454
Niles	154,897	337,967	385,709	3	4,608	8	131,933	35	87,283	14	16,486	17	22,466	37	37,484	29	21,715	54	29,459	6	9,139
Warren	209,078	269,817	280,270	[illegible]	7,728	12	22,284	57	32,687	46	74,656	51	24,150	37	9,577	49	16,094	126	40,053	19	12,295
TUSCARAWAS	267,209	314,676	321,758	44	16,232	28	38,219	95	74,515	74	62,736	87	35,027	39	13,531	71	16,158	180	33,737	15	8,440
Dennison	5,176	6,060	6,237	3	703			4	1,062	1	754	5	976	2	514	3	946	10	667	1	367
Dover	66,097	70,580	70,937	9	4,993	7	9,324	17	19,477	20	10,296	11	4,892	13	3,294	15	3,875	33	8,644	5	2,622
New Philadelphia	97,935	122,063	125,994	8	5,363	7	21,868	18	26,004	19	26,288	25	11,642	12	7,677	26	5,361	46	9,470	3	3,572
Uhrichsville	25,878	30,844	31,837	2	408	3	1,416	11	11,644	8	6,062	11	2,700	2	444	9	917	19	3,398	1	315
UNION	62,121	100,032	108,097	22	7,565	7	4,793	21	28,776	20	29,551	21	10,967	15	2,930	18	3,112	32	10,427	5	3,637
Marysville	46,906	75,772	81,547	15	6,523	5	3,863	11	21,480	12	21,383	13	8,530	14	2,798	11	2,200	17	6,603	4	3,142
VAN WERT	85,441	112,464	117,557	20	4,712	7	4,617	34	28,601	22	32,839	25	12,899	14	3,842	15	3,814	45	11,631	5	4,625
Van Wert	67,432	95,725	101,142	11	3,237	5	3,958	18	25,397	17	27,108	16	9,572	12	3,830	12	3,443	30	10,599	5	4,625
VINTON	13,396	20,926	22,488	6	2,646	2	841	15	5,303	10	5,980	9	3,678	1	408	3	331	17	2,548	1	240
WARREN	223,681	367,990	399,315	32	20,945	14	45,833	91	90,465	34	47,518	73	59,972	40	17,019	63	18,677	101	60,186	16	13,727
WASHINGTON	188,994	248,309	258,823	39	17,454	23	26,844	68	69,225	52	42,239	85	32,955	26	8,906	34	10,659	99	22,841	10	9,060
Marietta	114,523	158,150	166,231	11	7,271	10	22,563	29	40,076	26	25,776	42	18,713	18	8,104	22	7,075	49	15,986	5	6,772
WAYNE	277,353	436,429	469,891	52	40,726	20	46,871	81	110,519	55	112,709	84	48,894	32	8,870	47	20,622	116	36,950	13	12,402
Wooster	145,099	212,468	225,691	16	18,027	9	26,504	23	50,703	24	54,847	35	17,987	16	6,731	21	8,716	50	20,797	7	6,923
WILLIAMS	105,072	173,172	187,917	24	12,995	10	14,036	39	43,981	28	32,125	42	28,058	22	7,006	30	6,482	67	19,743	9	4,714
Bryan	59,054	95,188	102,416	7	4,350	4	12,885	11	21,365	10	21,891	13	9,707	16	5,710	12	1,441	26	9,510	4	2,770
WOOD	347,527	504,003	534,384	38	11,311	23	76,223	82	108,084	53	85,222	114	96,156	61	17,708	70	25,098	161	55,335	19	15,847
Bowling Green	87,134	120,954	127,241	9	3,829	8	11,302	15	31,337	13	19,086	24	13,785	16	3,117	21	5,527	40	18,948	7	5,099
WYANDOT	56,590	89,119	95,909	23	11,574	9	2,508	29	23,692	11	19,158	28	11,125	19	2,716	13	6,370	41	9,390	4	2,803
Upper Sandusky	33,333	52,539	56,381	8	3,580	3	1,539	14	13,367	7	13,374	14	5,328	10	2,034	9	4,743	21	6,414	2	1,641

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,228,116	17,419,498	19,347,429	1,369	1,007,008	782	2,127,212	3,503	4,596,960	2,843	4,345,848	3,063	1,592,520	2,195	1,082,586	2,134	835,407	5,101	1,824,071	747	472,147
METROPOLITAN STATISTICAL AREAS																					
Enid, Ok.	232,163	575,286	671,368	31	41,641	15	67,464	56	134,201	68	148,457	64	40,096	58	49,164	60	35,468	122	73,915	15	30,091

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																				
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs				
Fort Smith, Ar-Ok	527,197	933,041	1,020,568	79	65,499	41	131,330	203	230,083	163	215,021	165	95,953	127	46,980	127	45,173	275	89,013	42	25,161			
Lawton, Ok	293,033	460,827	494,723	31	26,129	15	22,515	105	103,171	72	124,363	71	32,330	46	64,317	65	29,267	175	48,035	17	7,744			
Oklahoma City, Ok	3,105,790	5,917,305	6,475,030	301	298,348	158	843,673	694	1,386,888	711	1,464,194	740	451,886	597	374,096	606	300,123	1,441	710,540	197	142,513			
Tulsa, Ok	2,256,385	3,661,209	3,958,645	262	200,425	128	474,548	620	897,622	567	921,871	560	301,606	447	214,479	485	191,760	1,044	357,829	131	88,316			
COUNTIES, Cities																								
ADAIR	27,583	41,935	44,737	17	2,428	6	7,259	37	16,780	16	8,481	20	3,388	9	1,070	9	1,128	18	1,271	5	949			
ALFALFA	14,143	20,281	21,410	10	1,731	2	489	18	5,674	4	2,506	21	5,467	5	425	8	448	20	1,755	3	923			
ATOKA	25,243	41,296	44,645	6	2,388	4	5,432	24	13,266	7	8,312	20	5,983	11	1,871	7	846	21	3,071	5	2,136			
BEAVER	9,983	18,011	19,821	4	1,592			9	5,847	5	3,257	8	2,576	5	2,582	2	157	14	2,022	3	878			
BECKHAM	69,544	300,287	383,276	12	21,921	10	35,871	30	104,299	31	62,531	35	59,758	22	22,452	17	10,178	51	36,762	10	11,349			
Elk City	47,026	216,008	249,812	8	14,323	5	33,615	14	75,477	21	45,918	20	11,634	17	16,531	12	8,192	25	23,416	4	7,231			
BLAINE	34,847	63,990	70,644	13	4,891	5	1,379	31	21,205	16	11,345	22	10,433	13	3,414	14	1,791	30	5,211	6	2,966			
BRYAN	67,865	96,923	102,284	11	5,271	13	10,997	59	26,345	41	21,645	26	5,008	24	5,517	21	4,291	55	6,707	7	2,621			
Durant	56,391	81,122	85,724	7	3,389	8	10,627	22	21,508	28	21,078	19	3,611	21	5,238	18	4,190	27	5,975	7	2,550			
CADDO	71,851	151,437	171,467	18	6,627	12	11,565	51	48,794	24	41,553	39	16,817	27	9,501	22	6,590	51	10,831	15	5,433			
Anadarko	31,181	68,795	76,320	4	4,275	3	7,609	11	25,596	9	10,381	13	7,292	13	6,461	7	3,737	18	4,720	3	2,544			
CANADIAN	165,522	229,147	126,198	20	5,668	10	11,844	31	31,738	40	27,984	38	15,844	23	5,987	22	3,188	61	12,548	9	3,512			
El Reno	52,479	94,338	103,756	7	4,179	5	9,253	14	26,274	17	27,329	21	12,965	15	4,931	7	2,723	26	8,338	5	2,996			
CARTER	139,818	373,511	441,539	21	20,315	12	49,758	80	117,828	59	84,398	60	40,298	33	22,48[illegible]	41	18,707	89	38,498	15	11,467			
Ardmore	119,612	312,554	367,934	18	19,642	9	46,882	53	88,379	47	71,810	39	27,369	28	21,116	33	17,398	59	33,591	9	8,027			
CHEROKEE	60,276	97,932	105,763	7	9,235	8	11,658	44	33,747	25	14,563	28	6,341	15	3,793	21	2,349	46	13,367	6	2,411			
Tahlequah	50,728	81,699	87,895	6	8,783	5	10,673	26	29,775	17	11,740	20	3,925	15	3,7[illegible]	18	2,313	33	8,302	4	2,047			
CHOCTAW	36,696	52,444	55,374	7	756	5	7,169	34	16,928	21	15,313	22	4,189	13	2,333	8	913	34	3,213	5	453			
Hugo	28,894	39,672	41,828	5	726	3	6,773	15	6,182	18	15,007	17	3,248	12	2,307	7	897	24	2,683	5	453			
CIMARRON	9,468	11,805	12,158	3	487	2	1,093	4	1,878	6	2,654	5	2,760	2	615	2	23	9	1,258	1	233			
CLEVELAND	295,196	678,542	780,608	29	29,034	16	84,284	82	168,234	64	207,426	75	54,964	85	43,153	76	34,583	155	92,294	22	18,386			
Norman	222,413	505,605	580,504	18	23,723	10	71,766	54	106,781	47	162,109	45	36,411	71	35,344	53	25,983	116	69,206	15	14,726			
COAL	6,649	11,167	12,132	2	1,242	3	2,475	11	4,913	2	492	2	788	2	388	1		7	598	1	396			
COMANCHE	293,033	460,827	494,723	31	26,129	15	22,515	105	103,171	72	124,363	71	32,330	46	64,317	65	29,267	175	48,035	17	7,744			
Lawton	276,868	436,096	468,311	23	24,151	14	22,150	87	91,005	64	122,387	58	29,989	42	63,373	54	28,586	150	45,129	15	6,897			
COTTON	16,642	23,437	24,670	5	856	2	1,214	11	7,688	7	7,604	15	2,553	6	999	5	477	10	1,604	3	651			
CRAIG	46,062	85,937	95,189	12	3,841	7	8,391	17	21,266	20	20,275	21	17,311	11	3,534	10	2,003	30	9,289	3	3,225			
Vinita	37,708	68,876	75,111	7	3,228	5	7,465	10	18,048	16	18,706	15	8,332	10	3,408	6	1,800	19	5,568	3	3,225			
CREEK	119,072	230,828	257,426	28	15,195	11	19,601	69	88,030	62	58,922	52	21,557	32	9,628	28	6,409	84	20,160	15	6,394			
Sapulpa	63,634	120,940	134,390	14	5,612	4	17,141	24	49,839	23	26,220	19	8,545	15	5,929	[illegible]	3,372	33	8,928	7	2,999			
CUSTER	89,379	317,012	393,951	17	15,846	10	28,475	42	102,065	40	84,783	48	39,869	39	21,736	28	19,918	51	34,507	9	12,727			
Clinton	46,096	178,074	204,476	8	7,168	5	16,419	19	48,431	18	44,976	23	24,675	14	9,979	12	8,452	23	17,691	5	7,936			
Weatherford	38,465	146,237	167,797	6	7,549	3	10,175	14	45,271	18	36,105	16	13,443	23	11,388	13	10,626	20	14,939	3	4,321			
DELAWARE	38,918	68,655	75,248	14	5,193	8	7,458	33	26,591	14	8,378	30	9,207	8	1,762	10	2,588	32	6,439	5	2,111			
DEWEY	9,293	23,892	28,035	5	2,676	4	1,028	13	8,325	7	2,278	10	5,873	1	1,511	6	283	11	2,816	3	844			
ELLIS	13,320	28,291	32,080	5	2,478	2	2,315	7	3,889	7	10,949	12	4,779	4	1,472	7	505	12	1,753	4	1,936			
GARFIELD	232,163	575,286	671,368	31	41,641	15	67,464	56	134,201	68	148,457	64	40,096	58	49,164	60	35,468	122	73,915	15	30,091			
Enid	223,100	562,106	657,419	27	41,260	14	66,509	45	130,716	63	146,117	55	35,855	57	48,987	56	35,322	107	73,045	14	29,670			
GARVIN	67,719	136,508	153,304	14	7,753	11	9,332	42	42,516	41	35,347	44	17,632	30	7,883	20	5,014	49	12,276	8	4,894			
Pauls Valley	33,579	68,273	75,213	7	4,122	5	6,818	16	23,245	19	15,830	15	5,261	17	4,765	10	2,569	18	6,027	3	1,643			
GRADY	93,715	219,666	253,923	19	21,429	11	25,363	41	63,155	47	56,184	35	16,534	29	14,493	27	9,051	50	23,159	8	5,563			
Chickasha	77,757	191,559	223,122	11	18,949	8	24,134	25	55,621	35	45,992	18	11,692	27	14,319	25	6,932	37	21,754	6	5,231			
GRANT	11,173	19,585	21,446	7	783	4	285	9	6,043	9	6,138	7	3,247	3	836	5	590	20	2,573	3	379			
GREER	13,233	18,426	19,351	4	511	2	577	14	7,274	5	3,046	9	2,319	4	1,485	6	941	14	939	4	570			
HARMON	8,408	10,384	10,678	3	259	1	562	13	4,058	6	1,847	5	604	2	1,025	3	250	10	430	8	81			
HARPER	10,479	14,456	15,154	5	1,009	1	711	7	3,796	9	2,563	10	3,504	6	432	5	174	10	1,118	3	865			
HASKELL	22,774	38,419	41,781	4	930	6	2,017	16	13,459	8	12,422	12	2,372	4	3,272	6	1,578	21	1,592	4	1,340			
HUGHES	27,151	46,737	51,014	11	2,335	9	1,265	29	17,196	16	11,692	18	5,434	10	2,484	8	855	20	3,381	7	1,870			
Holdenville	18,655	31,039	33,516	6	1,199	4	523	12	11,840	12	9,914	7	1,235	10	2,484	6	613	9	1,713	4	1,006			
JACKSON	86,874	142,337	153,987	16	5,878	11	14,823	32	33,412	39	39,024	35	8,509	29	10,956	30	7,375	68	13,880	9	5,860			
Altus	78,335	129,745	140,621	12	5,324	7	12,437	23	31,244	32	35,959	30	7,826	28	10,792	24	6,728	56	13,206	8	5,576			
JEFFERSON	17,274	26,990	28,942	9	3,377	3	291	16	8,362	13	4,933	13	2,592	7	1,132	3	252	16	3,544	4	1,423			
JOHNSTON	13,152	27,549	31,149	6	2,301			20	12,179	9	4,365	9	3,165	6	1,266	4	541	10	1,969	2	1,733			
KAY	170,747	273,879	295,090	34	12,611	17	26,476	49	78,510	64	61,669	67	28,744	60	15,846	41	12,671	100	27,994	16	9,183			
Blackwell	31,099	46,764	49,898	8	983	4	4,950	12	13,889	14	10,983	12	4,328	13	2,291	7	1,038	17	4,865	4	2,807			
Ponca City	119,743	195,548	211,354	19	9,209	9	20,648	27	57,793	43	45,430	38	16,207	40	12,022	29	10,378	59	18,217	8	5,878			
KINGFISHER	44,281	126,574	151,445	11	9,066	5	2,239	18	39,253	15	65,103	21	11,460	12	2,984	7	1,570	24	8,322	7	3,474			
KIOWA	32,974	61,837	68,558	7	3,530	8	4,138	25	17,160	25	22,084	18	6,877	14	3,051	11	1,631	24	2,830	8	3,425			
Hobart	19,466	37,656	41,295	4	2,552	4	2,797	12	12,758	17	9,802	9	3,337	9	2,554	7	1,551	8	1,380	6	2,874			
LATIMER	14,063	37,000	43,606	3	1,588	8	2,586	12	21,404	8	5,740	12	5,147	5	1,241	2	206	11	1,774	3	687			
LE FLORE	67,943	105,700	113,268	15	5,975	13	8,691	70	41,509	43	25,551	39	6,979	25	3,865	16	2,719	51	6,650	12	4,808			
LINCOLN	50,595	109,044	123,945	13	11,934	12	2,916	42	27,966	25	30,455	50	20,963	12	3,609	13	5,092	40	8,868	5	2,668			
LOGAN	46,068	85,777	94,946	9	3,415	8	9,211	31	27,499	25	22,095	29	8,950	16	3,423	8	1,533	44	9,226	9	2,977			
Guthrie	38,111	71,538	78,225	7	3,169	5	8,090	17	23,116	18	17,480	18	6,340	14	3,285	6	1,408	29	6,813	7	2,764			
LOVE	10,680	23,155	26,341	6	2,095	4	638	15	10,321	4	836	12	6,934	4	697	5	989	15	2,266	2	297			
MCCLAIN	43,636	106,916	124,415	10	4,631	5	8,788	26	38,827	24	36,087	26	13,981	10	3,193	14	1,066	31	10,401	5	2,818			
MCCURTAIN	79,324	105,414	109,837	21	7,314	19	12,306	88	34,313	28	26,318	34	5,103	18	3,357	8	2,829	67	7,543	7	3,394			
Idabel	43,889	55,774	58,151	5	3,008	8	6,964	24	15,024	16	20,566	11	1,931	12	2,195	4	414	22	3,567	2	935			
MCINTOSH	33,208	61,203	67,620	8	5,776	5	1,209	28	21,449	14	14,317	23	8,414	12	2,915	8	2,042	28	4,204	5	1,640			
MAJOR	26,470	82,072	99,603	4	4,650	3	3,205	15	18,453	10	38,017	18	19,647	4	3,002	1	72	17	6,316	3	927			
MARSHALL	23,800	42,234	46,352	12	3,377	5	2,834	26	15,492	13	11,379	11	2,902	7	1,632	6	709	23	3,778	3	1,393			
MAYES	72,718	124,236	135,404	18	9,995	11	10,894	50	39,710	34	29,411	36	12,514	28	5,319	17	3,335	60	11,158	8	3,426			
Pryor	52,901	88,933	96,141	9	5,953	7	9,950	19	27,448	18	24,156	21	6,270	21	4,828	10	2,667	25	6,684	5	2,700			
MURRAY	32,576	58,894	64,845	6	2,440	7	4,282	20	20,989	9	17,523	13	6,894	18	2,629	9	1,700	23	3,934	3	882			
MUSKOGEE	207,550	274,793	286,087	34	13,756	16	35,337	115	76,345	82	57,730	80	22,133	65	17,758	48	11,351	133	25,235	16	5,721			
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																							
Muskogee	190,753	253,853	264,527	25	12,359	15	35,105	82	65,256	72	56,655	56	18,167	63	17,711	45	11,034	102	23,695	13	5,285			
NOBLE	33,070	69,761	78,993	9	4,275	3	6,069	15	16,920	12	15,035	16	12,756	7	2,659	8	1,020	27	6,993	4	1,410			
Perry	28,813	61,549	68,098	5	2,074	3	5,440	11	15,292	12	15,035	13	9,189	7	2,385	7	796	21	6,281	3	935			
NOWATA	18,916	33,303	36,488	8	2,913	5	959	12	10,449	9	8,194	12	4,556	7	1,042	7	1,045	16	2,598	3	1,365			
Nowata	17,166	30,161	32,761	5	2,479	4	883	8	9,071	9	8,194	9	4,229	6	983	5	928	9	1,662	3	1,365			
OKFUSKEE	16,383	27,649	30,056	7	2,854	5	2,073	20	10,749	13	4,518	18	5,864	7	1,174	4	223	15	1,011	2	315			

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKLAHOMA	2,407,461	4,533,005	5,032,774	205	229,451	99	683,820	470	1,038,411	501	1,122,343	508	331,915	428	304,605	442	248,441	1,029	548,217	137	106,810
Edmond	119,569	235,222	263,063	14	20,601	7	17,515	23	58,565	24	94,596	26	17,175	20	9,081	16	6,044	35	22,292	6	3,417
Midwest City	208,887	480,968	553,420	14	21,773	12	67,156	36	162,294	37	172,950	39	23,965	32	22,525	27	8,571	65	41,891	12	9,974
Oklahoma City	1,822,426	3,296,604	3,632,681	142	175,240	61	550,029	340	643,471	348	745,748	360	234,320	322	250,080	332	202,465	797	418,078	95	67,071
OKMULGEE	97,787	166,109	181,257	20	9,487	12	22,003	52	51,151	38	32,744	52	22,938	31	9,114	17	3,793	59	14,947	6	4,286
Henryetta	33,384	64,893	71,184	4	2,189	4	1,472	17	18,672	9	20,284	22	9,796	16	4,753	5	1,125	20	6,558	3	2,276
Okmulgee	48,398	70,304	74,019	9	3,929	4	8,993	22	20,720	23	11,643	22	8,606	15	4,361	10	2,239	31	6,032	3	2,008
OSAGE	52,075	125,776	145,951	12	5,827	8	4,277	43	48,473	25	31,952	30	16,857	19	7,638	15	4,760	58	9,498	10	5,445
Pawhuska	18,131	46,542	52,226	4	1,762	3	1,454	11	16,895	6	9,267	11	8,349	10	4,096	4	1,433	23	3,359	2	991
OTTAWA	86,503	108,218	111,561	22	7,633	11	14,087	41	22,445	43	27,947	38	11,197	21	5,801	19	3,560	48	9,541	9	2,622
Miami	73,559	93,144	96,224	14	5,827	7	13,914	22	18,486	26	26,320	19	6,340	19	5,648	15	3,385	29	8,242	6	2,503
PAWNEE	30,550	58,321	64,849	7	2,450	6	2,756	21	21,087	15	14,928	18	7,277	8	3,772	6	2,337	22	4,508	5	1,185
PAYNE	154,286	240,317	257,600	27	20,443	13	28,869	65	63,878	60	40,246	65	22,294	48	13,150	38	10,756	102	30,815	11	4,648
Cushing	37,518	53,772	57,023	8	9,709	5	5,718	15	12,604	20	10,135	15	3,412	12	3,602	7	1,145	16	4,406	5	1,706
Stillwater	111,212	177,319	190,827	16	10,559	6	22,853	42	48,259	29	28,635	42	16,154	34	9,457	31	9,613	74	25,015	5	2,891
PITTSBURG	101,635	167,110	180,929	17	7,685	14	24,289	74	50,116	38	34,292	49	17,783	26	8,517	33	7,498	65	13,662	10	3,024
McAlester	85,527	136,678	147,164	12	6,437	12	22,641	34	36,720	34	31,395	26	9,742	23	8,050	30	7,093	36	9,369	8	2,815
PONTOTOC	101,407	169,626	184,166	16	10,694	9	14,758	47	51,944	29	41,317	35	10,892	41	12,768	28	7,430	65	14,045	12	4,326
Ada	95,516	160,960	174,976	12	9,411	7	14,196	32	48,131	27	40,831	29	9,370	40	12,717	27	7,387	56	13,259	10	4,268
POTTAWATOMIE	147,907	283,918	316,089	28	26,149	20	45,726	54	82,179	57	46,259	64	26,232	35	13,735	44	11,312	121	37,854	15	8,010
Shawnee	116,724	227,375	253,817	18	24,548	17	41,393	30	53,731	49	44,783	35	15,156	30	13,419	31	8,050	89	30,712	11	6,630
PUSHMATAHA	24,363	40,627	44,080	7	1,329	6	1,536	30	13,909	8	14,659	19	4,678	7	796	6	905	17	2,851	2	722
ROGER MILLS	6,562	18,529	22,116	1		2	4,429	9	5,151	4	3,473	4	2,969	2	1,267	2	526	7	961	1	570
ROGERS	91,806	192,733	218,195	22	15,531	7	16,383	48	54,447	35	50,846	38	36,536	28	7,938	22	5,010	57	19,571	4	1,963
Claremore	72,116	147,739	162,867	11	12,997	5	14,471	28	42,998	26	47,603	15	11,251	22	6,866	16	3,209	37	13,668	2	1,564
SEMINOLE	58,906	153,751	180,959	10	5,784	11	16,445	38	54,527	28	38,537	37	21,610	24	9,717	18	5,054	46	14,794	10	5,852
Seminole	37,132	100,354	113,001	6	4,148	8	13,279	14	32,505	16	22,676	17	9,751	15	7,149	9	3,602	26	11,578	5	3,783
Wewoka	15,207	40,245	45,254	2	1,510	2	3,007	12	13,574	9	12,735	11	4,311	8	2,523	6	604	14	2,807	4	2,005
SEQUOYAH	54,998	99,962	110,166	14	4,033	9	9,651	41	35,935	24	21,553	31	15,175	12	2,739	15	3,209	43	11,313	5	1,209
STEPHENS	144,374	473,291	580,173	20	24,621	15	63,147	52	143,295	48	170,774	51	41,095	43	27,024	39	22,487	67	33,863	13	16,341
Duncan	117,235	385,113	472,267	14	19,618	10	61,363	29	105,953	35	141,982	29	29,752	31	23,315	30	16,759	45	28,228	8	11,810
TEXAS	49,844	73,891	78,504	17	5,821	5	9,080	21	24,782	17	14,481	22	4,466	15	3,878	13	2,998	32	7,197	5	720
Guymon	42,025	61,816	65,775	7	3,569	4	8,349	13	20,497	13	13,110	15	3,127	14	3,775	11	2,814	20	5,785	4	663
TILLMAN	25,455	35,722	37,584	11	2,301	9	1,886	19	11,616	11	9,139	17	3,326	9	1,830	10	1,599	23	2,048	4	959
Frederick	21,712	29,838	31,488	7	2,136	5	1,660	12	9,617	9	8,358	10	2,194	7	1,640	8	1,449	13	1,263	3	848
TULSA	1,960,253	3,056,206	3,276,622	188	158,850	95	429,746	431	685,481	430	771,327	394	218,936	359	188,036	404	173,881	811	303,266	98	73,109
Broken Arrow	78,246	135,294	147,800	14	3,424	3	12,362	30	40,497	22	53,425	23	12,282	11	3,052	31	3,578	29	10,880	3	2,522
Tulsa	1,705,935	2,649,726	2,838,677	139	136,552	76	391,486	338	558,879	338	642,410	302	172,087	313	177,280	330	161,717	710	275,749	80	64,619
WAGONER	33,179	55,666	60,451	12	5,022	7	4,541	29	21,191	15	8,824	26	7,720	9	1,239	16	1,700	34	5,334	4	1,405
WASHINGTON	166,053	533,356	653,349	26	54,321	9	96,914	38	129,246	43	126,264	31	44,712	35	33,613	51	37,530	85	67,292	13	15,842
Bartlesville	153,590	510,134	627,618	21	49,785	8	91,278	30	125,821	36	125,350	23	38,290	33	33,452	45	37,191	73	65,423	8	15,594
WASHITA	22,698	70,848	86,086	7	4,905	3	3,728	23	25,764	20	21,008	13	9,098	10	3,672	14	4,175	16	5,551	4	2,835
WOODS	34,370	57,709	62,700	7	1,022	6	4,998	16	17,007	12	12,026	20	5,664	11	5,295	13	5,658	32	5,409	3	1,074
Alva	30,700	51,371	55,506	4	530	4	4,436	11	15,212	10	11,346	14	4,428	10	5,131	11	5,362	22	4,580	2	951
WOODWARD	86,124	191,436	218,894	12	17,448	6	24,332	27	55,455	25	40,817	25	24,231	19	12,073	27	10,252	37	15,636	5	3,966
Woodward	83,058	185,888	212,786	12	17,448	4	23,584	21	53,827	23	40,519	19	22,090	16	12,018	24	10,178	30	14,860	5	3,966

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,347,998	13,623,337	14,437,628	1,439	856,207	481	1,792,624	2,729	2,930,876	1,747	2,906,602	2,185	1,166,952	1,382	564,318	1,915	696,859	4,578	1,645,216	492	502,933
METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Or	1,021,743	1,188,187	1,205,781	150	93,517	32	151,853	319	238,076	182	266,097	209	89,733	146	51,376	206	56,184	414	121,086	51	42,494
Medford, Or	492,661	650,480	675,497	87	51,447	32	65,659	147	138,333	74	127,230	113	55,193	64	25,336	111	33,378	210	66,342	20	16,715
Portland, Or	4,210,181	7,196,452	7,815,206	441	336,819	177	1,196,454	975	1,497,363	644	1,539,247	740	600,062	559	320,417	762	389,542	1,851	910,313	168	231,656
Salem, Or	785,140	1,070,157	1,116,813	142	94,290	37	165,618	190	217,282	151	227,810	183	84,595	95	29,906	171	58,143	362	123,243	45	42,917
COUNTIES, Cities																					
BAKER	45,578	60,272	62,562	8	4,604	8	1,836	27	16,461	16	13,787	26	3,927	13	3,678	13	1,759	38	8,229	4	2,910
Baker	41,550	56,553	58,939	8	4,604	4	1,659	21	15,649	15	13,631	15	3,320	12	3,629	10	1,695	23	6,773	4	2,910
BENTON	186,958	265,448	278,766	29	13,408	11	30,413	56	60,200	45	44,108	53	26,703	27	11,765	46	17,137	83	32,755	9	14,273
Corvallis	171,256	244,243	256,697	22	10,982	8	29,423	43	54,833	38	42,268	38	21,595	26	11,734	37	16,746	65	28,492	7	14,033
CLACKAMAS	644,617	1,374,003	1,554,199	117	98,234	37	147,059	209	414,519	133	349,190	116	130,570	74	34,897	119	57,314	283	151,554	34	45,056
Oregon City	104,622	214,480	240,867	12	16,281	7	17,865	19	48,021	12	69,957	17	19,148	14	8,111	20	9,646	34	16,273	6	14,915
CLATSOP	111,573	150,490	156,676	30	12,709	12	3,873	49	40,640	20	17,366	[illegible]	11,537	34	7,863	22	[illegible]	104	27,933	10	8,180
Astoria	58,414	74,048	76,206	8	4,834	4	1,268	21	17,599	14	13,458	16	5,090	20	5,008	12	3,961	45	11,324	4	3,028
COLUMBIA	79,699	[illegible]	89,433	27	7,753	8	3,153	37	25,429	24	15,903	24	7,549	18	2,566	19	6,441	62	9,296	9	3,602
COOS	234,043	245,470	244,473	42	21,210	10	13,565	87	57,271	58	55,102	54	16,191	31	7,600	49	11,449	130	25,419	14	13,263
Coos Bay	108,256	108,573	107,296	15	11,698	4	4,963	32	21,252	34	33,700	22	6,970	9	1,121	21	4,454	43	9,061	4	3,438
North Bend	68,637	73,698	74,710	10	5,411	2	7,509	19	17,260	8	7,320	11	3,665	12	5,306	17	4,832	33	7,451	3	8,514
CROOK	28,435	28,861	28,576	9	2,997	2	289	14	7,614	8	5,300	14	2,511	9	1,815	9	939	16	2,354	5	1,398
CURRY	45,949	46,860	46,440	17	2,457	3	1,198	22	13,411	22	6,213	24	5,913	15	1,502	18	1,775	52	6,860	5	2,049
DESCHUTES	234,503	425,291	467,026	46	56,965	15	17,421	61	105,497	53	92,422	59	37,653	45	22,510	59	19,521	110	47,074	14	25,029
Bend	146,415	271,795	299,730	24	21,687	11	13,533	31	63,500	29	70,384	31	13,590	32	18,568	35	15,983	56	28,845	9	24,227
DOUGLAS	283,440	277,803	273,429	55	13,176	19	20,065	113	65,990	67	55,791	102	31,882	36	6,255	68	10,225	172	34,490	21	14,546
Roseburg	177,102	173,880	171,210	19	8,560	6	18,480	34	35,148	31	36,730	45	15,893	23	5,166	42	8,491	67	18,742	10	11,262
GILLIAM	5,359	[illegible]	8,229	6	540	2	194	5	3,059	2	836	5	1,592	3		1		5	1,095	1	78
GRANT	21,572	22,728	22,646	8	1,375	3	758	14	10,407	6	3,346	10	1,258	5	378	6	753	24	1,729	3	851
HARNEY	27,444	28,159	27,937	6	1,599	4	403	12	7,777	8	6,496	13	2,891	7	674	3	892	21	3,646	3	462
HOOD RIVER	52,273	64,194	65,706	10	3,591	4	2,631	23	21,171	16	12,638	17	4,507	11	2,094	16	3,469	31	6,998	3	1,779

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	492,661	650,480	675,497	87	51,447	32	65,659	147	138,333	74	127,230	113	55,193	64	25,336	111	33,378	210	66,342	20	16,715
Ashland	39,357	51,958	53,861	9	2,463	5	4,366	23	17,977	3	3,794	14	4,806	13	2,795	15	4,402	33	7,089	3	505
Medford	340,901	417,661	427,339	32	19,822	12	44,530	60	54,374	50	107,974	55	27,173	46	22,402	64	22,784	102	40,097	9	14,492
JEFFERSON	31,582	46,546	49,223	12	3,807	4	2,068	17	15,154	8	10,185	10	3,909	4	1,115	2	368	21	6,177	3	1,385
JOSEPHINE	214,665	223,832	222,805	45	17,185	8	12,120	85	46,642	52	58,115	51	22,702	28	7,932	46	12,159	98	20,572	9	9,920
Grants Pass	176,241	177,696	175,779	25	7,857	6	10,444	50	32,990	37	51,219	35	16,557	25	7,839	35	9,532	63	17,348	7	9,341
KLAMATH	225,036	255,008	257,305	39	21,824	14	31,277	81	55,999	48	55,647	60	21,418	30	6,873	33	12,443	112	22,959	7	11,460
Klamath Falls	163,533	187,894	190,043	21	13,814	10	30,887	42	33,607	34	48,567	35	9,969	28	6,660	45	10,754	61	12,465	6	10,697
LAKE	24,591	33,710	35,181	5	3,133	1	856	17	8,194	7	9,895	16	3,736	7	1,228	3	929	18	3,725	3	1,029
LANE	1,021,743	1,188,187	1,205,781	150	93,517	32	151,853	319	238,076	182	266,097	209	89,733	146	51,376	206	56,184	414	121,086	51	42,494
Eugene	502,778	621,292	527,782	63	41,002	11	32,036	130	97,645	74	129,013	92	36,590	72	18,999	108	36,600	218	62,873	23	23,545
LINCOLN	125,643	162,831	168,238	32	14,898	10	4,472	63	43,225	29	28,942	48	15,541	19	4,868	33	4,079	140	32,070	11	3,695
LINN	276,588	291,124	290,417	54	19,975	15	37,925	85	51,840	61	65,759	77	26,785	47	11,259	54	14,782	132	34,369	19	9,306
Albany	178,711	202,480	204,300	25	13,008	4	35,990	29	26,603	32	45,639	34	17,794	23	9,921	38	13,028	64	25,312	7	4,755
MALHEUR	108,485	141,591	146,598	22	9,642	12	6,759	40	34,976	34	33,194	33	13,176	24	5,925	18	4,864	50	15,969	8	8,545
Ontario	82,970	112,468	117,173	14	6,914	7	6,496	17	24,423	22	27,979	20	10,192	18	4,563	15	4,786	31	12,579	4	8,386
MARION	703,866	979,373	1,025,433	117	78,863	32	163,736	157	186,895	135	216,065	156	74,311	81	27,702	154	54,923	305	113,927	33	40,486
Salem	481,848	642,192	666,969	50	37,727	19	163,732	77	76,046	87	138,856	78	36,695	62	24,276	94	43,150	182	78,472	23	34,024
MORROW	10,241	13,926	14,511	6	849	1	724	11	3,165	4	1,650	11	3,497	5	509	4	821	13	1,978	1	228
MULTNOMAH	2,484,624	3,202,459	3,224,413	192	94,159	91	521,528	524	489,783	362	578,629	431	253,407	316	126,192	439	206,021	1,240	480,272	87	68,979
Portland	1,730,811	2,095,554	2,139,069	130	55,277	56	289,953	369	314,242	238	387,725	290	145,888	213	92,813	328	170,289	964	322,337	72	26,309
POLK	81,274	90,784	91,380	25	15,427	5	1,882	33	30,387	16	11,745	27	10,284	14	2,199	17	3,220	57	9,316	12	2,431
SHERMAN	6,701	6,911	6,859	2	95	1	12	6	475			10	3,794	1	48	2	13	6	2,072	1	19
TILLAMOOK	60,483	69,823	70,688	15	3,896	6	1,939	37	17,021	14	14,861	37	8,344	17	2,871	16	2,274	65	11,001	8	2,654
UMATILLA	210,616	281,665	292,680	46	25,120	11	9,075	58	70,032	53	63,582	63	29,260	39	11,095	44	11,342	122	32,428	15	15,998
Pendleton	86,462	114,792	119,129	10	9,057	4	4,064	19	24,393	19	25,853	28	12,343	17	6,559	20	4,304	49	14,585	5	7,388
UNION	74,016	85,151	86,441	22	4,877	4	716	35	20,284	16	16,275	25	12,196	18	3,191	35	4,674	49	9,958	9	6,065
La Grande	65,922	73,879	75,471	17	3,596	3	692	21	15,227	16	16,275	19	10,720	16	3,142	30	4,532	34	8,178	7	5,892
WALLOWA	21,213	28,526	29,666	9	2,468	6	1,159	12	6,320	6	8,003	8	3,488	7	1,165	4	291	19	3,075	6	786
WASCO	88,599	162,706	179,483	16	9,981	4	7,812	26	31,271	17	49,892	28	14,995	18	10,604	21	8,481	42	19,841	7	9,641
The Dalles	84,891	159,902	176,838	12	9,368	3	7,662	17	30,510	17	49,892	23	14,666	18	10,604	21	8,481	32	19,228	6	9,538
WASHINGTON	936,066	2,353,191	2,742,693	94	119,898	35	515,120	185	518,694	111	532,965	146	190,838	142	150,783	169	117,885	264	251,761	33	104,896
WHEELER	2,988	2,447	2,337	1		5	327	5	277	2	910	4	414			1	21	4	160		
YAMHILL	144,874	266,799	293,901	38	24,528	14	12,747	57	74,367	38	78,463	46	25,247	27	8,545	35	8,322	84	26,726	14	12,725

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	37,244,196	53,734,090	56,851,511	4,615	2,303,223	2,357	7,150,742	14,515	13,135,578	7,087	10,132,930	8,994	5,006,349	7,640	2,602,905	6,810	2,302,096	21,361	5,503,666	2,705	1,756,527
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	2,106,565	3,070,647	3,266,892	227	129,761	112	454,326	712	788,205	385	503,659	520	272,425	373	122,500	398	138,037	1,187	319,299	120	95,980
Altoona, Pa	462,184	603,982	626,749	67	34,834	32	100,771	172	151,232	128	111,919	109	42,564	65	26,233	83	28,727	234	52,764	27	19,661
Beaver, Pa	596,239	782,534	814,475	79	28,734	33	167,840	211	200,109	118	117,348	152	76,611	115	35,819	92	28,034	359	68,539	42	25,258
Erie, Pa	875,556	1,260,544	1,336,105	119	66,356	56	202,985	264	249,925	200	260,834	232	152,163	166	57,770	161	55,067	513	124,918	58	46,061
Harrisburg-Lebanon-Carlisle, Pa	2,016,332	2,824,649	2,852,547	212	115,669	105	332,443	635	652,231	364	506,095	461	283,282	325	116,013	353	113,795	896	277,503	110	93,614
Johnstown, Pa	797,146	1,106,371	1,162,326	127	62,639	56	160,727	320	269,534	208	246,093	242	99,396	108	36,444	150	49,751	482	94,698	45	33,318
Lancaster, Pa	1,166,508	1,790,116	1,912,267	157	134,108	76	208,847	514	416,448	293	329,389	248	164,963	201	85,456	270	96,280	518	179,706	58	52,202
Philadelphia, Pa-N.J.	14,787,379	22,995,866	24,702,664	1,458	729,828	826	3,085,979	5,730	5,610,737	1,816	4,117,132	2,742	1,929,827	3,515	1,346,214	2,426	1,008,959	7,790	2,573,239	1,116	724,707
Pittsburgh, Pa	7,454,553	11,118,292	11,891,219	780	448,529	345	1,850,688	2,521	2,700,095	1,162	2,286,084	1,724	1,051,287	1,265	511,774	1,178	479,048	4,052	1,148,947	537	376,189
Reading, Pa	1,024,758	1,442,294	1,423,641	126	48,350	62	170,026	413	329,433	194	286,131	219	119,237	190	41,800	204	54,337	583	147,502	38	28,820
Scranton-Wilkes-Barre, Pa	2,241,005	2,892,755	3,001,826	321	137,135	180	391,621	1,140	747,628	524	459,999	671	268,632	526	119,602	475	110,875	1,893	295,339	184	103,674
Sharon, Pa	407,008	558,678	586,864	61	31,516	23	69,857	142	139,887	112	142,077	129	53,557	88	22,915	82	24,176	218	51,278	28	14,966
State College, Pa	354,181	495,129	520,152	47	29,772	20	54,992	102	140,644	80	89,204	85	37,396	67	23,868	82	21,608	148	48,438	19	14,803
Williamsport, Pa	384,638	581,448	697,685	47	27,623	33	95,366	138	136,427	91	138,443	96	58,575	68	43,393	75	42,294	235	44,772	37	16,825
York, Pa	1,133,027	1,863,242	2,015,591	154	96,941	69	251,252	416	475,361	327	342,799	282	168,228	196	73,557	274	96,168	533	189,025	66	47,160
COUNTIES, Cities																					
ADAMS	147,969	210,996	222,384	27	10,404	7	9,780	80	56,027	64	40,381	58	23,755	35	4,412	49	10,572	117	29,784	9	4,954
Gettysburg	44,604	111,669	117,421	9	4,121	11	7,958	25	27,540	23	23,976	25	10,024	18	3,723	13	3,385	38	16,774	4	4,171
ALLEGHENY	5,090,376	7,448,190	7,954,173	436	233,789	199	1,306,585	1,583	1,783,673	620	1,493,484	989	635,473	840	357,099	769	322,527	2,767	820,250	380	271,923
Brackenridge	8,620	15,182	16,495	1	319			7	9,024	3	3,584	1	267	1	69			6	758	1	387
Clairton	27,511	38,797	40,809	5	3,171	3	1,424	24	14,072	11	4,906	9	4,225	4	945	6	137	42	6,422	3	1,981
Duquesne	30,691	40,973	42,678	2	630	2	4,409	11	17,406	4	4,146	7	4,229	3	318	3	1,276	33	4,251	4	3,322
McKeesport	128,065	150,570	109,092	15	4,723	6	7,121	59	29,346	19	21,045	25	6,430	25	11,037	19	6,014	87	9,824	8	4,207
Pittsburgh	1,515,615	1,456,778	1,433,621	96	20,081	54	238,464	528	262,609	131	202,821	209	84,981	342	104,720	225	63,519	1,051	208,370	131	58,024
Tarentum	27,423	44,471	47,882	8	7,320	1	1,177	15	10,743	9	13,311	9	3,427	8	1,814	7	2,256	15	2,292	4	3,319
ARMSTRONG	197,015	278,269	292,775	41	17,743	21	21,448	93	86,651	58	63,020	95	31,789	42	7,177	51	12,810	136	25,947	18	10,828
Kittanning	72,483	102,052	107,315	7	3,440	7	14,762	17	25,531	18	22,511	20	7,980	13	3,670	19	6,443	37	11,741	6	4,718
BEAVER	596,239	782,534	814,475	79	28,734	33	167,840	211	200,109	118	117,348	152	76,611	115	35,819	92	28,034	359	68,539	42	25,258
Aliquippa	67,293	73,161	73,510	10	1,753	2	4,354	43	35,515	12	7,977	18	7,712	11	1,937	11	593	57	5,981	7	3,596
Ambridge	50,588	52,122	51,909	7	3,983	1	2,001	20	9,921	16	18,564	10	3,085	14	1,936	13	1,900	52	4,910	6	2,125
Beaver	29,929	41,625	43,965	4	1,088	1	3,681	10	8,238	9	14,397	12	7,045	7	994	5	662	9	1,443	4	2,644
Rochester	36,810	52,926	56,150	3	647	1	18,996	11	10,067	8	5,303	7	6,770	3	893	5	2,407	25	5,508	2	2,723
BEDFORD	140,682	178,651	184,419	21	8,011	19	8,132	61	31,870	47	27,767	74	57,034	26	3,271	27	4,452	87	25,644	10	3,416
Bedford	44,294	56,113	58,477	6	1,132	4	4,575	8	16,520	8	5,116	11	13,455	12	1,401	10	2,217	16	4,579	5	1,768
BERKS	1,024,758	1,442,294	1,423,641	126	48,350	62	170,026	413	329,433	194	286,131	219	119,237	190	41,800	204	54,337	583	147,502	38	28,820
Reading	260,298	267,651	266,342	25	5,022	24	21,691	138	42,472	45	48,684	57	25,293	84	29,873	53	12,756	221	25,646	12	5,120

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities *	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLAIR	462,184	603,982	626,749	67	34,834	32	100,771	172	151,232	128	111,919	109	42,564	65	26,233	83	28,727	234	52,764	27	19,881
Altoona	223,077	292,759	304,044	30	18,035	12	24,568	97	79,361	36	42,846	45	19,405	36	16,839	42	20,119	138	34,582	14	13,496
Tyrone	24,858	33,532	35,267	5	1,776	4	1,446	11	11,477	8	7,103	7	2,693	6	1,749	4	1,340	11	2,237	5	1,616
BRADFORD	167,519	233,233	244,875	30	16,133	16	17,239	66	59,623	62	66,829	42	18,953	36	8,344	31	7,986	100	15,056	18	9,240
Athens	18,077	21,743	22,476	1	685			3	95	7	16,410	3	2,179			2	747	8	821	1	1,042
Sayre	29,612	41,072	43,365	4	2,082	1	1,699	7	6,059	7	11,901	4	2,549	13	4,139	9	2,866	19	3,205	4	2,072
Towanda	16,674	23,782	25,204	5	1,128	2	2,650	5	6,848	4	4,711	2	1,382	5	1,036	6	961	11	1,289	6	1,372
BUCKS	1,788,843	2,910,471	3,143,724	195	122,622	67	418,927	463	684,500	251	671,691	314	233,366	319	124,746	243	114,910	667	285,380	91	69,284
Bristol	42,739	176,582	181,868	12	10,2[illegible]0	2		17	72,684	9	34,864	14	20,205	10	1,235	10	5,260	39	19,892	3	4,935
Doylestown	66,823	100,113	106,431	11	2,412	5	7,996	15	27,933	8	12,487	13	8,487	24	5,424	18	5,081	20	8,837	5	5,008
Langhorne	NO DATA AVAILABLE FOR THIS CITY																				
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	108,381	198,024	218,298	11	5,552	6	25,661	35	48,287	23	54,347	13	12,724	22	9,150	23	14,855	39	18,461	4	8,643
Warminster	70,710	193,593	218,176	5	13,014	6	10,799	29	73,304	11	49,682	18	24,084	8	3,683	10	2,353	28	18,526	6	3,293
BUTLER	417,494	786,505	874,303	81	60,597	25	92,601	145	197,479	114	182,826	134	119,876	57	28,734	80	34,563	21[illegible]	79,625	27	23,965
Butler	105,670	145,953	152,959	20	9,477	8	8,919	48	26,848	38	[illegible],968	29	14,490	30	17,097	32	9,260	62	15,107	10	5,848
CAMBRIA	603,504	779,590	807,243	79	47,5[illegible]	39	139,024	224	186,824	126	151,582	158	56,145	80	27,752	105	34,834	345	61,530	35	23,907
Johnstown	162,210	210,993	218,785	18	8,608	8	22,508	75	48,940	29	63,448	32	10,761	26	6,689	29	13,368	105	17,995	8	7,599
CAMERON	15,801	16,742	16,749	5	557	3	1,121	10	6,048	5	2,240	12	2,070	7	567	4	306	21	1,364	3	273
CARBON	132,706	143,525	145,542	23	6,966	15	9,117	73	42,797	39	28,506	59	16,212	23	2,845	34	5,662	127	9,602	12	5,832
Jim Thorpe	8,859	10,430	10,744	2	302	2	273	6	4,640	1	191	6	2,749			5	196	11	503	1	246
Lansford	14,891	15,032	15,060	2	1,557	3	1,582	8	4,677	5	2,940	6	443	4	356	3	1,083	13	395	3	468
Lehighton	59,435	62,695	63,347	7	2,005	4	3,158	22	22,225	15	14,184	19	8,094	8	873	14	2,459	38	4,419	4	4,138
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	24,779	26,467	6	1,341	1	2,895	16	7,161	6	6,009	15	1,959	7	1,616	1	690	23	1,331	3	920
CENTRE	354,181	495,129	520,152	47	29,772	20	54,992	102	140,644	80	89,204	85	37,396	67	23,868	82	21,608	148	48,438	19	14,803
Bellefonte	46,769	66,968	71,009	8	4,944	2	2,344	17	20,322	13	17,740	10	4,536	7	446	10	4,439	19	3,224	4	3,010
State College	140,091	182,227	188,921	9	11,413	7	16,834	25	44,859	20	26,325	13	8,775	42	14,622	32	7,381	54	28,435	6	7,190
CHESTER	[illegible]92,494	1,702,031	1,895,421	133	107,826	38	142,759	321	482,143	169	383,585	215	156,614	170	65,702	170	66,750	366	173,732	48	59,153
Coatesville	46,465	54,438	55,400	9	2,637	4	3,679	38	12,722	10	5,082	16	7,141	17	4,422	12	3,500	25	2,910	7	3,270
Phoenixville	62,038	115,531	127,807	14	8,332	3	771	25	31,778	12	25,971	17	9,472	23	4,345	15	4,892	26	16,197	5	10,171
West Chester	81,090	106,819	110,996	10	2,550	3	2,984	46	14,654	14	27,706	18	7,032	19	6,038	28	8,543	48	13,685	5	2,324
CLARION	129,334	153,192	156,218	29	11,247	11	8,358	59	37,764	37	33,607	57	22,259	24	7,099	34	5,044	67	13,013	8	4,240
CLEARFIELD	286,299	478,442	520,404	46	34,857	15	35,854	80	113,259	83	113,699	105	90,895	47	20,505	46	15,501	112	28,856	17	12,638
Clearfield	78,383	122,978	131,856	10	3,115	6	14,117	13	21,542	24	30,161	16	19,477	16	8,487	11	4,058	24	6,871	6	4,940
Curwensville	15,691	32,574	35,952	4	5,640			3	9,117	5	2,968	5	10,166	2	1,375	1	1,116	7	1,723	3	1,843
Du Bois	87,941	118,980	124,217	12	9,067	4	18,722	14	29,590	21	26,003	20	8,455	19	6,483	14	3,380	24	7,874	5	4,489
CLINTON	128,475	156,047	160,396	17	6,123	13	7,755	39	30,582	33	41,105	37	31,273	22	5,937	21	5,205	76	10,264	10	4,078
Lock Haven	65,959	66,835	66,354	6	3,102	4	[illegible],615	20	19,114	14	18,243	10	2,762	16	5,126	9	3,060	37	5,031	6	1,903
Renovo	9,801	13,523	14,267	1	314	1	757	6	3,686	4	3,681	6	2,095	3	406	1	207	10	763	2	1,090
COLUMBIA	184,791	244,900	255,031	25	12,593	19	29,409	87	61,632	65	39,395	64	31,226	55	11,395	37	7,488	117	19,320	15	9,564
Berwick	64,029	75,570	77,023	9	4,566	6	4,372	25	21,896	19	16,550	12	5,722	22	3,469	10	1,132	37	3,743	4	2,439
Bloomsburg	90,329	130,933	138,413	9	4,730	7	22,502	29	28,094	28	19,637	26	17,279	25	7,357	17	4,599	44	11,856	6	5,889
CRAWFORD	253,887	340,918	356,014	58	23,753	25	34,812	100	79,818	85	74,032	90	34,317	57	14,966	51	12,555	160	36,963	25	12,917
Meadville	97,442	141,998	150,247	19	6,645	6	7,610	29	35,194	21	29,935	28	13,819	28	11,907	19	5,420	63	20,657	9	5,414
Titusville	47,467	49,392	49,252	9	2,088	5	6,361	13	11,427	16	10,207	20	4,669	18	1,743	8	2,212	21	3,214	3	1,820
CUMBERLAND	736,017	1,072,151	1,012,388	80	38,831	30	108,961	184	202,806	113	190,754	156	103,355	112	45,411	120	47,312	229	100,493	37	36,315
Carlisle	134,326	198,069	209,982	13	10,551	8	25,936	46	49,957	29	27,562	37	18,057	33	10,980	26	7,873	63	20,494	9	4,948
DAUPHIN	847,841	1,216,872	1,289,239	78	46,946	44	160,259	264	318,897	121	195,792	185	129,583	148	57,130	152	43,744	448	135,507	54	43,714
Harrisburg	223,792	223,258	221,071	11	3,021	13	29,854	88	34,438	18	45,619	53	14,891	47	16,956	34	5,940	181	28,329	23	13,407
DELAWARE	1,841,079	2,922,649	3,145,543	172	68,353	76	478,926	605	750,493	204	496,755	351	257,906	347	154,334	269	106,219	843	292,271	131	101,086
Chester	97,957	104,461	104,621	10	4,257	9	1,527	70	27,313	15	21,380	18	6,925	22	4,326	13	3,410	109	11,934	9	2,887
ELK	87,398	113,444	117,573	19	6,636	7	8,919	47	33,872	25	21,723	39	11,436	30	4,366	24	4,766	62	7,344	8	4,436
Ridgeway	17,413	22,805	23,884	4	931	1	1,033	12	7,400	6	4,622	8	3,141	10	1,383	4	630	14	2,137	2	810
St. Marys	49,163	62,042	64,619	7	5,038	5	7,596	18	17,315	13	11,549	14	3,975	14	2,477	13	2,582	19	2,966	4	2,401
ERIE	875,556	1,260,544	1,336,105	119	66,356	56	202,985	264	249,925	200	260,834	232	152,163	166	57,770	161	55,067	513	124,918	58	46,061
Corry	30,245	51,935	56,274	6	3,529	4	9,218	11	14,898	11	7,722	10	6,266	9	1,205	6	572	19	4,118	4	4,585
Erie	372,012	421,034	425,946	37	25,247	21	25,630	138	106,791	60	77,294	89	34,766	70	16,446	70	28,522	256	46,325	28	19,930
FAYETTE	524,027	684,871	711,042	70	33,144	44	115,915	213	181,446	140	129,382	163	64,912	76	19,167	88	23,029	327	52,861	30	20,241
Brownsville	21,071	28,431	29,903	4	205	2	1,381	7	5,287	6	9,528	7	3,359	6	1,572	6	1,278	22	1,920	3	2,098
Connellsville	63,952	80,302	82,745	10	3,369	8	14,041	19	20,310	19	16,637	16	5,786	12	1,897	14	4,280	33	5,980	5	5,274
South Connelsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	201,363	242,800	248,365	15	15,926	14	68,339	54	37,121	40	32,053	34	14,005	38	12,084	39	10,485	83	15,257	9	11,047
FOREST	12,063	16,341	17,067	7	1,945	1	463	11	4,943	4	3,139	11	1,909			3	231	20	2,523		
FRANKLIN	315,485	431,104	451,092	47	26,021	18	45,417	128	109,146	98	87,383	78	41,554	59	17,633	61	13,041	152	41,872	21	18,521
Chambersburg	172,344	232,596	242,721	16	12,296	8	36,847	49	52,300	42	44,087	29	18,863	33	11,384	29	7,107	72	20,314	10	9,707
Waynesboro	52,351	64,383	66,107	7	1,520	6	5,185	18	14,760	27	16,577	14	5,141	18	5,069	10	1,868	29	7,470	5	2,688
FULTON	23,382	36,384	38,952	5	992	3	1,224	20	9,107	12	11,123	14	6,989	3	540	8	949	18	4,315	1	760
GREENE	84,794	117,421	123,139	17	6,458	13	7,739	51	39,697	39	27,765	41	15,366	13	2,656	20	2,953	63	7,878	6	3,196
Waynesburg	51,806	69,225	72,710	10	3,121	3	4,718	10	23,514	24	20,687	8	4,762	12	2,551	13	1,210	19	3,931	5	2,921
HUNTINGDON	95,577	122,287	126,418	23	5,970	11	6,490	45	34,399	33	27,251	43	12,570	24	4,666	13	2,572	62	10,599	8	3,934
Huntingdon	56,113	75,612	73,513	7	3,917	6	2,987	14	19,747	12	15,263	12	3,261	16	3,916	7	1,273	28	7,2[illegible]	6	3,109
Mt. Union	18,891	23,631	24,579	4	671	1	1,219	8	9,442	8	5,816	5	792	3	501	2	743	14	1,292	2	825
INDIANA	253,842	419,599	454,269	43	21,909	21	55,248	85	102,781	68	115,058	85	39,383	34	18,202	53	16,331	132	39,798	13	10,376
Indiana	101,925	164,640	177,511	12	3,199	7	13,710	20	29,604	24	52,173	20	10,750	20	15,491	27	9,075	43	22,241	6	7,487
JEFFERSON	134,[illegible]	187,009	196,632	35	9,323	19	11,303	63	41,584	68	43,218	63	35,955	34	7,281	40	6,738	67	16,675	13	7,789
Punxsutawney	51,176	58,316	59,076	7	2,789	4	6,329	20	15,665	29	10,014	21	4,909	18	4,370	17	2,506	20	2,122	4	2,999
JUNIATA	36,921	46,375	47,792	13	5,218	7	1,638	20	12,524	14	13,587	13	5,668	7	665	16	1,731	24	3,203	4	604
LACKAWANNA	714,471	919,794	952,742	104	39,748	50	140,866	377	237,188	156	148,999	187	75,999	174	41,053	136	33,842	608	89,737	62	35,059
Carbondale	34,629	44,583	46,132	7	2,591	4	6,371	22	16,810	4	1,808	14	3,525	15	1,828	5	973	25	2,448	5	2,350
Scranton	367,305	444,133	454,542	37	13,664	22	84,991	167	89,337	64	82,313	60	26,533	95	27,309	73	21,807	235	36,014	29	16,721
LANCASTER	1,166,508	1,790,116	1,912,267	157	134,108	76	208,847	74	416,448	293	329,389	248	164,963	201	85,456	270	96,282	518	179,706	58	52,202
Columbia	27,913	42,334	45,113	4	1,858	4	3,227	[illegible]	13,055	9	3,663	15	5,699	7	1,861	9	3,119	24	3,494	3	3,458
Lancaster	248,876	405,784	438,065	19	11,269	11	59,942	[illegible]	83,503	49	43,898	48	40,972	74	39,993	65	32,400	127	43,082	11	10,825
LAWRENCE	313,239	431,913	453,076	56	17,421	24	47,579	[illegible]	[illegible]5,809	88	98,085	95	46,914	75	15,352	54	14,864	173	34,642	29	17,8[illegible]
Ellwood City	55,099	85,620	90,621	12	3,745	3	6,862	30	24,959	17	12,534	22	10,022	18	4,581	10	1,934	31	6,926	7	3,316
New Castle	111,958	133,179	135,[illegible]	19	5,778	8	9,112	56	36,512	40	26,757	37	16,169	39	7,377	29	7,715	79	11,016	18	8,135

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEBANON	360,484	455,849	470,274	42	27,430	21	61,108	147	109,940	95	97,190	90	40,227	59	13,212	68	20,243	168	35,475	13	11,530
Lebanon	106,354	132,533	136,362	13	6,316	5	7,326	61	35,128	25	16,016	41	13,904	33	7,211	31	8,675	67	10,112	8	6,071
LEHIGH	1,118,312	1,789,983	1,937,279	102	80,222	44	344,730	303	418,393	161	283,077	205	130,336	199	77,201	177	90,637	458	195,186	45	49,477
Allentown	468,004	564,043	576,986	30	13,158	18	88,194	139	117,292	61	100,856	88	41,689	89	23,065	81	25,789	227	58,313	19	12,671
LUZERNE	1,022,374	1,276,150	1,316,785	141	55,192	82	173,928	566	332,281	229	198,563	308	104,149	245	59,618	237	59,656	944	120,379	86	45,241
Hazleton	133,256	122,150	119,212	12	1,719	10	14,131	64	36,547	31	15,800	29	6,734	49	7,634	43	6,644	104	12,693	11	4,464
Pittston	39,690	46,182	46,953	8	7,165	1	1,449	21	17,734	10	1,865	11	2,710	17	2,165	8	1,707	29	2,697	4	1,057
West Hazleton	38,393	50,303	52,685	2	1,672	4	8,847	16	12,808	4	15,603	9	4,279	4	1,512	4	2,298	19	2,439	2	1,645
Wilkes-Barre	188,182	208,311	209,896	17	6,800	17	26,593	106	62,179	26	6,992	46	12,559	68	18,479	43	14,345	173	24,127	18	8,688
LYCOMING	384,638	581,448	697,685	47	27,623	33	95,366	138	136,427	91	138,443	96	58,575	68	43,393	75	42,294	235	44,772	37	16,825
Jersey Shore	15,582	216,509	256,704	6	8,161	3	37,050	16	62,077	10	43,414	10	11,638	3	15,394	5	16,142	15	18,166	3	8,550
Williamsport	180,929	205,598	208,182	9	6,621	13	30,044	58	50,351	27	35,213	26	9,438	43	12,477	38	13,090	109	14,731	18	6,932
MCKEAN	136,568	189,207	198,459	28	7,798	17	15,937	48	51,719	49	44,483	61	19,311	43	8,405	33	5,935	100	15,151	18	8,910
Bradford	78,148	103,371	107,504	10	3,553	9	13,605	13	26,470	16	24,595	22	7,896	24	5,515	13	2,737	42	8,283	8	4,477
Kane	24,176	35,912	38,260	8	1,509	3	1,461	11	11,390	13	5,937	13	3,436	11	2,013	9	2,045	18	2,704	3	1,555
MERCER	407,008	558,678	586,864	61	31,516	23	69,857	142	139,887	112	142,077	129	53,557	88	22,915	82	24,176	218	51,278	28	14,966
Farrell	12,374	13,539	13,616	2	309	1	230	16	5,117	3	80	9	2,828	1	16	3	103	23	1,832	2	222
Greenville	52,061	81,664	87,586	9	4,590	1	3,467	21	30,240	15	15,609	15	8,632	17	5,102	16	2,836	27	6,938	6	2,871
Sharon	88,207	91,881	83,854	13	2,744	5	6,897	30	15,147	18	22,957	29	5,239	25	7,197	12	4,603	44	7,255	7	4,569
Sharpsville	10,668	15,984	17,048	2	1,765	1	1,111	8	2,446	4	4,373	5	1,403	2	185	2	384	19	2,592	1	674
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	128,186	157,266	161,414	16	7,666	13	17,234	59	38,887	46	25,461	36	22,553	24	8,847	29	5,167	74	12,484	8	6,323
Lewistown	73,721	86,864	88,491	9	4,879	10	10,566	31	18,237	33	14,789	17	11,334	16	7,595	13	2,059	37	6,417	6	3,772
MONROE	253,866	360,270	381,027	37	20,718	20	41,639	74	83,973	51	56,554	85	49,222	42	6,224	55	7,630	174	53,961	17	10,310
East Stroudsburg	44,850	73,037	78,676	8	6,964	2	9,076	11	12,095	9	6,846	18	12,034	4	328	8	1,072	34	18,307	5	4,449
Stroudsburg	89,795	94,611	94,565	10	1,865	7	26,645	16	16,104	21	15,176	12	4,368	23	5,012	17	2,686	28	5,919	4	2,596
MONTGOMERY	2,585,121	4,144,943	4,466,349	275	139,678	112	566,938	648	943,470	343	758,046	503	371,717	600	284,260	471	201,828	1,038	437,860	166	123,199
Hatboro	49,162	77,399	83,054	14	3,470	3	4,801	10	15,168	4	16,448	15	10,281	10	9,867	11	8,370	21	7,057	6	4,271
Jenkintown	115,936	157,043	164,049	3	611	7	49,106	14	9,248	6	22,956	10	4,560	29	8,463	18	10,644	14	10,998	3	720
Lansdale	95,665	149,910	160,719	16	7,390	3	8,443	20	36,902	17	[illegible]	21	14,693	29	8,666	16	6,850	26	9,975	6	3,817
Norristown	114,381	138,682	141,975	13	3,869	6	31,390	48	32,474	16	10,680	[illegible]	13,060	23	5,821	26	5,953	86	11,312	17	8,246
Pottstown	135,182	207,803	222,016	15	8,523	9	18,835	42	38,451	34	49,208	32	14,797	40	13,467	33	12,508	71	19,768	11	9,138
MONTOUR	39,191	62,553	67,299	5	2,103	4	2,378	19	14,725	15	17,217	19	7,378	17	1,894	12	2,562	34	8,882	3	3,183
Danville	36,961	58,594	62,922	5	2,103	3	1,896	15	12,207	15	17,217	16	6,428	17	1,894	12	2,562	33	8,667	3	3,183
NORTHAMPTON	596,809	761,500	786,956	66	24,864	36	78,376	248	211,912	132	144,600	165	66,962	111	31,439	135	31,708	421	74,459	45	28,448
Bangor	29,778	37,395	38,919	6	2,595	3	4,274	12	11,393	9	10,528	12	2,280	12	1,392	9	2,030	10	1,273	5	2,247
Bethlehem	243,395	314,336	325,438	18	11,638	14	41,124	79	98,894	32	40,401	51	27,500	43	9,424	41	9,961	131	30,366	17	13,785
Easton	103,211	195,999	127,141	9	2,683	6	5,482	49	51,980	17	5,576	22	12,682	23	9,911	32	8,866	88	9,468	9	4,407
Wilson	36,801	50,920	53,744	2	2,642	1	1,389	6	6,135	4	5,457	4	1,641	3	4,522	6	2,575	20	6,669	4	2,534
NORTHUMBERLAND	272,576	286,977	286,815	52	22,541	27	25,107	183	64,730	90	48,218	91	29,575	91	15,788	71	9,211	231	21,585	28	12,888
Milton	38,837	38,924	38,942	9	5,208	2	1,062	18	9,575	8	9,230	7	4,092	11	941	5	816	25	2,209	3	1,604
Mount Carmel	19,910	21,437	21,983	7	1,798	4	1,096	23	5,354	3	605	9	2,421	20	2,873	6	502	32	2,283	6	2,668
Shamokin	56,216	57,575	57,262	6	2,494	5	6,513	34	13,286	17	6,899	19	7,065	24	4,094	23	3,103	49	4,094	7	2,915
Sunbury	83,671	91,522	92,056	11	5,131	6	15,436	27	20,597	18	14,119	16	5,111	28	6,142	19	3,291	35	4,816	5	4,049
PERRY	71,990	79,777	80,446	12	2,462	10	2,115	40	20,588	35	22,359	30	10,117	6	260	13	2,496	51	6,028	6	2,055
PHILADELPHIA	4,327,210	5,220,281	5,339,647	378	98,126	398	469,107	2,589	1,306,664	401	611,920	660	336,402	1,472	419,492	779	256,542	3,542	724,485	503	220,017
Philadelphia	4,327,210	5,220,281	5,339,647	378	98,126	398	469,107	2,589	1,306,664	401	611,920	660	336,402	1,472	419,492	779	256,542	3,542	724,485	503	220,017
PIKE	30,531	42,055	44,051	10	5,284	8	1,092	27	5,806	8	3,948	24	7,670	6	921	6	2,189	67	11,554	1	256
POTTER	33,721	45,802	47,851	15	2,527	4	503	32	20,249	18	5,349	29	6,774	8	1,607	16	629	35	2,666	5	2,299
SCHUYLKILL	390,937	400,530	398,742	71	13,471	46	44,617	289	113,385	127	63,830	181	36,692	100	12,356	96	14,377	453	30,291	47	15,386
Ashland	16,034	16,955	17,139	2	772	4	573	12	5,649	9	3,586	10	1,143	8	673	4	203	19	1,757	2	992
Mahanoy City	13,606	14,865	15,117	4	1,191	2	941	16	4,763	4	1,112	10	1,912	6	205	5	724	28	882	5	2,087
Pottsville	120,630	107,445	104,365	9	2,132	10	25,651	39	25,481	31	14,623	18	4,768	23	4,610	21	4,366	62	6,812	9	5,306
Shenandoah	22,718	24,491	24,846	5	511	5	843	35	7,960	7	2,604	7	844	20	2,387	11	2,461	45	1,735	7	2,605
SNYDER	96,637	123,694	127,913	21	10,411	8	14,170	37	22,681	33	29,349	24	8,927	11	1,981	19	3,501	58	13,698	5	1,636
SOMERSET	193,642	326,781	355,083	48	15,103	17	21,703	96	82,710	82	94,511	84	43,251	28	8,692	45	14,917	137	33,168	10	9,411
Somerset	47,625	83,641	91,522	7	1,670	3	3,367	12	19,470	12	10,273	14	18,926	12	6,633	6	2,655	20	13,446	4	6,376
SULLIVAN	9,089	9,849	9,891	5	401	3	666	12	3,348	2	1,612	7	859	2	127	4	224	26	1,738	1	327
SUSQUEHANNA	77,051	89,929	91,494	22	3,788	14	1,284	56	25,474	36	21,282	49	13,978	13	1,269	13	2,321	63	8,424	10	2,562
TIOGA	98,146	98,574	97,713	38	7,689	16	5,727	54	24,213	43	22,754	45	13,110	21	3,343	16	3,077	66	8,402	12	3,584
UNION	81,397	110,572	115,532	9	5,086	6	6,389	41	32,899	24	20,882	26	12,975	16	3,616	14	3,527	41	12,494	9	6,151
VENANGO	164,484	181,503	182,907	29	7,960	12	18,613	57	46,786	63	37,113	58	22,989	30	9,937	36	6,394	74	14,438	10	5,677
Franklin	60,431	65,348	65,605	13	3,735	4	5,647	15	18,412	22	10,768	16	6,375	11	4,534	13	2,275	25	5,387	1	1,129
Oil City	60,814	64,018	63,957	5	710	6	8,621	20	18,955	11	11,192	20	5,410	16	5,152	14	2,439	25	3,722	5	3,447
WARREN	299,539	349,972	356,236	27	4,846	10	8,593	50	26,992	34	24,951	45	14,634	29	7,150	24	3,069	76	10,163	9	4,674
Warren	250,187	299,287	306,322	11	3,272	4	3,836	20	15,948	12	10,011	19	6,891	23	6,765	13	2,466	38	6,456	6	3,314
WASHINGTON	678,395	1,030,210	1,098,508	88	50,008	40	123,752	270	252,864	143	247,037	228	145,753	125	47,288	119	45,161	361	83,474	42	24,552
Charleroi	59,115	89,039	94,790	6	867	5	13,090	19	18,931	10	23,653	12	4,579	29	12,890	15	4,606	22	4,598	5	1,783
Donora	10,715	18,240	19,745	3	670	2	870	19	7,290	2	1,554	7	2,770	3	308	6	1,064	19	2,012	4	1,557
Monongahela	35,506	55,396	59,375	2	796	1	942	20	21,304	13	17,987	11	3,909	8	1,791	10	1,561	23	3,464	3	1,339
Washington	187,764	283,002	301,244	20	9,076	8	34,958	57	84,421	29	41,531	40	29,618	31	14,375	25	16,153	84	30,986	13	11,280
WAYNE	96,480	126,314	131,123	33	9,875	20	8,797	56	37,702	35	18,429	49	17,308	11	3,040	27	2,897	90	9,711	10	5,590
WESTMORELAND	1,161,755	1,955,021	2,127,496	186	131,588	62	304,436	455	482,112	259	416,181	344	207,149	224	88,220	202	88,331	597	192,362	85	60,273
Arnold	10,989	20,929	22,917	2	1,170	1	371	15	9,792	3	3,441	5	2,538			3	507	15	1,815	2	839
Greensburg	171,047	313,005	345,122	30	21,833	8	42,357	52	84,552	31	36,838	37	20,300	54	26,145	40	27,066	89	39,793	13	9,513
Irwin	62,983	78,293	80,531	6	536	3	4,046	13	28,691	9	19,038	14	8,813	12	3,355	11	1,892	22	4,441	3	1,967
Latrobe	82,146	136,137	147,428	16	9,458	5	15,368	35	42,843	25	19,343	25	12,255	26	7,839	16	8,026	38	14,380	8	7,255
Monessen	31,600	39,045	40,123	4	2,712	3	2,939	24	13,683	8	6,568	9	3,239	8	2,501	5	2,377	21	2,165	3	1,218
New Kensington	95,302	119,863	123,563	7	2,798	5	21,262	30	21,394	16	24,507	23	12,703	19	8,666	16	7,774	55	8,015	9	7,597
Vandergrift	31,443	53,329	57,707	7	5,370	2	951	16	5,588	11	19,461	6	3,658	13	4,947	10	4,190	19	4,216	7	3,152
WYOMING	65,503	91,641	96,241	14	8,884	9	5,779	36	32,554	23	16,488	27	8,036	10	1,312	10	2,259	50	5,942	4	3,500
YORK	985,058	1,652,246	1,793,207	127	86,537	62	241,472	336	419,034	263	302,418	224	144,473	161	69,145	225	85,596	416	159,241	57	42,206
Hanover	159,842	265,445	287,561	10	14,550	10	16,317	32	58,028	40	48,295	21	12,377	37	15,107	30	13,721	57	19,503	5	6,069
York	157,659	252,201	271,359	26	21,127	14	26,555	70	49,162	46	50,663	31	21,084	39	15,498	60	15,036	119	27,809	12	10,383

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,802,147	4,099,798	4,348,285	323	185,677	184	476,569	1,107	1,019,161	538	652,896	697	382,462	567	206,555	513	151,665	1,829	473,699	232	155,907
METROPOLITAN STATISTICAL AREAS																					
Fall River, Ma-R.I.	427,247	590,863	629,748	45	25,055	65	83,067	200	153,213	113	68,523	106	47,893	82	32,670	78	27,838	276	69,934	44	23,762
New London-Norwich, Ct-R.I.	880,211	1,472,604	1,576,920	102	57,675	55	186,138	260	377,654	143	279,489	206	143,099	182	52,834	181	64,691	402	148,543	63	51,355
Pawtucket-Woonsocket-Attleboro, R.I.-Ma	1,109,063	1,588,260	1,752,307	113	54,238	58	195,082	306	435,870	185	295,458	224	142,015	153	32,076	143	65,540	540	168,018	70	62,893
Providence, R.I	1,877,058	2,493,576	2,751,130	207	115,635	107	339,219	748	642,385	345	409,563	448	241,798	373	128,663	352	93,627	1,176	299,524	155	97,175
COUNTIES, Cities																					
BRISTOL	96,335	118,599	121,588	22	6,687	6	1,890	52	35,676	28	25,164	26	8,882	27	7,032	32	4,047	68	11,501	13	5,905
KENT	605,187	836,184	880,616	54	26,546	21	193,485	167	188,412	96	129,045	111	66,625	98	47,124	84	19,924	268	83,625	30	26,053
West Warwick	68,787	118,456	128,909	5	7,378	4	4,517	34	43,580	13	25,418	22	16,066	7	1,838	10	2,926	55	10,743	5	1,361
NEWPORT	216,733	368,291	400,565	27	26,637	18	29,368	75	85,764	54	54,483	49	29,250	51	20,283	40	8,490	177	65,571	20	15,735
Newport	87,009	167,190	185,638	11	14,326	11	15,829	27	36,817	9	15,345	13	9,329	35	16,815	21	4,033	91	40,752	11	8,304
PROVIDENCE	1,607,816	2,329,008	2,460,332	189	91,913	118	222,483	706	590,929	305	376,842	433	220,691	334	118,679	302	102,393	1,114	247,064	151	93,304
Central Falls	28,847	40,171	42,063	3	638	3	281	28	14,319	9	2,811	9	3,222	3	144	9	2,735	53	9,161	7	2,409
Pawtucket	233,759	362,588	363,179	27	12,675	12	24,940	78	77,056	45	67,415	50	24,980	37	16,613	34	20,808	120	21,986	20	14,467
Providence	464,217	663,628	698,291	44	39,773	40	70,024	249	124,116	68	103,686	117	54,105	126	45,759	96	27,874	387	71,096	46	31,362
Woonsocket	125,742	223,215	244,279	16	10,389	13	19,742	53	56,829	24	39,811	27	13,494	29	14,526	29	11,880	91	24,953	9	10,870
WASHINGTON	276,076	447,716	485,184	31	33,894	21	29,343	107	118,380	55	67,362	78	57,014	57	13,437	55	16,811	202	65,938	18	14,910
Westerly	91,240	144,466	154,831	13	11,570	6	11,195	36	39,990	14	11,850	19	13,018	34	7,656	25	5,393	61	15,056	8	6,979

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,350,289	13,495,103	14,571,117	1,180	823,741	1,020	1,590,993	5,008	3,670,526	2,545	2,778,931	3,001	1,450,966	1,999	676,035	1,929	601,199	3,796	1,238,404	740	488,017
METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C	409,415	555,013	587,511	46	34,270	45	76,288	226	141,236	147	127,622	158	51,732	100	22,030	100	27,642	146	39,556	33	18,750
Augusta, Ga-S.C	981,280	1,422,360	1,508,991	125	81,767	70	191,612	414	362,680	245	302,050	262	135,516	173	71,652	190	57,133	407	131,655	76	46,923
Charleston, S.C	1,122,329	1,795,857	1,721,372	126	97,222	93	228,510	490	437,855	252	332,228	296	155,323	244	76,491	230	64,753	454	152,598	82	56,962
Charlotte-Gastonia-Rock Hill, N.C-S.C	3,031,578	4,937,129	5,344,382	314	250,264	237	655,796	1,190	1,245,298	717	1,184,179	802	427,068	706	267,347	635	220,534	1,217	463,581	209	198,810
Columbia, S.C.	1,245,430	2,351,291	2,658,926	151	138,063	98	358,571	511	622,102	210	516,217	321	265,792	230	121,716	227	102,213	491	244,722	72	72,129
Florence, S.C.	352,246	525,879	566,097	55	38,364	44	73,204	253	121,589	104	115,351	114	61,347	98	34,436	87	27,203	135	36,751	29	15,997
Greenville-Spartanburg, S.C.	1,743,806	2,803,895	3,076,428	229	174,134	151	349,012	680	747,789	584	570,349	580	323,951	362	124,419	381	126,718	752	281,544	156	97,795
COUNTIES, Cities																					
ABBEVILLE	33,713	42,415	44,307	4	1,047	11	2,530	38	18,609	20	7,389	29	3,698	11	1,300	16	1,542	23	2,276	7	2,685
AIKEN	257,254	406,693	444,855	41	19,068	20	39,874	161	132,084	91	88,772	106	52,260	49	20,899	56	13,023	108	26,672	23	18,408
Aiken	83,538	122,326	131,212	14	6,119	9	8,175	42	34,513	31	24,587	30	9,394	23	12,865	17	4,771	36	9,133	8	7,151
ALLENDALE	19,646	31,705	34,594	4	1,108	7	684	16	10,950	7	4,504	27	7,192	7	1,373	6	1,235	16	2,686	4	2,025
ANDERSON	409,415	555,013	587,511	46	34,270	45	76,288	226	141,236	147	127,622	158	51,732	100	22,030	100	27,642	146	39,556	33	18,750
Anderson	259,795	343,019	361,435	25	18,552	21	65,379	102	66,735	82	76,726	61	22,758	71	19,335	62	17,245	83	26,733	19	7,702
BAMBERG	29,905	42,370	45,184	6	3,522	17	4,936	40	15,596	13	5,784	24	3,949	9	2,630	9	1,667	25	2,365	4	1,825
BARNWELL	43,240	61,385	66,105	10	2,429	10	2,689	35	24,464	17	15,869	18	5,605	15	2,786	21	3,331	21	2,452	6	2,031
BEAUFORT	154,413	410,320	489,222	24	26,626	20	38,347	78	113,303	34	76,666	45	43,101	51	27,081	50	35,714	82	50,416	10	14,096
Beaufort	64,401	176,180	198,541	11	8,832	7	30,870	22	45,268	15	35,068	18	8,634	22	10,818	20	9,169	29	18,452	7	8,717
BERKELEY	85,488	152,054	168,768	19	7,620	17	7,596	88	74,280	40	18,384	45	19,883	19	3,668	24	5,684	52	10,430	9	6,210
CALHOUN	14,639	21,596	23,192	3	1,825	2	498	26	7,236	6	5,401	10	1,168	3	1,744	6	1,228	8	852	3	1,222
CHARLESTON	932,939	1,423,523	1,300,252	86	76,902	60	202,632	337	287,128	183	248,682	206	108,559	204	67,231	178	48,552	371	130,101	64	42,541
Charleston	376,055	532,524	567,987	18	26,431	28	84,911	124	114,037	43	98,836	61	43,127	106	41,631	74	30,560	151	66,110	28	15,967
CHEROKEE	103,972	193,832	217,013	16	11,155	23	11,791	80	61,294	35	38,047	37	21,766	27	26,096	22	6,546	60	18,714	8	8,861
CHESTER	55,906	79,675	82,874	8	2,458	15	4,864	54	25,538	17	16,301	39	10,453	18	4,615	18	3,042	28	6,176	8	4,241
CHESTERFIELD	78,152	121,255	131,410	16	5,644	17	7,826	115	43,321	60	27,275	46	10,252	27	4,330	25	4,356	49	6,643	16	7,172
CLARENDON	57,354	87,779	94,894	14	7,307	14	5,717	66	27,394	20	14,839	39	18,806	15	2,798	13	1,809	36	5,897	8	3,650
COLLETON	[illegible]	82,593	87,926	10	5,168	10	8,208	57	30,048	23	8,619	39	9,594	19	4,025	12	3,627	30	6,056	9	4,435
DARLINGTON	127,119	183,866	196,886	22	7,012	26	16,304	139	58,510	79	27,993	57	22,269	30	7,943	32	5,901	84	14,739	16	8,540
DILLON	69,904	102,162	109,520	13	5,171	15	6,401	93	32,160	26	15,857	34	17,181	27	4,368	22	3,925	33	3,923	11	4,610
DORCHESTER	103,902	220,280	252,352	21	12,700	16	18,282	65	76,447	29	65,162	45	26,881	21	5,592	28	10,517	31	12,067	9	8,211
EDGEFIELD	36,046	55,255	59,757	7	2,406	5	1,231	27	11,893	13	27,715	21	4,997	13	2,414	9	2,923	16	910	4	2,118
FAIRFIELD	36,474	44,964	46,806	5	932	13	2,850	48	17,897	14	7,470	22	6,266	7	1,810	5	950	24	2,158	4	2,003
FLORENCE	352,246	525,879	566,097	55	38,364	44	73,204	253	121,589	104	115,351	114	61,347	98	34,436	87	27,203	135	36,751	29	15,997
Florence	216,572	329,530	355,919	18	12,923	16	49,109	89	69,778	43	76,495	50	31,968	69	30,068	50	17,813	79	25,349	19	12,337
GEORGETOWN	107,241	150,892	160,797	21	10,156	17	9,421	76	43,173	39	33,770	38	14,458	36	9,279	24	6,414	65	14,518	14	5,942
GREENVILLE	952,164	1,734,499	1,944,274	130	116,031	73	243,119	328	467,400	302	343,895	289	192,632	195	70,407	214	78,670	397	172,845	81	56,984
Greenville	445,880	621,861	661,384	50	26,372	24	129,548	113	104,608	91	118,922	96	41,839	109	39,786	104	40,232	183	62,269	30	24,559
GREENWOOD	178,976	205,418	211,253	30	12,552	20	19,666	93	52,151	48	32,678	66	20,048	51	8,750	40	11,664	74	13,868	17	7,782
Greenwood	146,945	166,023	170,264	22	11,959	15	19,337	59	32,388	38	25,594	48	16,317	41	8,097	33	8,804	56	11,560	13	6,300
HAMPTON	43,440	71,066	77,584	15	6,569	13	6,260	54	25,227	20	13,636	33	9,548	15	3,547	17	3,526	17	2,555	4	2,241
HORRY	397,573	718,775	800,875	48	57,118	61	100,890	199	154,070	88	139,072	102	46,687	122	45,526	78	30,931	281	121,361	26	27,301
Myrtle Beach	195,527	378,522	426,669	17	28,119	21	72,699	50	72,978	35	49,106	28	22,147	64	28,551	36	14,954	160	84,197	10	13,809
JASPER	31,353	59,630	66,988	8	8,540	2	72	25	13,479	9	8,064	20	15,530	4	343	9	1,212	17	7,706	2	2,733
KERSHAW	96,041	129,398	136,842	21	9,682	17	12,157	91	42,083	46	27,156	47	15,134	20	2,166	29	5,917	71	8,938	12	3,376
LANCASTER	112,081	152,414	161,426	17	10,581	16	16,343	102	47,850	54	29,428	43	14,491	31	6,484	36	8,343	45	8,831	12	7,020

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	105,064	134,147	140,541	18	5,937	19	15,474	79	38,912	42	31,334	57	14,670	20	4,924	26	4,218	55	9,717	15	4,960
LEE	23,103	40,164	44,409	6	1,260	10	2,680	54	17,061	21	8,507	11	3,044	6	1,970	6	1,169	14	4,453	3	789
LEXINGTON	324,517	660,824	751,588	64	43,585	38	51,197	184	224,829	97	154,550	120	84,474	50	20,897	62	23,783	138	73,094	25	18,734
McCORMICK	9,174	10,896	11,267	3	178	1	12	42	6,361	5	1,046	7	1,577	2	60	5	214	10	493	2	967
MARION	73,339	105,645	112,986	10	2,465	18	6,889	99	39,359	36	19,910	37	10,416	29	6,058	22	5,817	34	4,727	9	5,316
MARLBORO	54,260	76,979	82,126	7	3,187	14	5,467	88	29,100	28	17,552	34	7,578	15	2,496	19	3,041	38	5,007	7	3,317
NEWBERRY	83,961	110,541	116,409	14	5,052	14	7,530	69	30,782	31	30,019	47	14,841	23	4,369	19	5,656	33	5,647	10	4,729
OCONEE	111,773	190,812	210,290	22	13,234	14	14,492	94	63,456	46	40,319	47	17,403	37	9,652	33	9,834	57	11,292	14	10,245
ORANGEBURG	222,009	302,322	320,519	38	22,421	37	28,777	149	73,123	58	68,281	97	40,142	54	12,843	57	11,631	118	23,457	21	11,092
Orangeburg	140,636	204,412	219,010	19	16,806	14	19,512	53	52,395	41	51,272	40	11,448	34	11,590	32	8,487	65	18,677	10	8,295
PICKENS	179,186	200,895	205,845	30	12,899	20	12,954	94	58,933	65	40,531	77	20,975	43	9,829	47	8,564	91	22,670	18	8,924
RICHLAND	920,913	1,690,467	1,907,338	87	94,478	60	307,374	327	397,273	113	361,667	201	181,318	180	100,819	165	78,430	353	171,628	47	53,395
Columbia	487,526	630,994	662,615	37	31,148	30	111,014	147	85,244	58	160,935	90	44,528	107	37,835	91	38,828	196	62,051	29	25,925
SALUDA	24,025	31,414	33,034	7	2,123	6	1,310	36	12,423	15	6,263	17	4,256	7	637	9	945	14	1,079	5	1,907
SPARTANBURG	612,456	868,501	926,309	69	45,204	58	92,939	258	221,456	217	185,923	214	110,344	124	44,183	120	39,484	264	86,029	57	31,887
Spartanburg	380,586	542,164	578,727	26	15,146	24	61,093	86	121,088	83	125,456	94	61,843	77	35,372	61	24,597	153	61,426	34	22,066
SUMTER	225,804	369,878	405,160	33	31,261	25	33,005	141	92,284	61	87,579	71	38,615	50	28,326	53	21,583	70	25,815	13	11,239
Sumter	185,743	317,490	350,049	27	28,172	17	32,282	100	84,306	45	59,743	57	31,095	48	28,259	49	21,158	54	22,990	12	10,925
UNION	64,992	63,715	63,815	12	5,451	10	3,606	49	20,842	16	8,838	37	7,589	26	3,550	15	1,697	31	3,628	10	3,548
Union	54,048	52,287	52,251	10	5,309	8	3,318	30	13,257	13	8,417	24	5,920	21	3,508	13	1,605	22	3,148	8	3,269
WILLIAMSBURG	63,093	88,128	93,757	11	3,115	15	5,023	77	25,716	20	24,789	39	10,754	29	5,097	19	5,729	29	3,365	7	3,196
YORK	263,596	480,569	536,160	29	27,928	35	59,584	158	142,206	90	100,402	89	47,483	60	24,684	66	21,310	102	53,841	24	20,762
Rock Hill	187,999	356,092	399,845	15	18,782	15	53,279	94	103,972	54	69,488	45	31,196	41	20,671	48	15,818	58	40,716	11	15,060

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,184,066	3,260,560	3,470,950	598	282,142	201	281,814	776	668,443	531	682,504	861	439,178	519	156,288	525	139,384	1,580	364,001	206	138,154
METROPOLITAN STATISTICAL AREAS																					
Sioux Falls, S.D	494,101	741,568	789,409	65	50,015	15	92,992	81	114,977	69	151,137	97	109,874	91	37,410	108	31,456	230	79,644	28	45,835
COUNTIES, Cities																					
AURORA	4,225	5,796	6,064	6	590	2	127	7	1,337	1	175	7	1,693			2	123	6	623		
BEADLE	68,213	102,760	109,491	19	6,917	5	6,488	25	19,990	21	29,293	23	12,295	19	6,776	22	4,315	48	8,672	4	8,065
Huron	62,515	97,271	103,439	15	6,323	4	6,133	19	19,122	21	29,293	18	9,910	19	6,776	20	4,211	41	8,330	4	8,065
BENNETT	8,099	12,680	13,598	5	334	2	90	5	2,767	3	4,257	5	2,409	2	185	2		6	1,063	2	1,545
BON HOMME	17,371	22,870	23,777	12	2,227	5	365	19	5,427	9	4,162	12	4,405	6	311	8	1,295	24	2,194	2	878
BROOKINGS	70,553	116,354	126,066	20	12,500	6	4,694	18	26,608	15	21,336	24	13,274	22	7,965	16	4,735	58	16,449	6	7,249
Brookings	65,410	109,091	118,634	12	11,033	4	4,264	10	24,902	13	20,575	17	12,193	22	7,965	14	4,575	39	15,432	6	7,249
BROWN	157,250	222,176	233,954	26	17,130	9	27,481	36	45,324	34	48,269	35	18,472	32	12,318	35	14,158	80	25,430	12	9,007
Aberdeen	142,001	200,530	211,141	17	12,933	8	27,232	27	42,383	26	40,245	22	15,038	30	12,254	32	14,060	61	22,988	10	8,882
BRULE	23,939	39,552	42,815	8	3,159	2	995	9	5,489	5	7,163	17	13,245	6	1,370	4	565	26	4,970	2	1,200
BUFFALO	221	511	587					1	222			3	276					2	54		
BUTTE	28,726	39,068	40,851	7	2,853	4	2,165	12	10,947	10	7,166	14	5,701	15	3,145	5	336	21	3,048	3	1,091
Belle Fourche	24,358	32,681	34,346	5	2,414	3	1,873	8	8,984	8	6,392	9	4,607	15	3,145	4	300	19	2,892	3	1,091
CAMPBELL	2,684	3,929	4,164	1	232	1	104	5	1,375	1	902	2	496	1	28	1		9	[illegible]		
CHARLES MIX	17,780	28,459	30,639	14	3,323	2	604	14	8,619	6	4,554	15	3,556	4	436	5	722	25	[illegible]	4	1,363
CLARK	8,645	13,344	14,278	6	1,710			11	2,165	5	5,050	7	793	3	282	3	369	14	2,102	2	1,177
CLAY	26,959	33,444	34,411	5	1,764	4	1,418	9	6,440	6	5,483	14	2,323	9	1,808	9	3,412	31	5,251	4	1,702
CODINGTON	91,227	137,606	146,607	15	10,186	8	15,453	13	28,348	19	32,938	25	13,907	17	7,646	26	7,570	45	13,032	5	4,855
Watertown	90,242	135,880	144,720	14	10,141	8	15,453	11	28,056	18	32,822	21	13,177	17	7,646	24	7,531	36	12,416	5	4,855
CORSON	5,756	8,322	8,794	3	864	2	168	4	2,483	2	208	4	1,070	1	247	2	221	10	991	2	48
CUSTER	13,484	18,540	19,425	3	1,021	1	236	7	4,125	2	3,342	8	2,832	1	400	3	106	29	4,568	2	28
DAVISON	87,477	115,994	120,769	19	13,412	7	11,442	17	26,448	22	21,907	30	11,560	20	7,732	10	4,044	40	11,513	5	2,084
Mitchell	86,008	113,613	118,201	17	12,538	6	11,405	14	26,277	21	21,870	26	10,896	20	7,732	10	4,044	36	11,469	5	2,084
DAY	14,919	20,294	21,225	6	762	4	578	9	4,726	7	7,001	12	1,595	4	734	6	466	21	2,285	4	1,251
DEUEL	5,433	9,506	10,404	2	1,386	3	383	9	1,516	2	1,876	6	1,209	4	480	4	496	18	2,439	2	92
DEWEY CO	8,793	12,360	12,996	3	260	3	425	9	5,118	3	1,840	9	2,987	2	162	1	527	9	1,267		
DOUGLAS	7,133	10,780	11,489	6	1,239	1	593	7	2,777	5	2,857	8	2,070	2	128	2	252	9	894	1	112
EDMUNDS	9,002	15,909	17,445	7	2,047	2	134	11	4,778	4	5,103	5	1,317	3	219	4	695	13	1,604	3	589
FALL RIVER	26,493	31,527	32,199	7	2,092	8	1,298	12	6,805	15	6,257	14	4,391	9	1,336	6	1,378	25	3,732	3	942
FAULK	4,950	5,911	6,041	2	620	1	121	7	1,730	5	1,248	6	561	2	44	1	31	11	725	2	442
GRANT	22,450	39,675	43,491	9	2,210	2	1,290	9	6,583	6	9,639	11	9,137	9	1,882	8	2,140	20	4,753	3	1,410
GREGORY	17,135	25,004	26,470	12	2,160	3	1,339	12	7,011	6	4,801	9	5,683	5	541	3	640	20	1,885	3	972
HAAKON	8,955	16,232	17,881	3	577	1	550	6	3,127	3	8,048	5	1,375	2	702	2	437	10	2,256	2	159
HAMLIN	8,051	13,692	14,895	10	2,129			11	3,468	2	424	10	6,035	1	69	3	103	13	1,300	2	469
HAND	14,445	21,790	23,213	7	2,514	2	400	9	5,527	3	6,455	5	4,050	9	1,013	5	355	9	1,409	3	374
HANSON	2,937	4,484	4,783	1	443	1	7	3	581	1		6	2,590			3	203	8	699		
HARDING	2,523	3,858	4,118	2	364	2	127	3	885	1	781	2	879	1	370	1	338	6	305	1	69
HUGHES	59,041	78,210	81,418	10	5,023	5	2,325	9	21,108	10	15,058	16	8,311	17	6,346	13	3,563	31	7,785	4	1,648
Pierre	56,704	74,317	77,841	9	4,665	3	1,671	9	21,108	10	15,058	11	6,924	16	6,079	13	3,563	29	7,425	4	1,648
HUTCHINSON	21,314	34,191	36,815	12	4,540	3	715	15	6,929	9	3,930	17	8,096	5	822	4	563	21	2,694	6	4,547
HYDE	3,149	5,075	5,469	3	765			4	1,784	1	485	3	1,219	2	254	2	481	6	193		
JACKSON	7,608	13,052	14,219	3	456	1	429	7	1,223	1	906	10	8,330			1		5	1,088		
JERAULD	4,388	8,476	9,440	3	936	2	106	5	2,716	2	229	3	2,152	2	269			5	793	2	485
JONES	9,494	12,035	12,427			1	527	4	1,709	4	3,838	9	5,162	1		1		4	882	1	
KINGSBURY	13,902	20,488	21,735	11	1,949	5	329	16	6,099	8	3,580	11	2,696	3	349	5	1,180	20	2,111	4	1,304
LAKE	32,147	42,429	44,142	11	3,409	4	1,527	9	8,484	13	12,686	17	4,843	13	2,606	6	1,125	28	4,393	3	2,016
Madison	30,470	39,866	41,746	5	2,457	4	1,527	7	8,335	12	12,608	13	4,283	13	2,606	3	1,111	23	4,036	3	2,016

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SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	53,926	91,174	99,164	19	9,063	7	3,727	21	24,836	12	18,246	24	7,840	23	6,537	12	2,531	58	14,549	6	2,547
Deadwood	14,542	27,639	30,239		2,869		2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	8,713	15,646	17,033	2	825	2	1,216	7	5,532	4	841	5	673	6	1,270	3	645	16	3,942	2	672
LINCOLN	21,439	28,712	29,938	16	2,927	2	540	16	6,115	10	4,441	16	5,891	9	1,021	10	788	22	4,295	6	1,615
LYMAN	8,503	11,657	12,201	3	383			7	4,667	2	1,290	12	4,260	1				11	867	1	389
MCCOOK	12,712	18,671	19,786	9	3,127	1	198	13	2,727	6	3,258	13	6,629	2	140	1	72	14	1,930	1	328
MCPHERSON	6,185	7,794	8,039	4	1,024	1	128	6	2,384	2	978	7	844	4	283	2	105	5	573	3	538
MARSHALL	12,247	15,774	16,340	10	2,319	5	515	10	2,897	7	4,455	10	2,060	3	269	3	200	19	2,127	3	553
MEADE	39,280	58,961	62,752	10	5,423	5	2,679	21	22,205	12	9,632	13	9,602	11	2,696	9	870	23	3,969	4	1,965
MELLETTE	1,456	2,098	2,215			2	80	1	467			3	459	1		4	95	3	61	1	505
MINER	7,007	11,313	12,200	5	2,063	2	84	8	2,525	2	2,444	6	1,441			2	130	17	1,667	1	108
MINNEHAHA	494,101	741,568	789,409	65	50,015	15	92,992	81	114,977	69	151,137	97	109,874	91	37,410	108	31,456	230	79,644	28	45,835
Sioux Falls	420,344	617,588	654,727	45	31,911	12	91,172	59	95,754	58	107,003	64	81,715	79	31,454	100	30,404	193	71,267	23	44,850
MOODY	13,677	25,303	27,980	7	3,283	2	631	6	4,801	5	10,244	10	2,544	5	661	4	177	16	2,217	4	1,048
PENNINGTON	323,573	520,592	561,298	48	53,856	13	73,078	51	92,442	66	120,050	76	38,188	59	22,568	51	33,376	154	65,269	12	10,024
Rapid City	304,342	494,325	533,824	45	53,157	11	69,309	39	88,758	64	120,020	60	33,016	57	22,495	50	33,266	120	59,252	10	8,726
PERKINS	13,495	16,373	16,774	9	2,120	1	254	8	[illegible]	4	1,521	8	1,931	6	1,054	4	867	11	1,421	1	581
POTTER	8,984	13,928	14,911	6	1,804	3	949	8	4,439	3	2,540	4	636	1	505	4	544	14	1,619	3	1,178
ROBERTS	20,660	28,784	30,219	11	4,388	3	2,379	17	5,103	4	3,825	19	7,080	2	231	7	770	31	3,804	3	1,353
SANBORN	2,390	4,567	5,003	3	474	1	65	4	970	2	341	4	487	1	42	2	323	7	746		
SHANNON	4,865	5,497	5,559					8	3,583			5	1,745					1	62		
SPINK	20,036	28,049	29,474	7	1,637	2	970	13	6,000	7	6,017	11	5,394	5	926	7	615	27	3,504	2	1,074
STANLEY	4,815	5,572	5,661	1	597			5	2,519	1	599	1	733	1	37			5	914		
SULLY	7,872	8,413	8,433	2	813			3	1,197	2	2,689	5	1,280	1	57	1	115	3	856	1	46
TODD	8,476	14,787	16,163	2	858	1	318	5	7,897			5	4,284	1		1		6	778		
TRIPP	26,157	33,596	34,778	10	2,191	4	2,001	10	7,014	8	6,890	10	5,962	7	1,885	6	1,598	12	2,233	3	1,231
TURNER	17,851	31,509	34,535	9	2,944	7	1,772	21	7,360	6	9,558	14	3,079	5	372	15	945	21	2,517	5	1,676
UNION	15,221	23,469	25,089	7	2,526	3	311	9	3,447	5	1,897	13	8,263	2	160	6	1,254	20	4,152	2	584
WALWORTH	31,616	39,234	40,379	13	4,159	2	1,272	8	5,481	10	13,056	10	4,495	9	2,297	12	939	21	3,229	4	1,799
1WASHABAUGH																					
YANKTON	68,453	104,439	111,519	21	13,003	7	11,838	17	24,982	14	14,149	25	10,922	15	8,162	20	4,670	41	10,533	7	5,226
Yankton	63,085	94,917	101,074	18	8,225	6	9,735	15	21,254	14	14,149	22	9,743	15	8,162	20	4,670	37	9,940	6	4,300
ZIEBACH	2,000	2,343	2,526	1	102	2		1	275			1	260					2	230	1	778

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,709,641	21,307,307	22,845,617	1,793	1,201,409	1,325	2,722,732	6,849	5,232,972	3,702	5,015,310	4,090	2,218,633	2,927	954,697	2,801	939,402	5,884	2,003,757	1,125	730,091
METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tn-Ga	1,339,964	1,869,268	1,962,728	156	97,666	107	250,667	523	454,425	313	397,507	432	219,604	220	80,241	262	75,014	539	165,944	109	60,498
Clarksville-Hopkinsville, Tn-Ky	453,433	489,054	492,002	47	33,498	43	68,092	160	91,031	121	129,035	140	38,441	91	16,253	103	23,072	196	41,485	28	12,663
Johnson City-Kingsport-Bristol, Tn-Va	1,267,612	2,196,244	2,368,621	171	158,755	117	285,524	628	512,811	352	500,671	367	199,681	251	92,430	261	86,044	429	166,676	85	109,756
Knoxville, Tn	1,853,359	3,072,140	3,331,171	218	197,985	132	449,237	738	717,303	471	637,163	475	311,533	324	126,470	376	138,704	753	343,221	136	108,011
Memphis, Tn-Ar-Ms	2,949,115	4,835,033	5,226,125	243	177,156	193	710,387	1,062	1,181,516	506	1,113,979	639	508,096	519	253,580	491	231,241	1,119	459,740	167	167,709
Nashville, Tn	2,897,312	4,488,922	4,803,911	291	194,634	175	378,802	992	1,028,625	564	1,138,854	675	469,329	542	192,405	498	192,432	1,110	473,161	219	145,331
COUNTIES, Cities																					
ANDERSON	214,187	334,250	357,991	23	17,017	24	53,924	77	89,427	48	86,997	56	32,776	33	7,712	40	10,737	75	22,000	19	12,370
Oak Ridge	144,870	215,552	229,236	12	7,752	12	49,142	27	51,271	18	53,015	22	12,924	18	5,327	23	8,062	43	14,631	9	7,386
BEDFORD	65,701	82,014	84,374	9	3,810	5	6,280	45	22,694	29	19,449	28	6,880	19	3,156	18	5,213	32	5,921	7	2,883
Shelbyville	63,820	80,133	82,513	9	3,810	4	6,225	34	21,360	28	19,401	25	6,688	19	3,156	18	5,213	30	5,793	7	2,883
BENTON	33,805	51,638	55,068	9	3,042	4	1,745	83	14,801	15	15,629	19	8,915	16	1,989	13	2,196	19	2,795	4	1,786
BLEDSOE	12,632	15,518	15,916	4	699	8	583	15	4,067	5	4,039	7	1,690	3	902	6	685	10	761	2	743
BLOUNT	230,180	355,919	380,675	26	40,271	15	50,035	93	82,850	72	105,001	56	25,891	28	9,503	49	13,252	88	25,718	15	14,767
Alcoa	114,856	183,060	196,807	10	27,336	8	35,840	11	38,001	15	60,587	7	3,278	13	6,105	11	2,387	28	14,921	3	5,136
Maryville	96,596	149,724	160,106	12	9,189	6	13,858	56	40,584	43	36,040	36	20,106	12	3,386	35	10,101	44	8,626	11	8,394
BRADLEY	233,184	310,475	323,137	28	25,790	19	36,722	89	72,954	83	92,946	57	26,169	51	9,847	52	11,237	75	24,542	12	8,009
Cleveland	220,393	294,872	307,157	25	25,359	19	36,722	82	65,601	76	92,057	48	22,753	49	9,525	49	10,712	71	21,752	12	8,009
CAMPBELL	84,800	138,740	149,800	12	5,269	13	6,743	69	40,342	26	32,005	38	24,606	13	3,856	18	4,022	54	15,914	9	4,625
CANNON	18,380	23,518	24,305	3	610	4	1,292	29	8,981	6	7,957	4	509	3	506	6	1,145	4	633	3	511
CARROLL	63,560	84,102	87,405	18	5,451	15	6,471	61	20,963	31	23,189	39	11,616	32	3,358	18	4,043	39	4,509	11	2,786
CARTER	91,131	122,485	127,746	14	9,253	18	15,082	67	38,306	50	22,230	34	11,521	24	4,895	24	4,740	37	10,291	11	4,729
Elizabethton	81,315	111,945	117,183	9	8,866	12	12,663	49	35,799	36	20,961	28	10,334	22	4,833	19	4,546	34	9,358	10	4,706
CHEATHAM	29,734	38,005	39,252	6	3,399	4	874	34	15,785	10	8,790	12	4,295	6	561	7	286	19	2,276	3	821
CHESTER	28,539	34,288	35,041	5	2,438	4	718	27	9,968	12	11,153	9	2,009	10	2,086	7	1,368	22	2,721	4	1,012
CLAIBORNE	39,815	65,620	70,957	12	7,817	12	3,174	51	17,774	24	10,276	27	8,360	9	1,021	17	4,384	21	3,850	4	4,748
CLAY	7,853	12,903	13,937	4	1,592	9	370	15	5,077	5	334	9	2,351	4	169	3	364	9	1,065	2	377
COCKE	70,770	111,820	119,984	14	7,382	10	10,446	73	36,872	40	19,733	37	19,738	17	3,491	14	3,694	45	8,270	8	4,706
COFFEE	112,408	205,909	235,159	20	12,171	17	21,503	70	33,388	44	50,036	40	24,669	34	12,558	29	9,860	67	28,922	14	11,002
CROCKETT	25,649	36,900	38,939	9	2,410	7	815	47	12,919	11	11,459	19	5,235	12	876	10	1,207	13	1,211	6	1,628
CUMBERLAND	69,891	140,589	137,622	15	12,022	11	10,170	53	38,516	29	31,615	39	26,906	17	6,040	14	3,137	42	12,176	7	4,199
DAVIDSON	2,032,062	3,085,714	3,288,146	141	92,191	86	498,678	498	635,073	309	766,062	381	292,533	315	130,289	320	144,843	746	356,796	130	93,609
Nashville	1,941,226	2,978,833	3,179,351	134	88,414	80	464,575	480	629,588	290	763,430	360	280,402	274	111,482	298	139,858	719	344,030	126	90,525
DECATUR	23,608	34,081	35,980	4	2,633	9	1,850	19	9,645	10	10,501	14	3,952	12	948	9	2,226	23	1,831	2	721
DE KALB	29,591	45,837	49,023	14	1,857	6	1,145	34	14,899	12	17,589	15	3,677	14	1,638	9	2,729	15	2,265	3	1,711

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	81,776	142,959	156,223	13	6,513	8	9,444	65	49,384	23	31,271	37	13,566	24	7,029	15	7,785	48	9,620	9	5,798
DYER	107,833	141,971	147,838	18	8,591	10	10,814	67	33,195	36	40,102	40	13,501	34	8,912	25	5,609	38	9,232	11	4,004
Dyersburg	88,172	123,982	130,285	13	8,293	6	10,550	48	29,225	26	30,496	28	12,419	30	8,791	24	5,542	28	8,204	9	3,776
FAYETTE	26,858	42,973	46,218	6	1,296	11	3,436	61	20,107	15	7,242	16	4,215	5	991	6	1,349	17	2,822	6	2,250
FENTRESS	28,294	47,369	51,350	6	3,238	8	4,467	40	18,051	16	4,631	14	7,267	10	6,072	10	1,906	9	1,230	2	1,916
FRANKLIN	71,469	110,241	117,789	16	18,727	11	6,894	66	30,607	29	20,853	31	10,182	17	3,067	21	4,685	44	7,609	10	3,121
GIBSON	120,335	154,139	159,325	30	8,293	26	13,584	114	40,193	51	42,624	58	18,758	61	7,381	32	5,535	71	7,532	17	6,297
Milan	32,439	40,455	42,058	7	2,401	6	4,283	18	8,452	12	11,149	16	5,480	21	2,182	5	1,257	17	2,834	4	2,205
GILES	61,659	100,413	108,329	12	5,616	13	4,027	64	28,049	21	18,334	37	16,348	26	5,365	13	5,712	46	7,106	9	4,981
GRAINGER	19,123	32,453	35,277	5	560	3	458	40	15,236	11	8,295	15	6,417			10	910	9	1,938	2	345
GREENE	126,593	186,831	198,054	18	15,278	17	21,277	95	49,896	57	33,213	48	19,553	20	7,202	24	6,763	54	16,088	13	7,847
Greeneville	114,615	170,189	180,610	15	14,953	14	20,840	62	43,721	51	30,885	36	12,983	19	6,960	22	6,391	48	15,339	13	7,847
GRUNDY	22,624	30,142	31,358	8	4,161	7	722	33	9,088	11	3,668	24	6,035	4	71	5	586	19	2,691	5	1,073
HAMBLEN	166,731	223,996	233,476	24	19,004	14	33,447	71	54,289	63	49,347	48	21,032	36	10,967	45	7,061	52	15,948	15	7,808
Morristown	163,106	219,831	229,256	24	19,004	14	33,447	60	51,028	63	49,347	43	20,645	35	10,857	45	7,061	50	15,734	15	7,808
HAMILTON	1,069,884	1,471,276	1,540,617	112	79,460	66	218,273	344	306,903	210	334,860	291	148,899	160	63,854	197	60,248	430	143,897	80	47,270
Chattanooga	766,891	1,018,417	1,059,469	57	50,929	40	141,547	201	167,594	134	306,427	160	79,636	95	48,363	115	39,492	305	95,063	55	31,166
HANCOCK	6,843	10,578	11,304	4		4	545	23	5,201	9	741	4	874	5	685	2	1,706	1	150	4	941
HARDEMAN	49,524	74,316	78,994	10	7,781	15	8,095	77	23,315	22	16,535	27	9,253	15	1,506	11	1,870	24	3,070	8	3,391
HARDIN	51,587	80,254	85,883	13	9,344	12	8,501	56	23,373	25	15,701	25	8,275	22	2,137	15	3,463	39	6,644	5	2,432
HAWKINS	58,303	111,972	124,471	14	6,605	10	6,155	64	48,404	22	24,326	32	11,820	12	3,354	13	3,844	32	8,126	10	4,942
HAYWOOD	41,745	61,288	64,909	6	3,006	14	6,151	45	19,082	14	13,701	16	6,925	19	1,964	16	3,780	27	5,882	5	1,866
HENDERSON	49,784	73,147	77,467	10	5,230	9	4,864	63	23,486	25	18,054	20	10,598	19	2,504	14	3,160	32	4,193	8	2,436
HENRY	74,548	111,178	118,067	12	9,351	11	12,422	52	27,170	23	21,703	24	9,615	29	6,102	18	4,030	54	10,469	10	4,840
Paris	70,620	104,573	111,365	10	8,996	9	11,906	30	24,399	21	21,272	22	9,430	29	6,102	17	3,979	41	9,066	8	4,620
HICKMAN	19,205	29,597	31,611	3	1,270	5	696	37	12,337	10	7,997	15	3,580	11	967	7	957	18	1,655	2	470
HOUSTON	8,135	13,423	14,512	3	1,610	2	195	10	7,478	8	834	4	1,842	2	397	5	198	13	1,236	2	356
HUMPHREYS	44,127	64,105	67,754	10	3,898	9	6,047	27	17,385	11	16,627	24	10,002	13	1,808	13	2,961	36	5,492	6	1,790
JACKSON	16,981	20,515	20,981	3	1,318	4	532	17	9,350	6	5,379	5	982	4	179	4	770	9	866	4	516
JEFFERSON	54,854	96,081	105,023	14	5,359	11	5,048	55	41,148	25	16,698	27	14,227	14	1,742	15	3,340	27	5,908	8	4,719
JOHNSON	23,134	37,494	40,421	10	2,954	9	3,190	29	14,553	8	7,779	13	5,291	4	786	9	1,350	10	1,630	3	1,646
KNOX	1,200,366	1,939,084	2,089,654	133	118,551	58	321,720	374	408,752	265	382,554	270	206,866	198	92,397	226	96,555	437	201,156	78	64,813
Knoxville	1,032,557	1,695,565	1,832,326	101	102,432	48	311,816	297	325,974	214	345,141	207	153,578	168	86,794	190	88,107	380	182,969	64	54,769
LAKE	14,984	17,583	17,887	5	865	4	489	21	6,610	5	1,550	12	2,598	4	252	4	379	16	1,988	4	1,02[illegible]
LAUDERDALE	45,737	63,463	66,520	9	4,571	10	4,736	52	19,986	22	15,764	21	5,186	21	3,493	12	2,508	31	3,004	7	3,079
LAWRENCE	91,384	110,379	112,905	16	7,594	15	8,765	79	27,603	57	34,807	32	6,341	19	3,775	25	5,800	34	4,454	7	4,465
LEWIS	16,885	24,299	25,641	5	754	6	1,095	18	7,474	12	6,760	13	2,742	4	586	7	1,338	12	881	1	1,203
LINCOLN	61,174	88,816	93,871	16	6,983	12	4,351	75	27,545	28	22,070	27	9,672	25	3,931	13	2,760	38	5,479	6	4,487
LOUDON	61,513	148,730	172,445	10	13,956	7	6,748	55	48,779	35	43,037	31	26,973	14	6,396	17	5,833	32	8,795	7	5,388
MCMINN	99,014	141,873	149,631	18	16,342	12	12,574	66	33,319	53	25,385	52	15,265	31	8,422	31	5,988	55	11,011	11	6,690
Athens	73,119	108,751	115,412	10	14,831	8	11,468	38	26,696	33	20,056	25	7,603	24	7,297	19	4,788	34	8,611	4	4,983
MCNAIRY	46,109	69,924	74,480	17	5,666	9	1,861	55	16,833	42	21,720	22	10,224	19	2,368	17	2,812	33	4,456	5	2,066
MACON	32,373	48,615	51,686	15	5,599	7	1,344	28	22,281	8	6,352	21	4,992	12	1,382	10	1,424	18	1,932	4	2,083
MADISON	281,749	456,200	491,777	32	24,994	24	80,723	122	99,980	58	101,630	74	50,219	56	23,223	51	19,413	108	39,814	18	11,720
Jackson	271,843	444,017	479,284	29	24,263	22	77,911	98	97,073	58	101,630	68	45,580	56	23,223	49	19,059	104	39,094	17	11,457
MARION	54,265	93,486	101,885	9	3,810	10	[illegible]	53	35,117	22	17,631	34	17,202	11	3,265	13	5,689	34	4,899	5	1,502
MARSHALL	53,163	92,025	100,166	7	3,306	10	2,946	41	26,048	21	32,125	28	14,880	21	2,716	10	2,999	18	3,653	6	4,517
MAURY	142,013	192,723	201,358	25	12,064	22	17,369	95	61,259	40	29,689	51	16,979	38	10,745	41	7,852	80	16,849	13	6,887
Columbia	125,356	175,122	183,771	19	11,368	17	16,934	60	55,187	34	27,112	38	15,134	36	10,447	30	6,028	62	15,327	10	6,296
MEIGS	7,185	13,968	15,562	1		2	1,242	22	7,377	6	1,378	5	1,313	3		2	605	10	1,569	1	1,080
MONROE	63,568	107,491	116,778	17	9,504	13	6,719	68	30,418	51	28,921	37	12,243	18	2,541	17	5,021	45	11,675	7	3,341
MONTGOMERY	260,909	327,923	337,843	26	24,982	21	48,934	79	60,113	68	94,593	66	25,061	45	9,447	67	16,656	117	29,720	14	8,451
Clarksville	253,299	320,223	330,228	24	23,516	19	48,582	65	57,097	65	94,501	63	24,265	44	9,290	62	15,810	112	29,293	12	7,986
MOORE	3,022	4,661	4,977	1	165	1	24	8	2,361	1		3	573	1	75	2	131	1	7	1	208
MORGAN	13,405	22,662	24,613	3	693	3	133	22	11,340	11	3,749	13	6,332	4	376	6	590	8	578	1	90
OBION	101,379	126,462	130,204	19	11,781	14	11,349	61	26,515	31	34,648	33	7,283	36	5,993	21	4,385	49	10,324	8	3,090
South Fulton	5,993	6,420	6,505	2	910			2	399	5	1,153	5	623	4	234	2	200	10	1,408	1	147
Union City	79,332	103,002	106,733	11	8,222	8	10,780	26	20,343	16	29,986	16	5,043	26	5,338	15	3,792	29	8,222	4	2,516
OVERTON	28,247	41,990	44,554	6	3,141	12	2,729	42	15,762	18	6,858	16	5,613	9	1,115	7	2,124	11	1,226	4	1,985
PERRY	8,629	13,309	14,221	4	800	1	307	17	4,965	5	3,630	8	1,938	4	284	3	717	7	897	2	400
PICKETT	5,425	8,839	9,536	1	1,077	3	278	7	2,916	6	1,315	5	1,625	2	229	4	136	8	1,086	1	34
POLK	16,653	27,050	29,171	6	1,823	8	784	31	10,367	16	4,242	13	3,308	7	759	5	815	16	2,743	7	1,73[illegible]
PUTNAM	136,450	223,186	241,059	30	18,634	18	24,086	85	48,345	62	40,304	57	30,945	47	15,238	39	9,000	71	25,263	13	7,537
Cookeville	123,239	205,015	222,043	23	16,269	10	22,892	51	41,387	52	39,622	40	26,746	43	15,064	33	8,595	59	24,312	10	6,782
RHEA	51,841	76,844	81,516	11	7,845	8	3,714	40	25,824	18	18,533	23	9,116	23	3,299	10	2,274	27	4,156	8	3,751
ROANE	113,150	170,555	181,521	26	13,424	11	6,263	64	50,001	36	50,548	51	18,747	20	5,664	26	6,641	58	13,332	14	8,932
Harriman	60,172	87,408	92,856	14	6,354	3	4,152	25	22,031	16	32,952	20	5,864	12	2,832	13	2,675	24	5,749	7	4,529
ROBERTSON	84,625	121,643	128,329	11	4,398	11	7,335	43	28,114	21	46,288	35	12,222	22	4,254	14	4,370	27	7,413	11	4,819
RUTHERFORD	227,554	359,708	385,976	33	31,175	18	29,476	104	90,050	58	77,735	61	43,004	58	19,717	53	13,204	94	39,528	19	9,343
Murfreesboro	196,934	309,529	331,783	26	24,431	12	27,017	77	72,395	45	71,968	44	33,533	54	19,385	41	11,005	72	35,137	15	8,339
SCOTT	36,309	66,566	73,529	7	1,434	10	4,923	45	25,943	19	13,946	24	9,659	9	1,446	7	1,837	28	4,037	6	3,810
SEQUATCHIE	12,919	20,500	22,013	2	1,497	8	1,124	10	9,963	12	3,281	9	2,563	2	418	4	656	8	981	3	1,163
SEVIER	123,915	297,535	344,532	11	15,701	17	17,367	78	72,218	36	32,983	42	24,075	50	14,794	33	13,330	106	85,793	13	10,515
SHELBY	2,639,189	4,362,737	4,723,753	201	151,261	149	672,765	831	1,041,349	391	991,882	529	427,947	457	243,584	436	219,818	1,000	433,584	140	151,335
Memphis	2,451,457	4,119,048	4,469,858	166	137,556	133	656,007	719	981,376	341	925,617	472	393,494	418	233,035	396	212,617	917	411,887	129	146,630
SMITH	30,402	43,095	45,343	10	3,962	12	3,344	29	10,325	9	9,839	15	4,466	8	970	9	5,559	18	2,362	5	1,293
STEWART	13,548	19,531	20,618	1	2,504	3	1,161	17	5,805	6	5,029	5	1,511	3	760	2	146	14	1,407	1	
SULLIVAN	535,924	858,241	924,693	51	44,433	34	157,608	177	196,407	127	233,635	115	70,678	93	36,845	93	35,550	143	75,470	31	23,986
Bristol, Tenn.-Bristol, Va.	327,994	681,383	727,093	22	33,857	17	77,225	95	115,354	63	154,246	62	57,996	65	27,471	60	23,215	100	43,784	15	61,450
Kingsport	265,970	485,805	520,752	30	30,790	20	106,776	99	104,665	55	101,800	54	35,463	56	27,307	48	20,030	72	43,592	16	12,694
SUMNER	189,416	298,134	319,701	43	37,373	14	13,644	109	94,531	72	71,708	54	29,955	49	11,115	41	7,158	73	20,903	21	12,989
TIPTON	62,847	87,909	92,304	8	9,559	15	9,174	80	26,190	32	21,859	24	6,410	20	2,829	13	2,320	30	4,262	8	3,173
TROUSDALE	22,082	26,966	27,639	4	1,208	2	183	10	6,751	5	12,531	5	2,032	6	578	3	1,108	6	570	3	561
UNICOI	25,512	45,472	49,561	2	329	5	2,701	33	17,804	12	10,054	11	4,216	8	1,100	7	2,475	16	3,181	3	1,438
UNION	10,734	16,818	18,019	4	526	4	685	21	7,672	14	4,635	9	1,281	1	322	3	580	11	708	1	482
VAN BUREN	3,377	4,823	5,081	1	551	1	437	15	2,324	2	551	3	331	1	230	2		4	225	1	127
WARREN	86,414	107,607	110,673	34	9,652	9	9,015	56	29,726	43	22,257	32	8,618	31	6,543	12	4,639	38	6,991	9	4,544

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	281,005	477,957	520,324	46	46,760	17	67,733	114	104,644	73	124,084	87	38,054	54	23,384	64	22,168	102	41,495	15	13,340
Johnson City	254,516	445,919	487,553	35	41,702	14	67,487	68	97,243	63	121,683	58	30,118	45	22,956	53	18,543	81	39,334	12	12,452
WAYNE	21,765	31,825	33,678	10	2,435	11	1,118	38	12,165	10	8,070	20	2,919	9	534	6	433	16	1,176	5	1,635
WEAKLEY	60,720	97,734	102,911	19	8,449	14	7,410	55	25,416	40	20,888	40	12,853	30	5,105	24	5,973	35	7,798	12	3,942
WHITE	51,118	68,571	71,467	11	4,086	5	907	51	19,416	30	29,757	22	4,489	16	2,315	11	1,600	24	2,780	7	2,289
WILLIAMSON	144,293	293,475	329,843	20	9,516	16	10,906	78	79,530	32	98,380	45	49,224	36	12,208	18	8,360	53	23,094	14	12,947
WILSON	107,852	149,284	156,441	24	10,069	18	8,445	61	36,158	39	38,620	50	24,530	32	7,232	30	6,426	50	13,531	12	5,005
Lebanon	95,787	132,126	138,381	18	9,148	13	7,146	37	30,755	32	38,034	41	20,374	26	4,290	25	6,170	40	12,570	9	4,365

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	45,816,345	94,956,216	107,269,439	5,176	4,747,747	2,992	12,754,944	17,011	23,800,858	11,388	23,865,155	12,747	9,325,798	8,968	5,365,964	8,850	4,499,103	22,246	10,455,566	3,102	3,262,297
METROPOLITAN STATISTICAL AREAS																					
Abilene, Tx	423,602	881,949	994,963	35	49,657	19	114,101	102	173,108	137	221,839	148	111,281	77	54,860	101	84,187	145	84,735	20	22,536
Amarillo, Tx	773,362	1,447,465	1,596,130	89	107,010	34	170,161	177	325,469	197	380,702	194	112,548	144	95,459	155	81,338	355	161,602	43	36,114
Austin, Tx	1,719,703	3,183,116	3,499,967	174	187,845	76	385,693	508	761,702	344	658,979	382	316,018	303	190,906	317	150,786	993	453,458	104	86,650
Beaumont-Port Arthur, Tx	1,329,457	2,782,781	3,133,186	146	171,636	68	366,975	524	740,713	283	671,852	332	256,501	172	168,642	247	140,732	593	282,009	90	95,281
Brazoria, Tx	424,456	1,289,994	1,553,012	74	121,844	34	159,248	173	472,160	122	273,724	117	122,849	73	74,804	99	51,636	221	127,432	32	46,764
Brownsville-Harlingen, Tx	546,121	1,918,445	2,372,550	62	97,[illegible]98	52	379,770	304	612,929	136	357,541	132	158,470	154	164,013	99	148,496	324	220,025	35	46,032
Bryan-College Station, Tx	250,817	508,298	568,074	29	39,604	[illegible]	74,006	89	110,899	51	104,885	53	42,256	48	31,152	56	19,324	114	63,246	18	36,611
Corpus Christi, Tx	1,048,762	2,537,609	2,933,993	91	102,421	[illegible]	363,277	416	714,668	254	649,747	256	270,[illegible]	157	128,616	173	121,820	595	302,792	75	79,779
Dallas, Tx	6,944,577	13,725,234	15,345,784	577	440,676	346	1,799,803	1,707	2,971,058	1,492	3,479,028	1,407	1,184,800	1,497	783,408	1,412	702,482	2,790	1,647,701	355	623,289
El Paso, Tx	1,356,543	1,865,534	1,941,763	96	55,670	81	308,657	472	398,341	235	377,881	327	160,160	251	101,433	247	116,197	696	204,563	70	64,422
Fort Worth-Arlington, Tx	3,261,574	7,633,28[illegible]	8,799,467	306	302,868	178	1,261,151	890	1,619,281	846	2,104,305	756	689,570	643	371,612	615	309,980	1,450	943,811	202	365,903
Galveston-Texas City, Tx	628,447	8[illegible],362	872,792	74	36,928	31	77,976	253	240,046	126	185,775	127	74,873	96	40,335	99	24,665	420	92,932	42	29,668
Houston, Tx	10,066,114	22,074,935	25,100,917	839	1,053,151	334	3,373,345	2,669	5,480,423	1,517	5,893,309	1,730	1,960,408	1,276	1,143,707	1,537	993,828	4,045	2,563,455	472	675,510
Killeen-Temple, Tx	513,895	736,198	772,086	63	40,22[illegible]	48	82,321	212	166,185	175	177,886	160	77,787	119	34,669	123	31,108	255	76,122	27	13,834
Laredo, Tx	356,179	1,095,975	1,338,236	32	161,873	29	203,769	177	243,816	69	206,484	82	87,417	119	133,467	60	110,224	140	69,639	22	28,218
Longview-Marshall, Tx	571,533	966,678	1,050,227	78	54,477	43	105,120	228	247,310	178	224,166	172	100,221	137	62,430	127	52,907	258	87,127	51	32,899
Lubbock, Tx	866,427	1,718,301	1,911,958	78	87,952	41	241,973	217	364,270	235	464,886	198	118,352	172	97,269	188	100,532	313	188,168	49	37,577
McAllen-Edinburg-Mission, Tx	694,716	1,443,122	1,622,232	110	89,125	60	270,885	439	382,134	218	273,946	198	106,209	176	128,750	138	74,789	363	126,094	53	45,217
Midland, Tx	324,239	874,138	1,029,058	28	47,161	14	96,321	72	209,462	67	264,712	76	99,503	62	69,731	62	50,631	113	84,643	15	26,151
Odessa, Tx	492,833	1,076,676	1,219,837	36	53,538	23	169,515	129	253,124	131	280,177	113	80,613	100	82,222	88	47,011	224	129,098	19	20,362
San Angelo, Tx	312,517	978,533	1,183,370	33	70,778	16	141,857	102	256,964	88	301,504	81	76,763	67	65,530	73	47,790	151	112,595	18	20,267
San Antonio, Tx	3,094,146	6,111,890	6,816,409	271	198,285	182	1,033,967	1,279	1,521,13[illegible]	725	1,329,134	801	701,573	507	316,799	520	293,143	1,898	776,777	205	148,333
Sherman-Denison, Tx	297,391	448,705	474,868	44	25,937	31	63,952	129	105,948	105	107,774	115	33,789	65	25,685	70	17,462	122	37,802	19	18,900
Texarkana, Tx-Ar	361,932	767,552	872,125	43	32,718	27	118,143	168	192,267	112	214,744	128	73,877	89	42,136	82	34,220	152	74,749	24	22,416
Tyler, Tx	463,517	1,390,928	1,669,799	58	107,728	21	221,492	133	370,835	137	309,042	148	161,283	111	105,801	98	94,172	165	126,282	38	22,717
Victoria, Tx	269,497	554,032	594,177	33	38,870	18	77,367	96	125,604	65	138,819	69	52,765	34	28,287	40	25,951	119	50,595	15	16,584
Waco, Tx	587,678	1,015,154	1,101,167	59	35,074	32	130,339	223	243,125	189	253,586	152	87,370	98	42,052	117	49,439	327	114,693	40	28,539
Wichita Falls, Tx	468,811	710,048	752,168	40	39,013	25	98,065	126	143,124	134	188,431	119	49,458	95	39,743	112	38,170	216	66,334	29	19,953
COUNTIES, Cities																					
ANDERSON	92,507	359,357	450,613	16	21,041	11	27,867	57	125,518	39	105,525	31	40,073	24	23,458	19	14,357	37	28,991	10	18,886
Palestine	79,050	314,179	395,296	13	19,535	6	16,547	38	110,913	35	95,205	24	33,662	23	22,650	18	13,731	31	26,472	8	15,674
ANDREWS	36,951	63,258	68,503	5	3,222	7	2,807	13	15,982	11	18,933	19	9,959	12	2,532	10	2,365	24	5,052	3	1,785
ANGELINA	195,599	265,809	276,049	28	20,408	11	17,376	85	75,333	56	56,947	70	24,226	40	19,182	44	10,781	60	18,547	19	10,157
Lufkin	168,308	232,520	242,162	23	15,335	9	16,936	55	63,351	47	55,596	49	18,406	37	15,845	34	8,612	51	17,599	14	8,911
ARANSAS	35,633	57,593	61,693	6	7,529	2	1,030	24	21,273	11	7,646	16	9,601	9	1,053	8	1,127	37	5,671	3	1,873
ARCHER	12,810	26,605	29,850	3	768	1	254	15	8,444	7	9,011	13	5,543	3	411	2	140	11	2,013	1	681
ARMSTRONG	2,644	5,975	6,809	2	176	2	790	2	1,165	4	1,156	5	1,846	1	203	2	188	2	710	1	411
Poteet	3,999	7,189	7,827			2	857	12	2,637	5	457	6	1,424	1	574	2	217	11	442	1	302
ATASCOSA	48,056	80,397	86,698	12	6,693	10	5,089	49	25,296	23	16,009	32	12,665	9	5,991	11	1,311	52	6,451	7	2,224
AUSTIN	42,720	105,776	122,576	11	10,512	17	7,375	40	37,728	19	25,044	20	15,346	8	3,011	14	4,504	39	9,351	6	3,557
BAILEY	23,057	40,053	43,490	4	1,464	2	971	15	13,360	10	13,067	8	2,167	9	2,361	5	1,363	14	3,004	2	1,506
BANDERA	9,456	17,112	18,717	9	2,030	2	761	11	5,453	3	2,963		4,425	4	366	3	765	15	1,111		
BASTROP	40,716	71,502	77,788	13	3,040	9	2,618	41	30,936	19	11,728	[illegible]	12,716	7	1,086	15	2,102	46	6,606	8	2,980
BAYLOR	13,973	23,676	25,587	4	540	2	345	10	6,469	11	6,384	18	5,078	8	1,695	5	247	7	1,803	3	1,335
BEE	60,164	173,141	206,375	11	15,019	4	9,508	38	48,642	22	49,482	23	23,103	13	16,353	12	7,738	55	16,314	6	5,180
BELL	452,915	646,305	677,252	52	35,036	33	75,010	172	138,433	148	161,782	127	63,020	96	33,120	97	25,220	234	69,786	19	11,370
Belton	27,781	34,713	36,100	7	2,776	3	951	22	12,544	14	6,857	12	5,448	6	1,181	4	384	21	3,294	2	1,329
Killeen	200,452	297,949	314,501	19	18,325	11	26,333	59	49,483	67	95,675	50	27,270	33	10,636	39	13,025	90	32,694	7	2,475
Temple	201,113	281,051	293,326	20	12,870	14	46,749	64	66,004	57	55,540	47	21,371	53	20,580	47	11,493	103	30,439	10	7,566
BEXAR	2,883,174	5,508,556	6,089,124	233	168,256	167	993,048	1,130	1,320,960	653	1,151,893	726	629,459	466	283,898	484	260,193	1,736	698,647	188	131,645
San Antonio	2,611,714	4,879,881	5,369,610	210	162,163	139	892,472	996	1,090,649	561	1,106,087	637	535,395	392	247,202	410	225,458	1,554	607,838	170	118,304
BLANCO	11,112	25,199	28,730	5	4,031			12	10,153	5	1,230	15	5,302	1	82	4	595	18	3,607	3	686
BORDEN	293	2,119	2,844									1	2,844							1	
BOSQUE	25,812	58,835	67,163	14	5,613	6	3,917	29	18,978	18	17,716	25	7,294	10	1,720	9	968	17	3,059	6	4,258
BOWIE	254,022	622,372	722,362	35	28,447	17	108,405	116	140,584	92	210,116	87	58,942	60	27,821	65	31,428	84	60,295	17	18,022
1Texarkana	332,681	660,686	739,151	23	24,858	27	113,654	128	152,129	73	194,714	125	51,837	72	39,208	51	30,580	122	63,420	25	16,415

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1985 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRAZORIA	424,456	1,289,994	1,553,012	74	121,844	34	159,248	173	472,160	122	273,724	117	122,849	73	74,804	99	51,636	221	127,432	32	48,764
Alvin	87,490	283,658	345,177	14	30,050	7	34,637	25	102,231	23	86,466	22	26,146	15	12,856	18	5,547	27	18,175	5	9,701
Angleton	56,983	175,232	198,888	8	11,719	4	10,445	18	63,170	11	37,670	21	27,274	9	8,460	6	6,387	34	14,088	4	6,953
Clute	71,905	225,154	255,811	5	15,555	4	43,571	14	67,729	27	48,288	11	8,459	9	10,140	12	16,798	24	22,031	4	14,011
Freeport	58,541	162,589	192,381	8	15,638	3	5,633	24	56,336	24	31,094	17	19,756	9	11,060	11	4,622	55	21,758	3	4,189
Lake Jackson	55,176	164,794	197,563	8	2,368	4	41,780	18	53,727	4	4,668	11	10,043	17	27,232	13	7,722	21	20,433	5	12,672
BRAZOS	250,817	508,298	568,074	29	39,604	12	74,006	89	110,899	51	104,885	53	42,256	48	31,152	56	19,324	114	63,246	18	34,611
Bryan	180,805	349,660	387,200	21	28,404	8	44,472	70	76,971	38	95,766	37	26,300	36	25,421	46	17,874	71	33,062	13	9,663
College Station	69,440	157,858	180,064	8	11,200	3	29,065	16	33,587	13	9,119	16	15,956	12	5,731	10	1,450	43	30,184	5	26,948
BREWSTER	25,236	46,593	51,153	3	1,596	3	1,674	14	12,710	7	7,962	18	6,478	10	3,478	3	735	18	4,359	4	2,576
BRISCOE	5,079	8,339	8,962	2	583	2	294	9	3,806	4	1,968	5	696					7	378	2	239
BROOKS	23,482	38,481	41,339	4	1,916	4	1,540	21	12,062	6	9,666	13	4,759	7	2,006	5	1,760	19	3,283	3	1,025
BROWN	102,867	143,439	149,639	12	9,693	12	16,231	46	37,526	31	33,547	43	11,218	20	7,289	31	5,099	39	10,634	12	5,953
Brownwood	95,293	133,900	139,872	11	9,464	10	15,900	34	34,318	28	32,634	31	8,241	20	7,289	29	4,214	30	9,795	10	5,674
BURLESON	21,674	76,702	94,786	6	9,709	5	3,000	32	26,556	12	20,350	14	13,019	5	3,199	5	2,716	35	9,785	3	3,487
BURNET	43,301	110,720	129,052	15	18,373	11	9,609	38	34,784	19	24,282	25	12,883	14	2,784	8	3,887	22	6,766	6	4,799
CALDWELL	48,441	81,788	88,339	11	2,795	10	3,846	29	23,256	20	26,092	16	9,636	19	4,666	9	1,744	43	6,056	7	2,363
CALHOUN	53,810	109,038	121,812	11	5,634	6	8,840	29	37,729	16	22,086	27	14,025	5	4,588	7	4,293	45	9,262	3	5,021
Port Lavaca	48,036	98,406	110,147	9	4,135	6	8,840	24	32,959	15	21,923	18	11,313	5	4,588	7	4,293	31	7,837	3	5,021
CALLAHAN	17,893	45,818	53,419	5	981	3	1,966	28	18,345	9	11,801	19	8,864	4	664	7	337	9	2,864	4	1,791
CAMERON	540,121	1,918,445	2,372,550	62	97,198	52	379,770	304	612,929	136	357,541	132	158,470	154	164,013	99	148,496	324	220,025	35	46,032
Brownsville	278,169	971,554	1,197,892	17	29,574	31	240,782	131	301,136	57	151,092	44	61,260	94	112,945	49	99,916	140	99,870	16	24,037
Harlingen	179,876	651,373	808,278	27	55,913	16	131,294	71	175,646	40	161,503	47	61,376	40	39,480	34	35,670	89	81,910	9	14,346
CAMP	23,992	43,285	47,325	4	3,255	5	1,361	12	11,849	13	14,377	15	5,187	8	1,531	6	3,197	8	2,487	4	1,939
CARSON	13,132	23,613	25,799	4	311			9	5,920	3	4,997	20	9,687	2	243	2	97	12	2,379	3	986
CASS	71,466	105,375	111,026	16	10,033	10	6,204	71	36,050	26	24,537	40	9,082	23	5,444	15	2,642	30	7,923	9	3,369
CASTRO	26,147	43,580	49,523	3	2,115	3	982	8	14,424	10	13,516	12	5,109	5	2,010	3	916	10	2,116	3	1,489
CHAMBERS	42,616	76,823	83,988	11	3,143	4	1,735	33	23,033	15	24,272	20	15,879	6	1,296	4	996	28	7,246	4	2,420
CHEROKEE	92,241	156,126	168,757	24	12,473	12	10,244	56	45,112	33	46,607	48	19,093	25	8,267	24	4,028	31	7,343	10	5,031
Jacksonville	55,195	94,287	104,507	14	4,750	5	8,991	30	30,913	17	21,487	30	12,037	18	6,897	16	3,681	20	5,726	5	3,351
CHILDRESS	21,873	42,155	46,657	7	3,251	4	2,970	8	11,220	9	8,657	17	7,712	15	3,309	10	1,669	16	3,365	5	2,025
CLAY	13,868	41,098	49,205	5	1,778	3	1,047	13	12,765	9	8,611	17	12,848	5	1,144	3	982	9	4,003	2	3,694
COCHRAN	9,994	14,931	15,773	3	314	1	233	9	3,900	4	5,968	7	1,535	2	676	1	429	3	206	2	997
COKE	9,944	16,522	17,797	2	170	2	427	7	2,729	3	9,206	4	1,160	2	606	1	351	5	739	2	1,040
COLEMAN	25,265	45,304	49,471	8	1,487	2	1,180	23	15,445	15	10,654	21	7,858	8	2,666	7	301	12	3,344	6	2,645
COLLIN	249,406	955,620	1,193,929	47	51,596	25	57,879	108	321,604	82	268,906	88	99,394	96	60,260	58	37,753	104	96,230	24	90,639
McKinney	85,232	349,961	441,874	12	11,356	6	30,068	20	70,737	35	160,813	22	20,651	25	26,649	15	17,643	36	37,054	11	24,733
Plano	107,487	349,043	424,762	19	25,100	13	25,211	28	130,689	21	41,642	27	48,558	44	18,147	23	10,251	45	43,586	6	56,127
COLLINGSWORTH	11,375	19,800	21,499	6	961	4	1,792	11	5,231	6	1,678	10	4,531	5	647	2	481	5	697	3	2,710
COLORADO	63,496	95,550	101,053	17	5,442	7	3,835	44	22,086	22	30,637	29	15,061	16	3,480	12	1,711	62	9,222	8	2,582
COMAL	105,275	176,807	191,186	18	14,042	5	10,836	77	59,843	32	41,226	33	19,152	20	7,021	18	3,831	66	17,736	9	3,746
New Braunfels	93,434	164,319	178,794	18	14,042	4	9,886	68	49,541	29	41,010	32	18,824	20	7,021	18	3,831	61	17,428	8	3,512
COMANCHE	33,268	59,314	64,701	3	1,350	9	5,512	24	25,621	19	14,392	26	5,608	11	1,385	8	1,472	16	2,779	4	2,119
CONCHO	15,004	19,246	19,786	5	1,484	3	74	6	2,026	4	11,405	15	2,467	2	149			9	1,095	2	305
COOKE	99,601	236,248	272,056	14	11,681	10	12,607	33	58,236	36	52,295	49	37,045	27	13,843	28	8,907	44	20,754	8	7,674
Gainesville	83,261	207,838	241,199	10	9,383	9	12,074	25	51,983	28	44,939	42	34,381	23	11,937	21	8,521	30	16,753	7	7,409
CORYELL	60,980	89,893	94,834	11	5,195	15	7,311	40	27,752	27	16,104	33	14,767	23	1,549	26	5,888	21	6,336	8	2,464
COTTLE	7,237	10,432	10,918	3	729	2	375	5	3,477	6	2,538	4	1,286	4	476	2	154	4	612	2	619
CRANE	8,595	19,690	22,495	1	261	1	435	5	6,271	5	4,262	9	4,166	5	2,278	2	49	11	2,882	1	1,023
CROCKETT	14,095	32,282	36,877	3	1,751	2	1,268	11	9,815	5	5,368	12	8,535	4	1,530	2	437	9	2,126	2	3,023
CROSBY	13,420	20,759	22,068	4	944	5	1,410	11	6,487	9	6,449	14	2,704	2	460	3	666	11	809	5	1,336
CULBERSON	12,154	21,510	23,428	3	700	1	99	7	2,789	5	2,335	21	13,004	4	577	2	161	14	2,520	3	882
DALLAM	32,744	70,544	93,537	6	2,981	4	1,585	10	14,407	13	20,402	20	15,811	10	3,086	4	603	22	8,199	5	1,406
Dalhart	32,779	46,925	49,806	7	2,427	4	1,571	10	4,244	13	4,779	20	14,469	11	2,663	4	603	22	5,890	4	1,406
DALLAS	6,102,992	11,473,332	12,677,347	422	329,612	263	1,623,308	1,320	2,267,338	1,178	2,831,945	1,091	946,167	1,249	668,352	1,194	614,486	2,418	1,415,890	282	485,470
Dallas	3,967,217	6,758,305	7,313,365	239	147,056	161	942,520	817	1,195,780	683	1,495,026	665	530,255	821	396,956	734	363,230	1,741	979,799	171	227,457
Garland	336,524	615,774	674,709	41	32,212	19	53,495	99	185,021	125	170,337	80	61,749	58	21,549	78	30,967	127	59,243	17	26,072
Grand Prairie	128,383	251,876	277,334	9	2,823	6	2,741	56	75,776	49	55,455	37	25,815	13	7,190	33	8,825	69	47,564	10	28,679
Irving	405,067	809,891	902,457	30	20,851	21	144,944	84	186,212	94	269,753	81	60,054	65	26,303	89	30,655	109	77,323	19	28,156
Mesquite	289,181	663,600	758,455	7	13,508	17	274,913	44	83,900	41	82,385	54	51,648	87	64,987	53	24,763	76	52,126	11	57,856
Richardson	264,435	551,172	618,808	29	28,117	6	84,991	44	105,506	51	110,993	44	45,632	71	43,025	76	34,836	92	60,698	14	56,391
DAWSON	52,455	100,664	111,387	6	3,737	5	5,078	20	25,244	19	25,549	35	13,818	21	8,548	13	4,754	28	12,751	6	3,778
DEAF SMITH	61,668	52,977	50,805	9	1,838	7	3,110	27	14,430	26	12,295	20	3,239	25	2,686	22	2,237	27	5,537	4	1,027
Hereford	61,620	52,937	50,766	9	1,838	7	3,110	26	14,404	26	12,295	19	3,231	25	2,686	22	2,237	27	5,537	4	1,027
DELTA	8,318	9,280	9,302	2	1,031	2	174	13	3,217	5	2,465	10	759	1	316	1	231	5	94	2	453
DENTON	316,937	809,305	943,582	51	39,698	27	90,233	116	239,080	115	229,835	93	73,747	75	38,477	84	35,320	143	97,177	21	29,522
Denton	188,261	489,802	572,760	19	17,142	11	66,093	51	129,975	54	135,603	51	45,083	42	29,676	49	24,815	78	62,249	11	18,644
Lewisville	86,678	200,931	230,097	12	12,331	8	15,195	27	66,536	34	63,551	18	15,050	27	8,337	17	6,266	31	23,250	6	8,576
DE WITT	48,241	94,831	105,340	13	7,645	10	6,338	38	29,570	22	21,859	26	13,363	18	6,215	10	1,718	53	6,816	9	5,569
DICKENS	11,288	18,281	19,594	1	603	1	205	8	3,992	7	4,595	5	1,260	3	478	2	105	5	854	1	874
DIMMIT	18,920	46,469	53,757	2	2,914	4	4,486	21	19,772	4	2,667	18	9,495	5	1,476	4	876	11	4,438	3	2,636
DONLEY	15,744	23,890	25,313	5	586	3	1,037	8	3,582	5	11,164	13	2,132	8	1,378	5	554	11	2,043	1	1,775
DUVAL	15,482	27,563	30,059	4	911	3	579	46	12,063	8	3,901	16	7,361	3	465	6	485	32	2,464	5	960
EASTLAND	43,336	107,992	125,280	11	4,534	9	7,656	34	31,946	36	21,580	40	25,265	20	4,649	18	3,368	36	9,569	12	7,285
ECTOR	492,833	1,076,676	1,219,837	36	53,538	23	169,515	129	253,124	131	280,177	113	80,613	100	82,222	88	47,011	224	129,098	19	20,362
Odessa	480,029	1,041,033	1,177,650	32	43,237	23	169,515	117	246,153	125	279,450	106	72,311	99	81,676	86	43,974	206	124,651	19	20,362
EDWARDS	2,699	4,051	4,281	3	587	1		7	2,361			3	400	1	29			6	258	1	337
ELLIS	135,475	233,707	253,601	25	8,351	12	18,207	81	78,397	55	66,535	64	26,668	42	9,047	29	6,391	53	16,354	12	10,828
Ennis	40,831	72,219	78,660	6	2,727	5	7,490	32	27,732	18	15,261	19	10,621	18	3,152	10	1,276	15	4,544	3	2,128
Waxahachie	60,785	110,675	121,228	9	3,013	6	10,605	22	33,002	20	37,639	21	9,432	14	4,027	13	3,459	21	6,923	6	6,454
EL PASO	1,356,543	1,865,834	1,941,763	96	55,670	81	308,657	472	398,341	235	377,881	327	160,160	251	101,433	247	116,197	696	204,563	70	64,422
El Paso	1,320,420	1,804,148	1,874,993	89	54,485	79	308,142	428	379,057	216	363,355	294	149,585	249	101,240	240	115,580	655	194,270	63	62,094
ERATH	66,642	138,196	155,041	13	12,141	12	16,191	24	35,322	29	34,377	34	13,514	19	5,124	19	3,425	29	11,223	7	9,679
Stephenville	57,919	119,970	132,383	9	12,015	9	13,871	16	28,149	26	32,583	24	10,044	15	4,746	14	2,613	25	10,803	5	8,294
FALLS	41,611	53,873	55,448	13	3,098	8	2,139	44	16,782	17	9,469	18	6,044	15	7,168	10	1,782	40	3,667	6	1,664
Marlin	28,268	36,544	38,199	7	1,613	5	1,291	21	13,327	11	5,910	9	3,849	10	4,604	7	1,200	25	2,584	3	805
FANNIN	68,835	149,142	168,713	16	6,972	7	6,444	44	40,597	28	69,235	47	14,586	21	5,427	17	3,481	28	5,759	7	4,685
Bonham	59,270	112,225	124,219	10	4,430	5	4,950	21	26,375	21	59,690	24	8,312	14	4,952	12	1,484	17	4,020	4	2,834
FAYETTE	56,477	132,661	152,268	16	8,245	18	5,315	65	47,474	22	28,709	33	16,602	16	4,809	15	2,972	68	23,315	9	4,039
FISHER	10,677	14,796	15,416	5	734	3	494	12	4,785	5	3,912	16	1,591	1	570	3	368	7	1,253	5	920

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	23,844	27,845	28,132	5	1,334	4	697	14	6,110	10	7,280	17	7,686	6	1,193	6	169	11	1,043	5	1,240
FOARD	3,724	5,751	6,109	2	672			3	1,554	2	1,296	6	1,895	1	65	2	82	2	337		
FORT BEND	216,635	796,200	988,765	40	88,066	11	37,607	105	276,764	63	239,604	58	102,739	28	30,812	39	67,120	126	68,069	16	25,454
Richmond Rosenberg	114,190	369,047	448,822	12	28,156	9	34,778	29	111,061	31	161,144	20	25,017	17	21,989	17	9,000	39	25,958	8	13,216
FRANKLIN	13,748	23,790	25,806	4	2,922	2	781	13	4,699	6	5,102	13	4,336	7	337	5	1,720	6	1,354	2	1,123
FREESTONE	36,952	98,804	116,107	8	2,295	11	4,542	31	29,660	8	26,523	17	27,314	9	1,985	7	1,765	13	10,598	7	6,086
FRIO	27,622	39,615	41,531	4	2,603	2	802	27	16,336	7	7,835	16	4,684	7	1,327	3	1,582	26	3,757	4	1,967
GAINES	25,511	41,294	44,256	4	1,714	2	616	24	15,189	10	9,707	24	5,560	12	2,330	4	464	18	3,421	3	1,588
GALVESTON	628,447	842,362	872,792	74	36,928	31	77,976	253	240,046	126	185,775	127	74,873	96	40,335	99	24,665	420	92,932	42	29,668
Galveston	266,115	350,184	361,419	21	10,464	10	48,640	101	80,347	37	61,830	46	27,212	35	19,980	36	14,445	227	48,213	15	10,009
League City	32,848	50,484	53,593	6	5,987	1	1,266	16	16,433	10	8,313	13	8,644	6	1,684	10	892	13	4,229	4	2,891
Texas City	149,382	187,499	191,920	19	7,946	7	16,192	36	43,044	27	57,595	25	17,511	33	9,867	19	5,094	68	14,928	13	9,082
GARZA	13,586	25,310	27,833	5	1,324	2	775	10	9,607	5	3,309	13	4,668	7	704	4	555	14	2,774	2	1,149
GILLESPIE	42,542	68,390	73,213	8	10,092	9	5,044	26	16,743	11	12,435	25	6,509	8	2,102	13	2,830	31	8,503	4	2,041
GLASSCOCK	920	2,096	2,392					2	716									1	606		
GOLIAD	9,547	17,830	19,617	4	1,432	2	889	8	6,363	4	2,642	5	2,077	1	407	3	158	21	2,062	1	1,139
GONZALES	35,852	75,106	84,407	8	5,892	9	4,150	40	25,403	18	17,371	22	9,892	14	3,435	8	2,503	32	6,959	7	3,678
Gonzales	28,111	59,136	65,343	4	5,757	4	2,013	27	21,725	13	13,805	12	5,917	11	2,810	6	1,895	21	5,037	4	2,151
GRAY	92,281	197,281	222,634	12	6,266	9	16,426	36	58,787	46	54,607	39	15,779	35	16,848	27	9,606	55	22,203	10	6,628
Pampa	88,326	190,947	215,861	11	6,195	8	16,168	35	56,582	43	54,316	25	13,232	32	16,505	24	9,457	50	21,534	9	6,533
GRAYSON	297,391	448,705	474,866	44	25,937	31	63,952	129	105,948	105	107,774	115	33,789	65	25,685	70	17,462	122	37,802	19	18,900
Denison	102,489	148,447	155,900	14	6,543	6	12,010	40	43,614	37	33,656	36	11,871	21	8,981	23	4,895	41	12,121	5	8,274
Sherman	155,626	241,831	257,306	18	13,235	10	50,703	40	42,969	43	58,373	36	13,801	35	15,673	34	11,684	51	22,113	9	8,755
GREGG	445,060	660,785	697,282	66	44,265	31	71,243	158	155,744	137	155,274	114	53,276	103	43,190	99	30,541	213	61,646	39	23,871
Kilgore	79,069	115,722	122,973	12	8,098	5	4,399	40	27,090	25	29,550	19	9,020	18	10,242	10	3,101	43	9,072	5	4,039
Longview	331,924	494,780	572,408	45	35,414	23	60,391	102	115,784	96	110,700	84	38,768	75	31,731	77	25,188	147	49,762	27	17,940
GRIMES	26,717	89,873	110,058	10	13,652	9	5,612	28	31,945	10	16,814	20	11,278	10	5,715	7	2,001	41	10,693	2	5,487
GUADALUPE	105,697	426,527	536,099	20	15,987	10	30,083	72	140,332	40	136,015	42	52,962	21	25,880	18	29,119	96	60,394	8	12,942
Seguin	89,741	353,346	444,232	15	12,972	7	18,981	50	106,734	31	121,076	32	44,957	21	25,880	15	22,120	69	45,747	7	10,298
HALE	122,778	187,541	198,990	17	7,781	13	17,445	56	52,461	30	50,166	46	10,376	28	13,509	36	8,489	46	12,939	14	7,450
Plainview	108,353	168,681	179,545	11	6,738	9	16,828	40	44,500	42	46,820	32	8,235	23	12,970	29	7,530	40	12,198	11	7,089
HALL	13,298	14,386	14,343	4	943	2	924	11	3,728	10	3,625	11	1,383	8	909	8	285	9	936	3	1,005
HAMILTON	19,496	29,845	31,659	8	2,027	4	1,188	12	7,593	10	5,035	22	4,513	12	1,957	10	2,437	12	2,030	3	1,460
HANSFORD	23,534	43,650	47,713	5	1,343	3	2,277	7	10,552	8	18,978	8	5,230	6	1,425	7	1,157	7	2,275	4	1,804
HARDEMAN	12,784	20,943	22,495	3	808	4	487	10	8,827	11	3,350	13	3,169	10	1,275	4	256	8	2,003	2	1,294
HARDIN	110,206	185,182	199,863	21	28,536	11	6,479	70	50,597	34	58,997	38	20,397	13	4,093	23	2,633	48	8,568	10	7,109
HARRIS	9,367,110	19,811,759	22,332,953	711	762,576	288	3,268,730	2,338	4,705,328	1,344	5,155,287	1,540	1,706,310	1,174	1,053,882	1,416	885,086	3,697	2,391,407	420	608,655
Baytown	276,361	564,358	611,384	24	20,967	9	103,097	80	137,966	56	183,999	48	48,625	29	24,964	40	16,052	96	50,093	8	12,176
Houston	7,129,019	14,436,079	16,117,152	459	528,224	203	2,654,729	1,683	2,994,525	893	3,445,213	1,144	1,140,822	920	872,432	1,037	755,700	2,901	1,838,486	298	406,589
Pasadena	429,088	892,382	1,091,419	40	46,226	12	279,131	97	180,016	89	192,190	66	68,531	44	24,481	65	36,248	122	82,397	20	24,260
HARRISON	126,473	325,893	352,945	12	10,192	12	33,877	70	91,566	41	68,892	58	46,945	34	19,240	28	22,366	45	25,481	12	9,028
Marshall	113,081	274,740	317,261	9	8,530	7	31,617	51	83,736	33	63,894	41	33,407	31	18,818	26	21,967	33	23,201	10	9,019
HARTLEY	4,411	7,564	8,191	2	546			2	1,706	1	1,016	5	3,714	1	370	2	212	4	417		
HASKELL	22,139	35,214	37,628	5	813	3	1,037	15	8,847	7	10,825	17	3,102	11	3,778	11	2,257	11	2,397	3	1,409
HAYS	83,400	190,476	216,628	12	9,186	9	10,025	40	50,744	38	37,790	44	30,713	23	10,017	19	5,941	80	38,831	7	4,145
San Marcos	77,522	175,771	200,451	7	8,224	7	8,814	30	46,556	23	34,142	29	26,863	21	9,900	18	5,846	65	36,950	6	4,039
HEMPHILL	14,991	43,885	52,425	4	4,365	1	1,122	6	16,585	8	11,057	5	7,048	7	2,828	3	109	7	4,425	2	3,939
HENDERSON	97,071	224,292	256,643	21	17,780	13	19,485	48	59,314	34	68,143	39	33,673	21	6,032	33	5,236	52	15,082	10	6,333
Athens	63,251	149,440	166,682	13	9,100	6	12,416	21	42,382	21	45,023	23	23,921	16	4,172	14	3,893	24	9,345	5	3,143
HIDALGO	694,716	1,443,122	1,622,232	110	89,125	60	270,885	439	382,134	218	273,946	198	106,209	176	128,750	138	74,789	363	126,094	53	45,217
Edinburg	56,032	119,692	130,988	14	6,175	4	4,923	65	37,908	23	26,397	29	16,012	13	8,329	14	7,556	47	13,075	7	4,734
McAllen	372,343	834,426	949,586	29	43,042	25	196,947	89	179,610	74	162,010	51	38,475	109	97,358	70	49,542	123	73,050	19	25,265
HILL	62,973	91,870	96,619	20	4,787	10	3,125	54	30,494	43	18,059	46	12,509	20	2,343	21	2,342	41	7,304	15	4,598
Hillsboro	40,183	57,365	61,042	11	2,952	5	2,304	24	19,659	27	12,164	20	6,251	13	1,977	10	706	16	3,972	7	2,806
HOCKLEY	61,231	94,362	100,294	10	4,336	8	3,591	26	25,705	26	24,871	31	15,558	16	7,357	12	3,361	29	7,754	6	3,048
HOOD	43,640	79,775	87,463	11	4,992	5	4,189	18	14,918	13	36,841	14	4,802	10	2,583	11	1,300	25	6,525	5	2,112
HOPKINS	74,666	103,963	108,433	13	3,080	8	6,922	37	25,791	35	34,640	30	9,075	29	6,396	17	2,927	29	6,811	6	3,938
Sulphur Springs	72,121	100,624	104,990	11	3,022	5	6,604	28	24,288	35	34,640	24	7,994	29	6,396	17	2,927	26	6,526	6	3,938
HOUSTON	50,466	117,020	134,011	16	5,726	6	2,601	43	39,131	22	44,535	23	8,971	16	6,219	13	4,804	19	5,013	5	3,972
HOWARD	154,075	385,924	448,232	15	13,947	11	35,346	48	87,374	49	132,410	57	45,973	33	24,114	29	10,166	77	39,716	11	8,147
Big Spring	150,325	376,438	437,196	14	13,755	11	35,346	42	83,732	47	130,624	52	42,270	31	23,630	29	10,166	75	39,491	11	8,147
HUDSPETH	4,105	5,942	6,236	1	213	2	230	5	1,581			15	3,034					16	892	1	64
HUNT	153,192	284,002	312,099	24	11,032	16	25,970	75	75,099	63	71,712	69	26,270	50	14,778	38	13,059	88	26,329	8	9,683
Greenville	98,388	180,804	198,385	15	6,293	8	20,914	37	48,188	41	47,117	39	17,147	37	11,588	26	9,126	35	12,857	5	7,664
HUTCHINSON	73,548	87,773	89,050	18	3,758	8	3,533	34	26,556	35	21,637	34	6,025	35	6,591	17	3,014	47	7,440	7	3,306
Borger	65,366	78,272	79,461	12	3,136	6	3,185	22	21,652	31	20,900	26	4,920	32	6,520	15	2,874	37	6,396	6	3,125
IRION	3,520	11,645	14,212	1				4	4,959			2	8,997					3	256		
JACK	17,066	41,666	48,161	4	3,714	3	117	5	11,007	13	13,544	16	5,431	6	1,599	4	989	8	3,763	3	2,437
JACKSON	28,987	46,993	50,383	7	3,025	5	1,690	31	18,325	13	9,934	13	4,754	7	1,417	6	1,105	32	4,223	4	1,594
JASPER	90,121	144,137	154,143	14	6,550	13	10,297	62	47,250	34	45,900	35	11,549	19	3,993	21	4,860	38	7,381	10	5,875
JEFF DAVIS	1,224	1,548	1,585	2	48			3	416			3	485					6	329	1	68
JEFFERSON	982,211	2,007,924	2,249,166	88	104,410	43	308,234	360	502,624	198	461,104	222	149,616	127	129,360	180	112,970	446	224,406	66	66,973
Beaumont	600,739	1,228,915	1,375,260	51	70,930	27	230,587	188	237,964	103	298,985	115	82,446	86	75,774	101	80,965	258	148,409	31	30,912
Port Arthur	227,625	419,473	460,443	20	14,030	9	45,723	78	110,147	46	115,417	58	30,929	27	32,949	39	17,829	118	44,202	18	16,866
JIM HOGG	10,146	19,251	21,242	6	1,121	1	619	20	7,869	8	4,605	7	1,556	2	508	4	475	12	1,672	3	410
JIM WELLS	113,317	289,185	337,026	16	14,506	9	20,193	66	98,650	39	86,816	43	33,522	17	11,771	21	13,957	71	26,067	10	9,312
Alice	100,711	258,120	301,065	10	9,278	8	18,968	46	87,368	35	84,402	30	28,552	17	11,771	20	13,325	58	23,558	7	7,871
JOHNSON	160,446	204,888	210,406	27	9,562	19	12,505	70	60,029	76	58,568	60	17,094	38	9,923	50	7,237	72	15,810	17	9,427
Cleburne	103,181	129,063	132,061	13	5,180	9	10,068	25	28,620	52	47,716	25	6,484	22	7,156	22	4,831	38	11,334	9	5,386
JONES	42,361	74,638	81,248	7	5,623	8	3,888	22	19,904	20	24,386	33	9,394	11	4,127	9	1,903	23	3,502	8	2,981
KARNES	33,524	61,903	67,963	12	4,130	8	2,781	31	21,043	12	14,177	24	9,697	7	1,067	7	2,968	36	7,535	6	1,462
KAUFMAN	109,554	193,043	210,239	24	9,314	20	10,065	64	57,625	46	56,684	55	23,591	30	6,868	25	5,244	52	14,858	14	5,704
Terrell	57,296	96,090	103,676	10	2,734	10	6,237	27	28,441	18	32,951	22	8,985	12	4,578	11	1,831	19	6,431	6	3,337
KENDALL	22,547	58,323	68,133	8	3,713	5	2,024	20	20,610	12	14,684	11	11,991	6	622	8	351	27	7,816	5	2,076
KENEDY	636	1,231	1,363			1	1,363					1						1			
KENT	1,698	4,195	4,860	1	315	1		1	1,170	2	1,021	2	1,557					1	586		
KERR	82,092	197,127	227,152	12	21,650	11	16,542	42	60,683	24	35,092	34	32,533	23	12,086	19	9,055	48	17,266	8	4,355
Kerrville	68,603	165,213	190,476	8	12,092	6	15,909	36	56,402	21	25,899	28	25,701	23	12,086	16	6,426	40	16,417	8	4,355

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	16,183	24,136	25,481	2	1,362	4	579	12	5,939	4	5,081	11	5,423	3	515	3	417	17	3,410	1	1,174
KING	1,192	1,923	2,058			1						4	1,734					3	176		
KINNEY	2,583	4,572	4,980	1		1	218	4	2,382	1		5	801			1		4	348	1	366
KLEBERG	95,873	179,324	197,424	10	9,003	7	5,835	46	62,847	28	44,281	29	13,148	23	11,837	15	10,008	55	21,609	8	3,568
KNOX	10,988	17,123	18,219	5	773	3	369	12	6,945	6	1,223	17	2,908	8	470	4	132	10	1,108	2	1,134
LAMAR	127,809	157,923	161,183	22	15,840	13	18,109	79	41,580	57	26,614	56	15,434	42	10,541	43	6,563	60	12,268	11	5,854
Paris	121,071	150,832	154,151	21	15,759	12	17,947	51	38,284	55	26,508	39	13,068	38	10,486	38	6,532	55	11,793	9	5,737
LAMB	43,858	54,899	56,161	16	1,974	7	2,703	20	16,663	34	13,977	23	5,862	24	3,944	11	1,683	24	3,065	5	2,156
LAMPASAS	32,387	70,024	79,156	6	5,105	6	5,196	14	18,864	12	19,938	17	10,324	12	4,282	10	2,789	16	5,489	5	2,071
LA SALLE	10,086	17,484	18,971	1	566	6	2,583	11	3,496	4	1,534	11	4,381	4	1,058	3	61	15	1,365	2	1,146
LAVACA	46,026	85,562	94,074	22	8,866	8	3,555	60	28,586	26	21,634	35	11,201	8	2,731	15	4,516	47	5,197	8	3,099
LEE	20,742	74,806	92,745	7	8,406	4	3,067	26	28,744	6	9,723	18	14,017	5	3,871	6	7,218	19	9,128	3	3,566
LEON	15,921	35,060	39,755	5	1,851	5	838	25	11,385	7	1,786	33	14,012	3	996	10	1,738	18	4,388	6	1,013
LIBERTY	139,374	327,356	362,669	22	19,473	12	12,061	82	92,850	37	136,973	51	25,124	25	8,503	27	7,595	81	22,929	13	10,501
LIMESTONE	48,875	87,007	94,890	11	4,953	6	1,911	49	40,089	23	17,340	23	7,100	18	5,936	15	2,002	32	5,173	5	3,268
Mexia	39,090	69,657	75,772	5	3,723	4	1,515	27	32,614	18	13,806	11	4,661	12	5,283	10	1,521	22	4,346	3	2,457
LIPSCOMB	7,660	20,834	24,562	3	1,325	3	207	4	5,824	9	8,983	9	3,862	4	1,317	1	94	8	1,667	3	533
LIVE OAK	21,437	255,644	363,359	9	33,490	1	1,942	14	89,680	7	99,159	25	84,140	3	1,055	3	7,635	19	27,340	2	7,238
LLANO	25,444	43,710	47,364	9	3,909	6	2,319	17	13,504	9	7,594	19	4,645	9	1,158	7	1,331	33	6,563	4	1,400
LOVING	122	108	104									1						2	104		
LUBBOCK	866,427	1,718,301	1,911,958	78	87,952	41	241,973	217	364,270	235	464,886	198	118,352	172	97,269	188	100,532	313	188,168	49	37,577
Lubbock	801,830	1,599,476	1,781,556	69	84,754	38	240,755	188	345,745	215	415,771	174	103,458	167	95,989	178	97,632	289	183,084	42	35,452
LYNN	12,767	18,531	19,333	2	704	2	353	13	4,181	5	6,753	10	3,171	4	258	6	749	13	1,309	2	1,119
MCCULLOCH	28,148	49,768	54,218	4	3,327	7	4,661	19	11,295	14	16,144	23	4,738	10	3,752	5	2,019	17	3,864	4	1,709
MCLENNAN	587,678	1,015,154	1,101,167	59	35,074	32	130,339	223	243,125	189	253,586	152	87,370	98	42,052	117	49,439	327	114,693	40	28,539
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	471,459	802,640	868,262	32	28,647	19	122,242	132	157,257	131	201,925	86	55,357	81	38,072	84	39,626	222	93,884	30	24,975
MCMULLEN	529	1,264	1,455					2	394	1	464	4	477					2	62		
MADISON	30,040	68,819	78,633	8	4,751	4	1,933	13	17,560	5	21,734	18	14,046	8	2,397	4	1,552	9	5,625	3	2,758
MARION	12,782	30,765	35,466	5	1,138	3	1,211	20	9,779	4	6,199	13	10,254	4	702	3	881	10	2,043	3	1,888
MARTIN	16,450	32,516	36,158	3	785	1	289	7	4,905	4	14,094	5	7,644	2	530	3	174	3	1,182	1	256
MASON	8,043	11,565	12,127	4	1,225	1	169	12	4,097	3	1,635	8	1,889	4	392	1		7	1,305	2	440
MATAGORDA	99,367	231,673	265,926	18	16,389	7	11,580	75	70,755	37	72,401	32	16,209	24	17,864	14	8,355	75	22,137	7	4,605
Bay City	82,714	202,595	234,326	11	15,584	3	11,334	31	56,511	29	66,883	22	13,779	20	17,146	12	7,832	48	18,726	6	4,318
MAVERICK	70,842	128,795	140,993	11	9,195	9	19,498	41	37,485	14	10,150	26	9,460	35	25,193	12	7,645	46	6,840	4	5,898
MEDINA	47,286	76,701	82,243	12	4,359	7	2,919	37	24,461	18	23,066	29	10,831	6	1,384	9	1,567	36	7,670	6	2,356
MENARD	2,988	5,426	5,939	3	845			6	2,534	3	873	6	381	1	76			5	416	1	144
MIDLAND	324,239	874,138	1,029,058	28	47,181	14	96,321	72	209,462	67	264,712	76	99,503	62	69,731	62	50,631	113	84,643	15	26,151
Midland	316,387	848,430	997,732	27	43,093	13	96,213	63	201,536	64	263,698	74	89,021	62	69,731	61	50,454	110	79,747	15	26,151
MILAM	45,713	74,681	80,163	11	4,570	14	6,063	36	23,989	22	17,397	26	10,170	14	2,765	14	1,437	43	6,677	4	1,459
MILLS	8,784	17,495	19,476	4	2,822	3	599	10	5,708	6	3,789	6	2,034	3	931	5	945	7	1,278	2	656
MITCHELL	24,151	51,000	57,402	4	2,284	3	1,666	8	15,148	14	10,402	26	11,022	7	4,201	8	1,613	12	5,367	3	2,669
MONTAGUE	48,954	91,022	100,084	11	7,903	7	4,383	38	29,426	34	25,665	36	8,539	23	3,095	12	3,170	22	6,827	8	3,352
MONTGOMERY	268,687	1,006,260	1,256,433	56	174,787	18	49,431	116	375,349	63	300,172	64	103,609	45	50,150	49	31,234	107	63,321	19	28,088
Conroe	224,998	866,286	1,086,523	34	154,198	12	47,377	63	296,905	49	287,161	42	78,997	38	49,317	33	30,377	55	48,794	14	26,168
MOORE	53,416	123,440	141,251	14	6,038	2	6,122	28	39,915	24	29,561	21	18,891	14	7,471	16	9,001	24	11,788	4	5,518
MORRIS	31,989	76,340	87,868	4	2,253	6	4,025	26	22,886	14	23,799	22	12,025	15	5,897	12	3,931	16	3,150	9	3,876
MOTLEY	3,690	5,951	6,371	5	790	2	275	5	1,486	3	640	8	1,446	1		1	237	1	331	1	161
NACOGDOCHES	133,054	212,357	227,143	25	17,351	18	16,543	75	60,471	45	39,479	43	14,427	29	16,670	28	10,293	62	20,013	10	7,982
Nacogdoches	124,504	202,492	217,198	21	15,381	14	16,405	56	57,359	40	38,547	31	12,804	27	15,881	28	10,293	57	19,753	9	7,508
NAVARRO	113,151	331,959	396,732	15	12,539	10	34,102	51	83,128	43	96,474	60	33,143	30	18,687	32	14,148	41	24,631	10	12,392
Corsicana	105,373	309,552	370,046	12	11,780	8	32,038	33	75,789	40	94,448	41	28,368	26	18,399	29	13,750	29	21,224	7	11,362
NEWTON	16,464	18,496	18,563	4	357	4	381	19	5,698	6	3,411	16	4,926	1	72			11	751	2	459
NOLAN	65,123	83,882	86,259	8	2,789	8	6,208	31	23,024	30	16,410	32	14,783	17	3,136	20	2,491	23	5,685	12	3,295
Sweetwater	56,961	72,374	74,235	6	2,781	8	6,208	24	21,270	28	15,493	23	7,387	15	3,073	20	2,491	20	5,048	9	2,578
NUECES	919,372	2,324,941	2,705,446	64	95,312	40	357,277	327	634,280	218	592,575	194	238,183	128	120,606	150	118,061	502	286,641	55	72,776
Corpus Christi	856,266	2,181,067	2,540,987	55	92,497	34	351,178	267	576,763	204	560,417	157	207,749	120	114,208	143	116,008	441	272,581	48	67,024
OCHILTREE	32,906	63,872	70,774	6	3,931	2	2,634	11	20,208	13	19,142	15	6,581	8	6,065	13	2,459	11	4,026	5	2,155
OLDHAM	4,301	7,971	8,755	1	493	1	176	2	879			11	3,842	2				9	1,267	1	370
ORANGE	237,040	589,675	684,158	37	38,670	14	52,262	114	187,492	51	151,751	72	86,488	32	35,189	44	25,129	99	49,035	14	21,199
Orange	147,848	383,975	448,890	13	13,645	8	38,939	61	120,600	34	122,859	36	33,410	16	28,341	27	19,643	63	36,263	8	12,034
PALO PINTO	83,303	161,935	178,939	14	9,892	7	5,656	45	56,182	31	43,859	43	18,157	17	5,436	16	6,014	64	12,529	8	7,477
Mineral Wells	58,902	124,178	139,747	8	7,302	4	449	27	53,048	29	41,713	25	4,634	13	5,352	14	5,458	42	7,792	5	6,770
PANOLA	45,366	75,558	81,414	4	3,520	8	9,318	27	23,455	19	15,858	21	11,851	9	2,415	10	2,033	21	4,205	4	3,309
PARKER	110,131	265,510	308,704	18	9,642	12	20,224	48	83,945	45	111,757	44	27,337	18	5,521	15	2,310	34	16,780	9	9,502
Weatherford	77,916	152,634	169,435	12	8,361	8	10,207	32	35,745	40	57,018	37	23,207	14	5,240	12	1,628	25	11,126	8	5,105
PARMER	20,046	41,008	45,885	7	1,861	4	3,645	14	14,067	10	8,793	9	3,487	4	581	3	124	11	2,281	3	5,381
PECOS	49,317	94,556	104,534	10	6,249	5	3,685	21	27,685	19	16,335	35	24,339	12	4,450	7	2,187	37	9,320	4	2,527
POLK	71,057	132,098	145,245	11	15,580	6	5,846	43	38,037	23	36,011	39	19,155	13	4,115	12	3,699	33	8,086	6	3,833
POTTER	537,066	918,253	994,043	53	49,398	25	132,172	124	156,258	143	216,953	139	77,125	94	71,804	113	50,538	282	117,590	32	26,056
Amarillo	675,627	1,373,096	1,494,899	59	93,291	47	169,668	130	295,233	152	365,207	251	100,866	117	92,901	126	77,531	282	144,294	37	33,965
PRESIDIO	15,174	23,638	25,157	4	589	5	2,322	17	7,733	7	4,814	10	2,052	7	1,576	10	457	21	1,471	2	994
RAINS	6,791	12,319	13,480	2	346	2	267	11	7,355	1	1,433	5	292	3	113	1	216	3	635	1	815
RANDALL	236,296	529,212	602,087	34	57,612	9	37,989	53	169,211	54	163,749	55	35,423	50	23,655	42	30,800	73	44,012	11	10,058
REAGAN	8,799	21,262	24,528	3	1,380	2	599	5	6,452	2	5,111	10	6,253	2		1	586	6	1,472	1	806
REAL	3,665	8,901	10,276	5	1,160	1	705	8	1,491	6	1,650	5	2,531	1	125			4	1,566	1	417
RED RIVER	36,813	62,346	67,375	8	3,414	4	2,750	40	25,655	14	8,189	22	4,905	12	2,572	12	1,553	13	2,383	6	2,318
REEVES	42,714	56,115	57,923	6	1,852	8	3,986	29	16,733	16	12,949	30	6,956	9	3,921	10	1,285	46	5,045	7	1,526
Pecos	40,054	53,140	54,941	6	1,852	6	3,912	22	16,231	15	12,935	25	5,112	9	3,921	10	1,285	39	4,585	6	1,521

* Estimates produced for Editor & Publisher by Marketing Economics institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
REFUGIO	23,122	32,091	33,448	6	520	4	676	18	7,158	10	8,799	20	7,637	5	1,542	6	496	27	3,229	4	1,511
ROBERTS	1,484	3,186	3,599	3	1,064			1	288			5	510	1				2	578		
ROBERTSON	27,173	74,798	88,356	8	4,156	7	2,818	36	34,054	10	16,409	23	10,815	13	4,332	10	1,736	41	6,608	5	3,942
ROCKWALL	30,213	60,227	67,086	8	2,107	1	111	18	7,014	16	25,123	16	15,233	5	404	22	3,288	20	7,192	2	1,126
RUNNELS	31,057	49,819	53,313	11	2,542	5	4,196	19	14,720	17	12,597	26	5,158	9	3,180	7	2,379	23	3,050	5	1,806
RUSK	[illegible]	200,983	229,070	19	13,164	16	17,266	80	54,839	35	60,241	44	21,762	27	11,283	19	9,329	35	12,594	12	8,495
Henderson	72,307	162,477	184,973	17	12,269	10	15,568	48	43,931	28	54,507	25	11,542	21	10,234	15	7,416	21	8,399	7	6,665
SABINE	24,326	30,794	31,572	3	2,174	3	436	39	11,521	7	8,381	14	2,157	5	447	6	731	18	1,870	5	594
SAN AUGUSTINE	19,167	30,525	32,618	8	1,690	3	1,141	27	9,244	8	9,214	7	1,949	6	2,348	4	1,868	9	1,141	3	1,268
SAN JACINTO	9,615	19,623	21,948	4	734	1	85	25	9,947	6	5,341	8	2,434	1	138	2	57	6	445	2	341
SAN PATRICIO	129,390	212,668	228,547	27	7,109	14	6,000	89	80,388	46	57,172	62	32,070	29	8,010	23	3,739	93	16,151	20	7,003
SAN SABA	12,619	15,279	15,538	9	1,167	4	415	13	4,821	7	3,623	10	1,481	5	1,453	5	245	3	478	4	654
SCHLEICHER	3,506	6,546	7,200	2	193	2	393	5	2,709	1	704	3	1,949					3	142	1	230
SCURRY	60,718	94,193	100,169	6	4,417	6	5,349	27	24,806	23	21,324	32	12,257	20	5,815	20	3,682	30	8,511	5	2,846
Snyder	59,939	93,215	99,167	6	4,417	6	5,349	23	24,526	23	21,324	30	11,996	20	5,815	19	3,619	27	8,213	5	2,846
SHACKELFORD	9,880	13,507	14,036	4	1,078			7	3,092	3	4,360	13	2,882	2	438	2	418	4	611	1	143
SHELBY	60,041	153,462	178,879	15	9,081	9	8,983	53	52,993	29	41,564	31	17,828	16	8,531	11	5,112	21	5,690	7	5,602
SHERMAN	10,298	11,012	10,955	3	372	1	65	4	3,735	7	2,287	6	3,270	3	332	2	22	2	371	2	189
SMITH	463,517	1,390,928	1,669,799	58	107,728	21	221,492	133	370,835	137	309,042	148	161,283	111	105,801	98	94,172	165	126,282	38	22,717
Tyler	430,135	1,269,613	1,519,204	47	76,951	20	221,284	101	332,040	117	292,570	113	121,890	102	103,395	91	92,522	146	120,328	31	17,314
SOMERVELL	8,606	39,057	49,816	4	1,275	1		7	27,653	3	4,889	5	3,788	5	784	3	863	9	4,837	2	2,854
STARR	41,124	78,129	86,226	13	5,912	11	6,580	63	32,947	18	11,946	29	10,852	15	4,197	5	4,292	49	4,600	5	2,474
STEPHENS	27,972	69,124	80,090	6	1,217	5	3,397	15	23,305	18	21,877	11	3,394	17	6,147	8	2,634	25	7,592	4	4,175
STERLING	2,758	4,734	5,126					4	1,483			4	1,288					3	1,019		
STONEWALL	4,258	7,452	8,101	1	102	2	144	3	2,195	2	1,103	8	2,167	3	144	1	97	2	1,015	1	43
SUTTON	18,890	35,914	39,646	1	870	2	1,360	18	9,241	5	13,702	6	5,829	3	199	3	269	11	5,042	2	1,410
SWISHER	23,043	32,390	33,836	7	1,121	5	2,334	11	6,851	10	9,863	17	3,432	7	1,030	7	1,011	15	3,265	2	2,874
TARRANT	2,990,997	7,162,883	8,280,357	261	283,664	147	1,228,422	772	1,475,307	725	1,933,980	652	645,139	587	356,168	550	300,433	1,344	911,221	176	346,974
Arlington	625,951	1,729,754	2,045,540	44	51,328	25	354,055	102	344,395	105	624,906	106	158,072	112	84,201	94	51,186	192	213,956	23	43,321
Euless	43,633	143,052	162,940	1	183	4	11,838	20	56,784	8	17,905	32	19,557	6	936	10	4,026	23	30,037	3	5,790
Fort Worth	1,559,884	3,104,830	3,457,127	125	107,448	69	513,735	408	547,194	367	790,378	331	242,362	276	136,930	296	159,463	825	453,055	100	151,547
Haltom City	86,549	195,601	222,902	16	19,932	8	22,931	29	51,537	65	24,081	28	35,192	14	7,401	20	12,678	29	19,574	7	9,609
Hurst	185,068	567,995	684,334	14	32,237	11	200,404	27	79,673	19	53,149	27	33,027	72	70,020	32	26,863	47	54,979	8	33,779
TAYLOR	423,602	881,949	994,963	35	49,657	19	114,101	102	173,108	137	221,839	148	111,281	77	54,860	101	84,187	145	84,735	20	22,536
Abilene	397,120	772,267	855,748	31	38,519	17	98,819	89	162,805	124	203,608	127	84,348	73	49,520	98	58,278	126	74,429	19	12,778
TERRELL	4,330	11,573	13,599			1	908	2	1,762	1	2,832	8	5,495			1		8	2,299	1	
TERRY	51,834	67,410	69,433	8	1,834	6	2,198	25	16,007	19	22,366	20	12,545	14	4,191	8	1,307	14	3,394	5	2,144
THROCKMORTON	2,280	4,388	4,828	1	151			3	1,249	1	897	7	1,124					5	509	1	275
TITUS	84,398	144,099	155,999	12	12,177	7	16,236	32	31,375	26	36,643	36	14,572	27	8,353	19	6,021	30	11,454	9	4,404
Mount Pleasant	78,794	133,612	144,578	9	8,943	7	16,236	24	29,698	26	36,577	28	10,536	27	8,353	18	5,670	28	10,615	9	4,404
TOM GREEN	312,517	978,533	1,183,370	33	70,778	16	141,857	102	256,964	88	301,504	81	76,763	67	65,530	73	47,790	151	112,595	18	20,267
San Angelo	311,447	974,847	1,179,081	33	70,778	15	141,477	97	256,323	87	301,019	78	75,981	66	65,453	72	47,670	148	111,014	18	20,267
TRAVIS	1,502,851	2,694,747	2,943,668	123	155,640	54	364,532	387	615,059	263	535,988	274	250,117	255	168,793	265	138,203	791	378,737	83	73,365
Austin	1,452,928	2,583,780	2,817,627	107	136,526	54	364,532	350	577,866	243	530,265	249	225,324	252	166,515	253	130,169	733	358,831	79	70,785
TRINITY	25,154	57,591	65,792	5	2,513	5	2,563	18	16,454	7	24,046	13	8,709	4	1,511	3	267	23	3,493	3	2,212
TYLER	29,458	30,224	29,854	11	1,622	5	607	35	10,860	12	7,693	14	3,521	4	491	3	602	13	1,965	3	1,126
UPSHUR	53,807	129,445	149,206	12	9,633	4	5,280	37	34,776	25	35,070	37	27,026	17	5,610	9	2,309	27	4,764	5	5,986
UPTON	7,525	9,252	9,431	3	161	2	440	11	3,443	6	354	12	1,961	3	101	2	207	12	1,341	2	557
UVALDE	59,842	75,918	77,864	8	5,857	6	3,670	47	26,208	19	12,572	22	6,574	12	5,252	15	2,204	40	6,127	7	2,340
VAL VERDE	90,586	208,453	238,392	14	18,464	9	20,010	48	55,396	29	52,464	40	23,193	28	17,501	19	8,141	61	17,978	6	3,206
Del Rio	90,027	207,704	237,617	14	18,464	8	19,901	44	55,273	29	52,464	36	22,681	28	17,501	19	8,141	59	17,947	6	3,206
VAN ZANDT	73,024	107,266	112,948	25	5,703	14	1,899	44	28,833	35	43,549	43	12,812	24	3,250	17	852	39	5,952	9	3,257
VICTORIA	269,497	534,032	594,177	33	38,870	18	77,367	96	125,604	65	138,819	69	52,765	34	28,287	43	25,951	119	50,595	15	16,584
Victoria	267,490	531,478	591,556	31	38,860	15	77,132	88	124,622	64	138,809	66	52,130	34	28,287	41	25,931	111	49,893	15	16,584
WALKER	104,011	155,098	163,749	15	7,949	7	9,193	37	38,552	27	30,769	40	23,152	22	7,511	23	4,553	55	25,470	9	5,368
Huntsville	99,798	149,514	157,980	13	7,674	7	9,193	27	35,628	24	30,117	36	22,191	22	7,511	22	4,505	50	24,721	9	5,368
WALLER	74,308	133,360	160,097	10	8,249	5	5,516	28	30,132	10	6[illegible],273	17	22,626	4	360	6	2,793	34	17,729	4	2,812
WARD	39,524	100,336	116,803	4	3,911	3	4,968	23	30,280	7	2[illegible],169	29	29,879	11	5,342	7	[illegible]	28	8,000	5	2,228
WASHINGTON	65,196	134,528	150,780	11	6,353	8	8,318	69	55,231	20	31,680	22	9,541	22	8,872	15	5,093	45	8,929	10	4,424
Brenham	62,051	128,536	141,836	10	6,159	8	8,318	51	51,568	20	31,690	17	6,535	22	8,872	15	5,093	32	7,419	9	4,276
WEBB	356,179	1,095,975	1,338,236	32	161,873	29	203,769	177	243,816	69	206,484	82	87,417	119	133,467	60	110,224	140	69,639	22	28,218
Laredo	352,452	865,781	1,001,744	30	54,972	29	152,026	168	232,028	68	86,497	75	78,344	119	133,467	58	76,341	135	67,488	22	28,218
WHARTON	118,407	181,999	193,237	18	8,508	16	10,204	64	52,996	41	48,807	40	16,314	25	11,011	26	7,224	94	17,541	14	6,049
WHEELER	20,492	44,588	50,460	7	3,455	4	1,244	18	12,958	12	9,817	22	12,638	10	2,015	4	1,311	11	3,043	5	1,867
WICHITA	468,811	710,048	752,168	40	39,013	25	98,065	126	143,124	134	188,431	119	49,458	95	39,743	112	38,170	216	66,334	29	19,953
Wichita Falls	416,809	619,511	653,350	34	36,298	21	97,276	102	116,662	113	151,188	87	38,153	84	38,282	98	34,952	186	61,998	26	16,636
WILBARGER	46,299	188,323	237,517	10	7,318	5	24,670	20	54,207	24	56,807	30	32,615	20	13,162	14	11,078	29	17,786	2	10,671
Vernon	57,274	187,222	236,202	10	7,318	5	24,570	20	54,207	24	56,807	28	31,300	20	13,162	14	11,078	29	17,786	2	10,671
WILLACY	30,762	42,249	43,744	10	3,068	3	1,805	27	10,647	13	15,700	19	4,428	6	1,421	8	1,111	27	2,394	3	1,474
WILLIAMSON	131,452	297,893	339,671	39	23,019	13	11,136	81	95,899	33	85,201	64	35,188	25	12,096	33	6,642	122	35,890	14	9,140
Taylor	44,968	104,055	115,875	9	8,096	5	4,980	19	36,535	17	26,533	17	9,817	14	6,281	11	2,403	42	9,267	5	3,192
WILSON	29,244	48,445	52,151	7	1,508	6	1,525	27	14,124	9	19,090	19	5,311	5	1,493	7	821	28	3,179	5	1,952
WINKLER	27,560	50,987	56,004	2	1,005	4	3,197	13	18,963	9	12,322	14	3,887	8	2,745	10	3,559	17	4,178	2	1,132
WISE	48,567	108,745	123,711	7	3,305	14	5,080	30	39,090	27	33,433	38	14,687	23	5,122	12	2,212	31	7,583	8	5,960
WOOD	55,859	91,220	97,921	17	7,969	11	2,808	44	28,035	31	22,945	35	9,260	21	4,237	23	2,976	30	6,013	7	3,658
YOAKUM	19,927	33,787	36,519	4	1,639	4	1,117	11	12,379	10	9,760	12	3,055	5	2,098	6	664	11	2,007	3	752
YOUNG	56,398	93,053	100,085	11	5,144	11	5,293	27	27,280	28	24,553	31	7,561	16	4,587	15	2,905	25	4,179	10	4,561
ZAPATA	5,978	10,641	11,604					17	4,498	3	592	9	1,585	2	1,639	1		10	1,594	1	
ZAVALA	15,446	23,835	25,321	2	2,102	3	914	17	9,768	5	2,205	11	2,851	8	1,432	5	988	28	2,286	3	579

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,146,168	7,114,679	7,766,695	509	479,614	267	955,282	1,011	1,605,454	800	1,614,606	1,149	795,679	733	296,854	948	406,471	1,964	715,068	249	258,960
METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Ut.	505,041	993,950	1,111,658	69	78,936	34	163,523	134	221,812	111	206,479	139	103,570	95	51,227	135	63,465	203	87,155	28	39,061
Salt Lake City-Ogden, Ut.	2,821,744	4,630,842	5,009,158	269	289,376	110	698,410	547	1,022,936	468	1,068,831	554	423,489	443	188,754	614	285,764	1,202	460,911	139	145,628
COUNTIES, Cities																					
BEAVER	9,200	11,825	12,172	3	794	2	198	5	2,848	3	250	20	5,192	4	166			13	2,148	2	531
BOX ELDER	77,023	205,422	243,625	10	6,653	9	9,303	32	48,896	21	64,355	36	41,530	15	5,782	21	8,266	46	28,814	8	18,321
CACHE	143,846	219,357	233,563	28	24,108	6	25,784	43	46,734	34	40,055	39	17,595	43	14,545	42	14,790	69	20,603	11	8,411
Logan	127,034	202,699	217,168	18	22,153	6	25,784	24	41,806	31	38,397	23	14,379	38	14,243	35	14,102	50	18,701	7	7,614
CARBON	63,790	122,053	135,167	12	11,107	5	6,581	21	37,152	17	31,442	24	10,923	18	9,526	16	3,543	47	11,486	5	3,563
DAGGETT	1,468	1,678	1,692					1	282	1		2	315					3	1,080		
DAVIS	278,746	373,945	388,480	27	20,746	13	33,015	68	88,018	65	108,744	75	41,244	45	7,792	67	28,614	120	28,230	17	11,223
DUCHESNE	31,178	62,143	69,333	5	3,061	10	6,254	17	21,519	8	16,249	13	8,764	8	473	7	2,120	21	3,715	2	1,997
EMERY	13,682	25,488	29,379	4	1,874	5	1,122	19	11,550	1		14	8,679	2		4	54	14	3,973	4	1,242
GARFIELD	6,647	11,229	12,150	2	669	7	398	7	2,507	4	649	10	2,656	2	413	1	429	14	2,450	1	751
GRAND	29,151	40,111	41,821	6	3,217	4	1,096	11	12,354	7	4,660	20	6,066	8	2,509	6	425	22	4,062	2	1,759
IRON	68,965	92,966	96,600	10	4,313	7	3,444	13	14,656	19	27,098	26	19,737	19	3,751	18	4,508	29	8,688	6	4,046
JUAB	15,717	28,146	30,798	2	1,002	2	851	6	4,484	7	9,436	18	8,155	1	156	2	197	17	4,987	3	935
KANE	11,756	18,860	20,215	4	1,007	3	677	8	3,391	4	387	15	7,674	5	574	2	276	13	3,117	2	1,522
MILLARD	18,724	37,821	42,298	5	2,644	5	4,278	8	[illegible]	7	9,020	18	8,091	1	104	6	972	14	4,047	3	1,763
MORGAN	4,491	7,571	8,186			1	668	2	1,774	5	601	5	2,859			2		4	908	1	1,251
PIUTE	814	1,429	1,557			1		1	487			2	572			1		4	440		
RICH	3,055	6,302	7,069			4	657	3	268	1	146	6	5,220			1		4	630		
SALT LAKE	2,056,557	3,539,111	3,859,865	189	214,170	77	538,804	386	775,243	295	807,352	384	325,337	328	159,280	457	225,779	878	367,347	96	106,741
Salt Lake City	895,576	1,216,549	1,265,798	62	34,262	27	151,947	190	189,211	115	270,563	165	104,834	152	62,336	183	113,768	462	166,299	44	30,564
SAN JUAN	18,013	29,805	32,134	4	685	8	1,567	14	11,310	7	7,673	13	5,531	1	21	1	163	16	2,160	2	900
SANPETE	24,017	37,381	39,852	10	1,993	8	1,528	27	12,278	7	8,182	22	7,261	5	279	10	2,294	28	3,184	4	1,103
SEVIER	46,782	74,565	79,535	10	6,154	8	4,669	14	14,088	7	14,786	26	13,594	14	5,199	12	2,183	26	7,309	5	2,549
SUMMIT	20,557	47,115	53,919	5	6,092	6	1,856	14	10,317	5	6,671	16	9,843	7	400	3	273	38	12,325	2	1,077
TOOELE	51,017	78,935	84,923	6	1,376	5	2,617	17	27,112	13	12,268	27	19,109	7	2,217	5	2,042	35	7,730	5	3,061
UINTAH	56,188	142,130	165,642	11	12,875	9	14,497	18	34,354	17	37,475	26	20,063	14	5,514	14	7,654	23	9,894	4	13,565
UTAH	505,041	993,950	1,111,658	69	78,936	34	163,523	134	221,812	111	206,479	139	103,570	95	51,227	135	63,465	203	87,155	28	39,061
Provo	191,867	316,020	340,611	19	22,997	5	25,027	36	70,545	34	101,048	42	23,789	30	11,753	41	18,338	72	31,244	9	11,514
WASATCH	22,946	41,039	44,882	5	3,063	3	1,081	8	9,196	6	11,431	16	10,287	2	464	1	602	19	5,060	4	2,275
WASHINGTON	76,241	139,550	153,340	26	18,145	4	3,829	18	26,472	20	36,444	35	24,997	17	4,780	23	6,451	36	17,681	6	3,649
St. George	66,506	124,862	130,988	21	15,337	4	3,829	10	21,067	19	34,493	25	18,149	16	4,752	21	6,407	25	13,407	5	3,613
WAYNE	4,115	5,766	6,027	3	370	1	394	4	828			7	3,907	1		1		4	511		
WEBER	486,441	717,786	760,813	53	54,460	20	126,591	93	159,675	108	152,735	95	56,908	70	21,682	90	31,371	204	65,334	26	27,664
Ogden	353,548	466,505	482,918	38	38,460	11	69,021	57	83,389	73	131,788	61	26,908	51	16,958	56	14,720	144	41,006	16	14,914

VERMONT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,667,623	2,424,283	2,568,070	332	174,520	222	205,745	815	621,899	414	427,120	540	243,852	324	90,227	360	80,574	920	233,428	140	61,067
METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt	394,215	490,700	532,097		44,987		79,290		122,713		33,234		45,363		31,015		21,776		60,963		12,575
COUNTIES, Cities																					
ADDISON	69,000	103,878	115,816	17	6,798	14	6,319	45	34,503	17	18,973	22	11,292	18	3,967	14	1,777	40	8,540	8	2,391
BENNINGTON	137,520	201,759	224,160	31	13,816	11	11,271	51	51,652	27	29,904	41	21,203	40	8,517	40	9,091	81	22,828	9	4,956
Bennington	80,133	126,018	141,522	13	7,703	5	8,363	22	37,715	16	20,151	22	12,661	22	5,686	17	4,430	38	14,066	5	4,137
CALEDONIA	87,304	122,824	135,457	19	6,597	11	11,895	50	[illegible]	30	31,898	25	9,847	17	6,121	27	4,312	42	9,533	11	3,468
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	395,237	589,493	535,306	63	46,287	25	78,993	128	122,634	61	32,953	93	45,407	63	31,005	71	21,812	159	61,604	22	12,459
Burlington	166,672	261,070	292,870	14	17,194	7	65,274	49	44,757	16	24,133	30	19,859	43	28,005	38	14,785	71	32,542	8	5,212
ESSEX	5,015	6,916	7,596	1	105	7	677	10	2,120	1	362	8	2,036			2	38	9	1,329		
FRANKLIN	96,399	139,404	154,450	20	12,040	14	11,320	59	41,234	36	32,641	33	9,203	19	6,460	23	7,372	56	9,140	10	5,414
St. Albans	56,577	84,312	93,865	6	5,449	4	8,710	19	24,949	15	18,976	12	2,878	13	5,209	15	6,775	20	5,639	5	2,689
GRAND ISLE	8,465	12,575	13,992	4	230	5	1,006	15	3,528	6	3,352	7	1,649			2	309	10	623		
LAMOILLE	55,341	79,796	88,320	11	6,501	12	5,352	45	24,617	15	10,921	17	7,886	8	1,454	11	3,272	47	11,613	7	2,033
ORANGE	48,035	83,202	94,944	13	12,235	14	4,504	33	23,378	14	14,921	30	15,133	8	896	9	1,232	36	6,116	4	2,773
ORLEANS	58,436	77,385	84,502	13	4,513	18	8,637	36	23,286	22	19,711	25	10,345	9	1,211	16	1,831	30	4,246	8	2,102
Newport	28,394	39,127	41,274	4	1,925	3	2,669	10	10,380	9	10,073	8	5,548	6	1,132	7	1,184	11	2,019	4	1,193
RUTLAND	206,089	272,610	297,631	38	15,466	27	27,539	112	65,400	74	66,075	73	24,224	40	8,620	41	7,881	119	24,856	18	7,888
Rutland	119,658	156,315	170,291	18	10,709	7	21,990	47	38,029	22	29,583	28	13,473	27	6,153	22	5,427	58	11,477	9	3,244
WASHINGTON	180,526	289,169	325,751	31	16,202	25	27,407	83	76,133	48	64,876	58	31,091	32	7,410	41	12,383	100	28,330	16	7,908
Barre	57,223	91,285	102,726	9	5,350	7	12,555	25	24,131	10	8,607	20	10,966	13	2,797	13	4,740	18	8,918	8	4,847
Montpelier	44,571	72,866	78,526	8	4,866	3	2,290	11	11,515	9	25,067	10	6,827	11	2,499	13	3,327	27	7,181	3	1,342
WINDHAM	150,263	199,175	217,418	34	13,577	15	4,629	75	62,321	20	21,484	54	27,067	38	9,998	33	4,274	113	25,752	11	4,654
Bellows Falls	20,715	28,451	29,998	5	1,115	1	405	7	10,705	3	2,287	12	2,975	12	1,852	4	367	16	1,991	4	1,559
Brattleboro	84,983	112,827	123,196	15	6,918	3	1,373	37	37,213	8	13,495	20	14,757	21	7,620	17	3,347	45	12,650	5	2,361
WINDSOR	169,993	246,097	272,727	37	20,153	24	6,196	73	56,924	43	79,049	64	26,669	32	4,568	30	4,990	78	18,918	16	5,021
Springfield	33,903	49,277	54,628	6	3,801	3	2,531	11	13,961	11	12,116	12	6,110	5	1,349	8	3,052	[illegible]	4,151	4	1,803
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,544,567	29,728,360	32,726,573	1,592	1,413,470	1,463	4,036,369	6,163	7,426,592	3,090	6,307,727	3,992	3,370,721	2,544	1,345,553	2,854	1,369,403	6,356	2,960,948	974	1,235,907
METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va.	364,803	636,531	697,501	35	31,434	43	88,073	163	178,774	54	102,527	82	70,381	60	34,921	70	25,957	135	61,062	17	23,104
Danville, Va	299,928	473,330	508,563	38	21,127	42	97,630	213	139,093	98	101,337	113	39,967	46	19,711	66	15,951	149	41,397	19	18,104
Johnson City-Kingsport-Bristol, Tn-Va	1,267,612	2,196,244	2,368,621	171	158,755	117	285,524	628	512,811	352	500,671	367	199,681	251	92,430	261	86,044	429	168,676	85	109,756
Lynchburg, Va.	463,645	743,684	805,170	49	31,169	36	105,263	202	199,914	95	145,309	114	72,011	61	23,222	87	35,284	162	82,092	35	36,874
Norfolk-Virginia Beach-Newport News, Va.	3,483,385	6,453,757	7,169,388	243	238,872	194	979,070	1,004	1,574,997	538	1,396,495	626	643,928	535	341,361	526	401,470	1,523	769,831	169	196,309
Richmond-Petersburg, Va.	2,581,640	4,717,520	5,222,978	176	267,521	119	733,187	694	1,142,884	385	905,360	516	544,534	412	227,739	415	193,302	1,013	488,214	164	202,421
Roanoke, Va	836,550	1,361,923	1,473,620	70	41,179	55	197,680	269	336,689	163	242,268	182	133,688	114	67,722	144	63,885	315	128,703	51	50,492
Washington, D.C.-Md-Va.	11,847,217	19,411,051	20,996,201	667	639,412	362	2,826,083	2,187	4,306,114	1,044	3,787,739	1,684	1,990,954	1,611	1,077,868	1,604	902,026	3,698	2,334,350	532	965,432
COUNTIES, Cities																					
ACCOMAC	65,320	112,434	122,650	15	3,320	20	10,076	75	42,257	24	11,758	43	13,909	17	4,268	18	3,678	39	9,871	9	6,506
ALBEMARLE	41,528	98,130	113,400	6	3,083	13	4,103	42	34,433	11	33,045	17	22,493	4	1,459	5	632	8	1,050	3	2,145
ALLEGHANY	5,206	7,923	8,448			2	1,769	4	1,393	1		1	4,029					3	600		
AMELIA	11,657	16,430	17,283	1	341	4	543	19	5,913	6	2,707	7	4,109	3	215	4	718	3	707	2	3
AMHERST	64,757	106,010	118,165	5	4,584	6	6,088	52	36,009	14	78,386	23	17,272	1	977	11	3,240	25	6,243	6	9,454
APPOMATTOX	33,129	71,787	81,671	2	2,129	8	2,987	17	20,683	7	30,715	11	8,954	3	207	6	1,083	12	4,235	2	3,657
ARLINGTON	633,905	1,069,667	1,162,989	27	14,952	12	102,826	102	222,170	68	370,970	76	87,190	49	26,610	74	42,504	205	160,898	28	66,632
AUGUSTA	74,227	115,388	123,598	19	7,700	7	1,437	50	28,707	28	28,194	47	21,137	7	1,548	13	2,644	36	10,762	6	1,838
BATH	9,515	22,597	26,134	1	226	7	4,516	10	6,432	2	3,007	11	4,144	3	1,454	3	1,591	10	1,627	1	11
BEDFORD	14,832	26,267	28,800	6	632	4	457	41	15,756	12	4,169	12	3,525	2	114	3	585	20	2,312	2	20
BLAND	6,458	9,826	10,484					10	2,035	4	4,350	6	3,392			2	36	2	410		
BOTETOURT	39,936	60,977	65,093	3	1,076	9	3,248	39	11,204	14	13,875	25	24,171			9	1,906	19	2,623	4	581
BRUNSWICK	25,256	38,385	40,938	4	2,356	21	2,565	35	13,756	15	9,275	11	4,383	9	2,387	4	926	9	1,055	5	332
BUCHANAN	81,192	128,586	138,177	11	5,980	19	18,470	91	33,300	31	26,261	29	11,865	21	5,231	19	6,658	29	6,633	6	4,567
BUCKINGHAM	11,438	16,483	17,409	2	126	13	1,957	16	5,895	3	1,681	9	5,888	3	129			10	1,149	1	2
CAMPBELL	82,270	152,852	169,079	21	9,304	11	6,671	71	47,757	27	44,618	40	22,330	8	1,409	20	9,783	27	7,174	5	5,657
CAROLINE	27,380	46,871	51,068	4	495	9	1,259	30	18,804	8	7,459	19	13,114	4	1,102	6	371	17	5,668	3	209
CARROLL	32,211	60,386	56,907	6	1,971	11	6,385	43	22,205	13	11,000	14	10,476	9	1,499	6	1,760	17	5,769	2	58
CHARLES CITY	2,257	5,007	5,624			1	125	10	3,484			3	1,545					1	154		
CHARLOTTE	16,599	25,032	26,662	3	70	15	1,669	42	9,038	6	5,598	17	4,772	5	570	8	632	16	1,939	4	842
CHESTERFIELD	327,247	970,810	1,168,877	32	50,543	13	190,699	69	300,186	40	170,795	57	110,479	51	54,788	59	39,514	92	99,619	14	41,294
CLARKE	17,835	45,129	52,[illegible]91	5	2,981	5	1,637	20	18,230	4	3,614	10	8,596	3	588	8	1,332	14	5,271	2	430
CRAIG	3,624	6,235	6,800	3	486	4	597	4	2,326	2	237	7	2,094					2	198	1	559
CULPEPER	58,102	89,639	95,859	6	1,977	9	9,801	31	31,093	16	14,713	16	11,901	13	3,035	16	2,534	22	11,278	4	357
Culpeper	55,322	85,305	91,303	6	1,977	6	8,483	23	28,957	15	14,342	15	11,600	13	3,035	16	2,534	22	11,278	4	357
CUMBERLAND	8,346	12,036	12,715	3		2	2,038	11	3,766	1	1,363	5	1,385	2	203	1	2,614	6	1,195	1	7
DICKENSON	47,108	74,091	79,531	3	5,366	13	5,679	41	25,254	14	23,237	18	6,425	9	1,371	9	2,741	15	3,008	2	120
DINWIDDIE	11,317	19,722	21,558	4	1,740	3	391	20	9,297	6	2,451	17	6,010			1	145	7	746	2	657
ESSEX	36,611	62,938	68,639	5	1,846	6	2,916	16	30,478	12	11,809	14	4,440	7	2,874	6	3,365	18	6,809	3	21
FAIRFAX	1,892,034	3,513,188	3,886,468	127	139,691	53	679,148	258	808,643	137	612,540	276	383,077	257	245,689	252	171,961	448	352,327	72	193,392
FAUQUIER	78,229	128,706	139,246	21	10,797	10	2,823	35	39,304	18	21,395	29	27,489	11	3,445	14	3,262	38	12,261	5	6,298
FLOYD	18,915	34,720	38,331	6	2,763	14	2,747	18	9,488	11	14,322	6	3,176	4	223	7	1,420	8	1,501	2	46
FLUVANNA	9,942	16,795	18,260	2	229	6	389	18	7,947	6	3,536	7	2,355	2	193	2	453	5	921	1	15
FRANKLIN	54,860	82,785	88,179	7	6,189	11	5,680	64	31,596	20	13,087	31	8,288	7	2,153	15	3,313	30	4,775	7	3,805
FREDERICK	21,909	45,148	50,887	3	2,920	5	6,850	24	8,841	10	12,535	12	13,661			6	708	13	3,389	1	
GILES	50,111	104,138	117,574	5	8,082	10	3,825	41	40,228	13	27,355	27	11,849	5	2,880	13	2,390	32	5,794	7	6,590
GLOUCESTER	48,652	120,561	140,522	9	8,431	7	9,401	31	49,941	18	23,594	16	15,202	6	2,944	13	7,354	21	5,235	4	7,085
GOOCHLAND	13,169	49,026	54,129	1	24,014	3	381	11	6,810	5	6,823	9	10,196	1	54	2	952	7	1,065	1	703
GRAYSON	11,380	17,478	18,674	3	395	9	1,414	25	7,420	8	3,313	12	2,155	4	76	5	2,471	10	1,010	2	25
GREENE	9,037	20,872	24,018	1	154	5	1,445	14	9,656	2	3,783	8	7,234	1	152	6	319	6	713	1	
GREENSVILLE	2,599	4,945	5,489			1	193	2	199			5	5,097								
HALIFAX	18,717	23,995	24,822	8	2,499	17	1,814	51	8,583	9	2,162	18	4,248	2	1,025	2	1,085	16	1,239	2	164
HANOVER	132,022	316,930	367,282	16	13,209	10	5,252	54	80,370	23	60,698	32	115,691	12	5,104	17	7,568	48	39,485	10	12,871
HENRICO	708,044	1,181,140	1,281,510	35	28,146	25	248,889	140	314,678	97	210,658	128	111,265	95	59,365	95	56,[illegible]	193	105,806	38	57,594
HENRY	67,855	99,172	105,031	12	5,383	9	7,934	62	30,076	39	15,719	54	19,531	5	1,099	24	4,231	40	10,185	6	2,971
HIGHLAND	3,007	5,690	6,314			2	257	8	1,597	2	877	2	1,762			2	125	4	862		
ISLE OF WIGHT	43,126	101,517	117,263	8	4,046	7	1,720	33	33,854	9	37,709	20	10,702	5	1,871	8	1,852	23	8,644	4	4,037
JAMES CITY	34,749	113,729	139,017		1,391	1	4,756	9	8,664			5	7,025	1	327	10	104,278	7	4,265		
KING AND QUEEN	3,600	7,282	8,180	1	79	1	441	13	2,234	2	2,054	5	1,712			2		7	907		
KING GEORGE	14,700	32,882	37,620	3	1,826	3	1,829	12	17,258	5	6,023	12	7,654	1	289	3	380	7	1,413	2	3
KING WILLIAM	24,646	59,818	69,453	3	2,590	10	5,073	14	21,290	6	10,781	10	11,044	4	1,197	5	2,395	19	4,987	3	2,394
LANCASTER	28,278	52,284	57,786	7	1,316	7	1,142	30	15,463	14	10,972	14	9,538	15	2,559	15	4,873	15	3,179	4	2,732
LEE	45,536	81,723	89,845	16	7,911	11	2,693	52	30,864	18	18,563	26	11,879	7	1,853	8	1,730	32	4,354	3	1,920
LOUDOUN	142,597	309,718	352,502	23	18,023	9	14,539	49	96,915	35	55,601	36	45,180	28	13,052	25	8,648	53	33,836	10	21,088
LOUISA	29,197	52,292	57,454	6	2,444	10	3,270	27	23,830	7	5,492	16	11,784	2	134	5	629	11	1,493	3	1,508
LUNENBURG	21,697	44,918	50,674	7	5,050	11	3,437	21	16,300	7	7,358	12	6,350	5	954	6	2,415	10	1,889	3	1,760
MADISON	11,187	29,039	34,129	3		6	1,591	18	13,345	5	5,593	8	5,194			4	671	6	2,257	1	1,696
MATHEWS	16,340	30,833	34,[illegible]94	4	998	[illegible]	837	15	11,674	12	6,235	9	7,302	4	923	10	1,025	9	876	2	134
MECKLENBURG	85,676	131,176	140,[illegible]17	14	6,105	29	11,356	71	41,070	30	25,832	37	20,636	22	3,471	20	3,810	47	9,479	9	4,895
MIDDLESEX	16,731	34,764	39,241	7	3,374	7	1,688	20	14,934	13	3,209	9	4,689	5	530	8	762	13	1,995	2	122
MONTGOMERY	163,194	232,828	196,929	16	21,144	15	22,173	65	49,527	41	42,251	44	31,116	22		35	6,736	69	10,068	10	4,184
Christiansburg	72,521	176,190	196,929	9	21,144	7	22,173	32	49,527	23	42,251	19	31,116	6		19	6,756	27	10,068	5	4,184
1NANSEMOND																					
NELSON	12,772	43,230	58,265	3	7,414	8	7,572	44	12,693	9	13,463	11	8,862			4	2,106	8	1,849	2	1,513
NEW KENT	16,282	82,099	91,930	2	55,019	3	1,051	11	9,179	8	14,644	10	8,459	1	70			11	1,836	1	801
NORTHAMPTON	40,381	77,510	88,883	9	4,335	10	4,479	37	47,869	13	7,675	19	6,743	11	1,297	10	691	23	6,022	3	330

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTHUMBERLAND	16,761	25,375	27,048	3	1,912	7	538	25	10,891	15	4,273	13	3,127	5	281	6	447	10	1,245	2	607
NOTTOWAY	38,948	68,305	74,775	7	1,464	10	3,856	31	23,846	19	17,750	17	6,078	11	1,872	11	3,666	20	5,499	6	3,313
ORANGE	49,711	86,950	95,135	9	4,968	15	3,557	22	23,783	16	19,656	27	20,454	7	2,994	10	2,067	15	3,684	6	5,259
PAGE	41,888	74,214	81,390	8	1,742	6	4,457	31	21,942	15	14,419	23	7,884	6	895	13	3,037	35	13,918	5	5,577
PATRICK	23,076	37,430	40,396	4	951	20	5,030	32	9,684	14	9,263	10	2,565	4	1,138	11	976	14	1,624	4	1,814
PITTSYLVANIA	58,059	80,228	84,137	13	4,396	29	5,568	93	30,844	22	19,221	42	8,336	11	1,504	10	1,453	46	5,376	4	2,872
POWHATAN	10,948	47,886	53,551	1	27,096	1	144	15	8,726	2	12,065	7	2,611			1	531	2	344	1	791
PRINCE EDWARD	55,279	88,086	94,768	8	3,526	8	9,569	23	24,346	10	20,533	22	8,508	7	983	11	10,694	21	9,104	3	93
PRINCE GEORGE	8,091	11,100	11,621	2	2,971	1	355	12	1,677			5	3,964	1	89	5	512	6	731		
PRINCE WILLIAM	401,050	776,001	864,855	38	45,640	15	90,705	80	187,517	66	182,976	83	114,035	45	29,806	56	29,180	107	77,878	16	47,891
Woodbridge	174,409	291,582	376,540	19	18,987	5	34,612	27	82,750	31	77,534	31	48,277	22	13,569	35	18,786	40	33,448	4	18,537
PULASKI	76,910	165,388	187,964	9	10,193	9	11,316	58	54,061	22	37,686	29	27,664	18	6,240	14	5,614	35	10,251	8	8,846
Pulaski	58,557	129,862	148,377	4	2,406	4	10,275	37	40,815	15	35,576	12	17,980	16	6,128	10	5,288	27	8,035	7	8,665
RAPPAHANNOCK	5,414	11,090	12,486	1	141	5	937	10	2,972	2	1,764	5	1,060			2	425	5	642		
RICHMOND	20,857	41,253	46,146	4	2,481	10	1,658	14	11,196	7	4,879	7	10,192	7	2,169	4	3,273	8	3,836	1	52
ROANOKE	160,762	328,996	370,402	21	10,589	9	34,495	64	138,850	38	22,720	48	42,924	18	11,861	33	15,854	59	46,064	13	18,909
ROCKBRIDGE	19,317	29,712	31,734	3	24	3	202	21	5,768	4	584	17	24,059	1	46	1	317	7	616	1	2
ROCKINGHAM	52,860	133,347	155,930	15	14,720	12	3,439	50	44,191	39	32,592	42	20,334	7	506	22	8,898	33	10,761	6	7,187
RUSSELL	43,104	83,051	92,475	12	5,943	6	4,377	49	23,806	17	22,962	24	15,309	14	2,931	20	8,040	18	3,641	4	2,139
SCOTT	42,083	82,730	92,474	8	2,449	12	3,459	69	32,259	15	24,922	14	7,609	7	711	12	4,063	16	3,545	4	3,569
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	70,326	108,438	115,962	13	9,055	16	5,011	65	30,949	28	24,538	41	22,647	13	1,619	16	2,723	39	5,894	6	3,089
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	86,613	109,852	113,466	17	5,784	13	9,678	63	40,411	41	18,293	42	10,653	21	3,774	20	3,358	33	7,091	8	4,919
SOUTHAMPTON	19,383	28,945	30,777	8	1,831	14	1,914	26	8,329	8	5,255	18	7,315	2	877	6	1,994	8	1,118	1	34
SPOTSYLVANIA	89,690	323,901	403,714	6	4,612	10	69,561	23	117,435	11	107,540	16	37,827	1		8	15,952	18	22,567	1	
STAFFORD	24,245	93,150	108,532	7	2,524	5	1,024	23	16,601	7	11,350	17	22,840	1	16,124	5	443	17	12,283		4,368
SURRY	3,747	5,675	6,047			4	292	9	3,434	2	537	5	666	2	56	1	61	5	953	1	9
SUSSEX	23,219	42,438	46,810	4	1,386	10	2,284	20	11,650	9	11,653	17	7,523	3	888	6	832	12	3,955	4	1,989
TAZEWELL	179,975	335,189	371,072	24	24,666	27	25,407	92	135,107	40	95,776	34	21,808	31	8,963	27	8,586	50	14,727	12	8,039
Bluefield	24,118	50,763	56,093	1	760	2	2,358	16	33,395	7	2,916	3	3,135	6	1,618	5	292	8	1,730	2	1,915
WARREN	62,701	104,374	113,192	10	5,631	4	12,607	38	34,201	20	17,286	22	11,073	15	4,499	18	3,653	31	9,685	3	181
WASHINGTON	86,760	142,676	155,627	24	19,179	15	5,926	52	39,821	34	25,375	48	26,322	20	4,050	18	4,130	36	11,424	6	5,764
WESTMORELAND	28,510	40,935	43,221	5	1,704	17	2,963	26	14,749	12	10,770	15	2,957	2	2,119	4	630	29	3,779	3	103
WISE	123,726	182,580	193,699	21	24,838	17	7,986	71	61,126	35	34,742	34	20,207	27	6,229	36	5,954	42	8,198	7	739
WYTHE	70,509	103,325	109,484	8	5,653	14	5,894	45	22,883	23	22,721	28	20,615	14	4,609	9	2,732	30	10,839	6	4,062
YORK	52,040	168,356	205,791	9	5,180	2	11,108	20	46,997	12	12,207	19	32,006	3	104	14	10,211	35	46,522	3	8,471
INDEPENDENT CITIES																					
ALEXANDRIA	565,131	815,131	861,416	18	9,238	15	156,470	83	173,801	42	192,750	62	59,725	88	46,561	70	28,471	157	91,449	21	28,178
BEDFORD	45,104	91,337	102,642	10	7,254	5	6,627	34	38,238	14	19,023	15	6,624	3	503	10	2,371	14	5,337	3	4,378
BRISTOL	146,894	353,711	373,725	12	29,747	6	26,860	52	35,166	19	36,045	26	29,461	33	18,091	30	9,074	47	15,144	5	51,988
BUENA VISTA	16,639	29,305	32,098	3	1,347	6	1,876	16	9,580	7	4,381	10	4,206	4	2,257	4	887	10	2,356	3	1,418
CHARLOTTESVILLE	304,296	500,734	541,823	26	27,968	19	82,136	89	126,738	35	62,163	50	38,299	53	33,117	57	24,553	116	58,378	12	20,944
CHESAPEAKE	235,974	575,345	668,697	28	41,147	13	29,077	95	200,177	44	169,251	58	102,254	17	13,195	24	8,474	109	54,065	13	21,819
CLIFTON FORGE	20,142	34,271	37,301	5	563	5	1,936	7	15,709	6	5,413	10	6,107	5	539	6	1,239	12	2,192	3	2,439
COLONIAL HEIGHTS	49,388	104,110	117,844	4	1,220	1	8,304	15	36,037	13	19,775	14	14,857	5	4,310	9	1,841	25	12,722	5	7,913
COVINGTON	61,975	82,448	85,886	10	6,985	9	11,884	22	17,907	15	19,480	21	7,411	9	3,115	16	3,504	30	6,468	4	4,079
DANVILLE	241,869	393,102	424,426	22	16,731	13	92,062	120	108,249	71	82,116	71	31,631	35	18,207	56	14,498	103	36,021	15	15,232
EMPORIA	52,710	83,741	90,052	7	2,960	7	4,246	29	20,450	11	18,852	23	16,392	6	3,636	11	3,702	19	10,641	6	3,307
FAIRFAX	282,455	589,991	666,884	20	31,178	5	58,473	39	117,889	32	208,234	43	65,777	27	11,430	35	29,855	62	57,983	9	26,478
FALLS CHURCH	133,656	272,247	306,330	6	11,359	5	27,739	21	42,457	10	118,827	28	33,236	8	4,361	29	19,920	34	18,882	6	13,075
FRANKLIN	46,610	61,699	64,708	4	845	6	3,483	23	18,840	10	12,365	16	7,395	10	4,518	10	2,759	11	4,987	6	4,549
FREDERICKSBURG	158,535	206,937	214,774	22	24,919	12	23,932	49	45,992	26	13,863	40	23,034	40	14,660	28	8,655	67	24,427	10	13,547
GALAX	52,942	106,829	119,979	9	7,788	7	13,111	27	32,571	26	22,375	16	8,340	15	3,777	15	6,117	25	10,678	5	5,227
HAMPTON	446,617	799,587	878,511	24	14,234	29	167,370	110	185,084	54	142,019	73	77,003	93	55,085	63	36,147	158	79,758	16	15,825
HARRISONBURG	154,370	249,647	269,294	25	18,117	11	33,913	28	66,562	41	35,416	36	27,096	27	13,884	30	14,149	57	24,234	5	8,595
HOPEWELL	93,163	126,705	132,478	8	11,315	4	9,434	41	43,746	12	21,522	22	12,027	18	7,798	16	4,553	28	7,802	8	7,117
LEXINGTON	54,439	99,748	110,031	6	2,599	7	4,452	23	27,302	8	14,087	21	34,026	10	4,009	10	2,837	27	9,708	4	3,940
LYNCHBURG	316,618	484,822	517,926	23	17,301	19	92,504	79	116,148	54	72,305	51	32,409	52	20,836	56	22,261	110	48,675	24	21,763
MANASSAS	94,341	200,427	227,184	12	29,541	7	17,510	19	55,620	17	47,686	16	20,742	5	1,821	19	8,060	17	10,330	3	9,442
MANASSAS PARK	12,332	35,875	43,034					3	18,869	4	7,665	2	4,926	3	1,527			3	4,573	1	3,787
MARTINSVILLE	149,308	270,419	297,767	16	12,891	15	41,790	50	67,678	37	62,872	42	22,206	25	9,219	35	11,030	59	20,353	9	11,205
NEWPORT NEWS	459,537	740,474	798,273	35	34,875	20	124,370	136	172,202	88	184,966	81	67,587	71	37,936	69	22,054	202	80,596	25	22,884
NORFOLK	916,858	1,411,964	1,509,659	46	35,665	48	238,040	228	294,717	127	284,303	139	111,190	143	103,970	131	66,511	453	176,191	45	37,336
NORTON	39,120	96,479	112,384	9	10,311	4	2,505	21	20,408	7	34,558	5	6,964	8	8,080	5	3,129	10	9,445	4	3,254
PETERSBURG	233,147	342,631	363,261	11	12,608	11	70,748	65	68,987	40	75,178	52	30,176	47	20,998	40	16,024	95	28,158	15	12,270
POQUOSON	4,400	11,435	13,447	1	331	1	207	12	3,856	4	2,253	1	11	1	142	1	1,330	8	4,588	1	63
PORTSMOUTH	326,095	492,291	524,472	19	14,141	22	77,803	94	135,667	55	110,446	46	27,847	54	35,121	52	22,566	120	43,478	18	16,080
RADFORD	58,388	94,781	102,338	7	3,148	10	12,122	28	23,015	14	26,862	18	5,732	15	3,171	16	6,584	18	6,791	4	3,598
RICHMOND	976,565	1,460,354	1,553,313	60	39,620	43	197,413	231	259,707	139	310,751	160	117,254	181	75,163	168	65,383	498	189,746	69	60,410
ROANOKE	467,731	700,452	745,349	31	23,138	[illegible]	150,518	126	127,047	78	138,733	83	46,362	82	53,169	82	35,971	185	62,525	24	23,298
SALEM	168,121	271,498	292,776	15	6,376	4	9,419	40	59,588	33	66,940	26	20,231	14	2,692	20	10,154	52	17,491	10	7,704
SOUTH BOSTON	62,787	130,400	147,225	10	7,275	12	18,248	38	42,075	19	26,901	19	13,012	15	4,033	19	8,525	25	8,786	9	6,806
STAUNTON	131,490	211,810	228,344	17	14,764	13	36,883	29	51,546	27	53,712	22	16,008	22	7,231	19	7,940	43	14,588	8	10,614
SUFFOLK	118,525	184,254	197,378	18	13,814	14	19,421	67	51,153	30	36,218	43	15,542	21	8,840	24	7,190	49	10,932	11	9,487
VIRGINIA BEACH	737,344	1,655,511	1,897,605	50	67,565	32	284,278	174	387,541	92	403,781	126	171,547	109	68,022	111	108,694	313	212,717	27	49,747
WAYNESBORO	79,038	133,812	145,574	11	4,107	7	14,506	20	34,258	23	28,488	14	14,346	16	5,600	17	5,201	31	32,100	6	642
WILLIAMSBURG	106,594	180,250	196,016	4	2,098	5	13,239	28	38,998	14	27,457	19	17,214	16	15,675	14	6,661	50	51,481	6	7,512
WINCHESTER	200,323	323,251	348,600	19	23,466	16	45,144	72	70,764	46	70,147	40	32,669	36	16,350	32	12,319	89	31,455	12	20,634

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,503,242	21,321,667	22,923,667	1,776	1,336,555	586	2,500,858	3,586	5,091,439	2,640	4,205,412	3,005	1,844,774	1,815	964,209	2,917	1,060,054	6,296	2,772,389	819	959,940
METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wa	383,201	507,030	530,579	60	41,640	25	69,185	116	97,766	69	98,362	84	36,313	60	22,114	82	26,549	187	71,231	18	17,785
Bremerton, Wa	390,746	582,043	622,153	64	56,277	15	56,185	110	161,460	83	107,610	84	41,183	63	15,854	82	27,499	166	64,347	32	39,868
Olympia, Wa	360,166	704,635	796,700	46	53,564	15	89,715	96	200,174	70	119,094	84	62,763	35	17,426	81	44,269	154	94,242	21	40,550
Richland-Kennewick-Pasco, Wa	464,977	708,531	760,428	51	49,687	23	100,433	108	163,364	98	136,606	92	65,314	62	31,331	93	32,368	162	71,935	29	48,509
Seattle, Wa	5,865,981	10,703,164	11,681,306	575	597,091	191	1,293,323	1,277	2,547,827	943	2,142,341	1,027	877,668	739	518,737	1,220	531,961	2,490	1,493,593	310	472,812
Spokane, Wa	1,212,900	1,520,979	1,577,303	143	96,253	42	216,433	267	316,462	239	306,176	235	114,501	142	70,824	258	90,137	490	169,281	67	58,575
Tacoma, Wa	1,437,664	2,032,118	2,153,907	174	110,995	42	281,386	370	426,673	303	432,955	327	193,806	144	81,564	309	111,254	599	236,478	70	73,994
Vancouver, Wa	451,221	640,783	679,122	61	37,982	13	85,682	151	163,806	83	119,060	114	63,046	74	27,744	101	24,748	215	86,068	25	29,169
Yakima, Wa	574,115	722,879	750,198	85	50,568	28	91,128	177	163,392	138	152,453	143	63,731	76	35,112	120	34,458	280	79,652	40	22,967
COUNTIES, Cities																					
ADAMS	37,071	55,633	59,514	12	3,276	3	1,335	14	16,548	11	10,478	23	5,862	4	1,597	11	1,167	30	10,736	7	4,381
ASOTIN	27,984	55,196	62,022	8	5,561	1	802	10	18,413	9	5,718	14	6,866	4	1,624	13	4,284	18	8,619	4	5,706
Clarkston	26,994	54,403	59,886	6	4,769	1	802	9	17,917	9	5,718	11	6,471	-	1,624	13	4,294	16	8,361	4	5,706
BENTON	334,868	513,815	552,122	40	43,126	18	64,606	84	122,579	76	94,323	63	47,214	50	25,773	67	25,012	104	50,001	22	35,952
Kennewick	213,161	421,946	362,307	22	34,746	9	61,231	42	69,634	49	61,731	26	22,418	33	20,417	30	17,673	51	28,270	9	17,155
Richland	91,964	132,007	140,114	9	7,116	6	3,375	26	40,143	15	13,354	25	19,181	11	4,188	30	6,872	36	18,374	9	15,773
CHELAN	202,879	238,828	244,902	33	19,977	17	27,046	68	51,829	43	46,935	50	20,214	33	11,827	37	7,371	110	27,048	14	13,650
Wenatchee	125,990	145,617	148,854	17	10,414	9	14,579	33	28,217	23	33,118	21	8,884	25	10,504	32	5,572	54	16,011	8	7,712
CLALLAM	175,401	246,365	260,584	35	19,415	10	15,196	58	68,468	46	37,908	38	19,099	22	12,016	38	11,062	88	33,863	10	13,355
Port Angeles	119,727	162,836	171,241	17	11,386	5	11,954	30	37,261	32	32,535	21	10,433	15	8,897	20	8,109	52	21,280	6	9,150
CLARK	451,221	640,783	679,122	61	37,982	13	85,682	151	163,806	83	119,060	114	63,046	74	27,744	101	24,748	215	86,068	25	29,169
Vancouver	200,260	271,159	284,953	16	5,391	6	27,572	52	51,473	36	59,179	37	19,943	57	24,804	51	17,052	97	43,217	9	11,140
COLUMBIA	7,600	14,113	15,687	4	1,475	4	726	9	5,293	5	2,306	5	1,655			2	1,032	10	2,085	2	280
COWLITZ	275,737	318,408	325,445	36	19,107	19	47,112	83	70,379	67	72,529	65	25,617	26	9,370	47	13,059	125	34,119	12	12,953
Kelso	39,291	44,276	45,046	7	4,422	3	490	20	17,272	17	4,771	15	5,108	3	801	13	3,924	28	4,047	1	807
Longview	205,590	240,963	246,918	22	13,252	11	45,518	41	42,915	39	61,487	32	16,427	21	8,168	28	8,965	67	23,841	8	10,329
DOUGLAS	47,483	76,198	82,503	12	5,084	2	1,796	17	26,328	11	9,043	12	12,319	9	3,720	9	3,324	22	7,192	4	9,384
FERRY	7,241	13,689	15,266	2	1,321	3	960	7	5,445	4	2,589	5	1,198	3	129	1	580	10	1,764	1	329
FRANKLIN	130,109	194,716	208,306	11	6,561	5	35,827	24	40,785	22	42,283	29	18,100	12	5,558	26	7,556	58	25,934	7	12,557
Pasco	123,029	185,898	199,179	8	6,348	4	35,403	15	36,464	21	42,173	22	15,554	11	5,529	25	7,538	51	25,748	6	12,538
GARFIELD	3,274	5,690	6,251	3	579	1	502	4	1,622	2	1,143	5	825			3	227	3	448	2	150
GRANT	151,440	174,489	178,295	39	18,178	12	6,596	58	51,396	45	30,843	48	13,553	23	6,969	40	6,380	101	20,089	19	7,352
Moses Lake	85,611	102,315	105,195	14	11,380	4	4,982	27	29,249	18	20,357	17	5,114	14	4,075	22	2,620	33	11,506	9	5,142
GRAYS HARBOR	245,095	286,490	293,423	49	21,069	10	12,097	89	77,055	44	54,250	80	25,859	47	15,612	53	14,773	171	35,850	19	13,985
Aberdeen	160,922	190,859	195,977	26	14,292	2	10,503	30	51,691	27	39,830	28	11,306	35	13,512	35	11,948	61	17,878	8	11,532
ISLAND	78,877	146,335	162,627	31	16,363	7	4,629	36	41,722	27	33,946	24	15,389	15	2,462	29	8,218	47	17,148	5	3,415
JEFFERSON	36,935	70,591	78,882	13	5,146	5	4,155	20	20,414	14	7,448	15	9,098	9	2,368	9	1,971	40	14,146	2	4,500
KING	4,917,695	8,849,004	9,596,620	435	460,168	156	1,063,314	1,037	2,062,489	751	1,704,784	809	706,866	638	475,223	998	412,374	2,101	1,268,546	263	404,526
Auburn	149,071	303,827	343,600	21	16,280	5	12,509	26	60,217	29	143,164	31	26,024	13	681	26	17,920	50	27,255	7	7,428
Bellevue	495,943	921,278	1,097,209	37	75,944	9	106,015	72	192,986	54	237,233	81	60,939	81	93,877	106	54,006	127	111,345	20	39,4[illegible]
Kent	133,733	224,924	245,663	16	17,312	5	5,161	35	55,880	41	63,145	33	22,063	8	4,734	37	7,781	64	27,504	10	10,872
Renton	272,021	484,535	534,787	24	31,097	7	70,989	32	97,266	38	147,073	47	39,508	26	4,905	46	20,036	81	58,568	9	24,789
Seattle	2,248,295	3,193,356	3,384,087	153	114,855	74	431,051	493	581,141	324	570,332	305	185,757	301	211,623	445	148,449	1,195	549,387	130	114,127
KITSAP	390,746	582,043	622,153	64	56,277	15	56,185	110	161,460	83	107,610	84	41,183	63	15,854	82	27,499	166	64,347	32	39,868
Bremerton	234,259	333,411	353,470	18	14,137	7	53,209	47	70,354	41	70,222	33	14,094	32	9,576	30	18,722	91	36,894	17	27,492
KITTITAS	85,418	113,564	118,951	15	5,225	9	4,679	27	25,676	17	14,849	46	27,197	19	8,838	18	3,179	72	17,296	5	2,321
Ellensburg	67,922	88,754	92,678	8	2,919	7	3,675	11	17,690	13	13,231	30	20,659	15	8,412	15	3,152	44	12,960	2	1,407
KLICKITAT	24,076	31,910	33,395	14	3,079	3	570	19	6,282	11	8,884	15	5,257	6	1,398	6	132	28	3,915	4	811
LEWIS	187,346	244,043	254,788	34	17,761	14	36,[illegible]99	65	58,647	38	43,350	61	23,189	35	9,242	44	13,158	118	26,779	12	6,732
Centralia	66,584	85,582	89,096	12	5,840	3	3,480	20	27,290	15	16,456	19	9,125	12	2,644	16	6,328	41	9,192	4	1,026
Chehalis	69,786	96,959	102,368	10	5,939	4	17,168	13	19,393	17	21,422	12	6,524	18	5,945	14	4,759	33	11,810	3	2,454
LINCOLN	16,787	29,239	32,123	6	810	4	754	12	10,230	11	3,013	19	6,649	6	837	1	498	27	4,652	5	1,878
MASON	67,299	99,254	105,877	20	8,607	4	2,188	27	33,204	16	16,359	30	12,093	9	2,003	15	3,531	53	12,994	6	2,895
OKANOGAN	90,048	127,106	134,542	20	5,673	11	5,725	39	42,545	28	23,955	46	16,768	23	6,389	17	3,606	73	13,072	13	3,066
PACIFIC	43,950	57,433	59,964	12	4,492	9	4,520	35	16,710	9	5,151	29	9,080	5	1,303	14	1,470	51	10,747	6	1,911
PEND OREILLE	12,163	15,669	16,321	7	588	3	666	5	3,524	12	4,774	11	2,105	2	230	2	240	20	2,421	4	1,900
PIERCE	1,437,664	2,032,118	2,153,907	174	110,995	42	281,386	370	426,673	303	432,955	327	193,806	144	81,564	309	111,254	599	236,478	70	73,994
Tacoma	733,111	940,623	979,262	48	23,299	17	192,458	127	137,211	130	235,661	129	68,336	81	55,883	124	48,706	297	104,164	33	30,876
SAN JUAN	17,042	41,964	49,068	10	9,650	2	1,279	11	16,956	3	2,465	6	1,504	8	966	4	363	22	7,835	2	650
SKAGIT	236,745	346,490	369,119	48	28,962	12	10,579	92	82,426	62	73,456	71	32,077	52	24,684	59	15,226	129	38,297	17	23,180
Mount Vernon	123,166	175,414	185,964	16	12,717	4	9,901	35	34,924	32	45,934	17	8,913	26	17,472	30	8,995	41	13,465	7	13,997
SKAMANIA	6,035	7,750	8,066	2	354			6	3,054	2	1,149	8	1,356	2			116	11	1,117	1	152
SNOHOMISH	948,286	1,854,160	2,084,686	140	136,923	35	230,009	240	485,338	192	437,557	218	170,802	101	43,514	222	119,587	389	225,047	47	68,286
Everett	328,838	557,264	609,442	32	22,978	8	113,601	77	119,560	60	120,280	61	36,032	38	17,556	63	30,949	142	66,863	17	27,731
SPOKANE	1,212,900	1,520,979	1,577,303	143	96,253	42	216,433	267	316,462	239	306,176	235	114,501	142	70,824	258	90,137	490	169,281	67	58,575
Spokane	802,214	986,821	1,019,965	63	33,294	28	181,816	158	178,327	139	190,355	149	68,808	105	54,856	165	57,098	332	113,164	48	37,217
STEVENS	61,067	90,416	96,501	21	8,945	13	5,148	33	23,874	17	18,509	25	10,126	16	3,420	21	4,899	46	10,925	5	3,380
THURSTON	360,166	704,635	796,700	46	53,564	15	89,715	96	200,174	70	119,094	84	62,763	35	17,426	81	44,269	154	94,242	21	40,550
Olympia	198,012	293,312	313,119	23	14,576	6	21,448	52	64,355	50	85,553	50	27,364	14	6,502	57	24,161	85	33,099	9	5,034
WAHKIAKUM	3,279	6,081	6,755	2	484	5	831	2	1,931			4	1,168			2	58	7	1,444	1	297
WALLA WALLA	138,972	178,751	186,206	16	6,188	6	19,762	33	37,834	36	37,183	36	12,300	23	11,405	58	12,101	65	22,059	13	13,053
Walla Walla	131,478	170,598	177,963	14	5,871	6	19,762	25	34,941	32	36,717	24	10,433	23	11,405	48	11,838	55	21,024	10	12,125
WHATCOM	383,201	507,030	530,579	60	41,640	25	69,185	116	97,766	69	98,362	84	36,313	60	22,114	82	26,549	187	71,231	18	17,785
Bellingham	264,747	353,484	370,501	28	25,825	14	64,119	61	60,954	44	56,137	52	21,333	43	18,630	51	18,119	115	49,872	11	16,595
WHITMAN	75,027	107,810	114,898	13	5,329	3	1,638	35	32,710	24	22,522	34	8,026	19	5,094	23	4,826	56	14,902	12	2,945
Pullman	47,958	77,988	84,641	5	3,615	1	718	10	22,929	12	16,355	7	5,069	11	4,083	11	3,892	27	11,833	3	1,946
YAKIMA	574,115	722,879	750,198	85	50,568	28	91,128	177	163,392	138	152,453	143	63,731	76	35,112	120	34,458	280	79,652	40	22,967
Sunnyside	49,258	56,159	56,512	10	4,885	4	3,795	19	15,206	9	10,880	15	5,109	10	2,338	1	3,550	27	5,322	3	1,5[illegible]
Yakima	358,619	470,448	491,591	33	32,649	14	69,990	80	102,378	71	95,265	65	35,402	43	22,387	66	25,[illegible]90	145	55,643	22	13,371

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,676,173	8,638,836	9,225,865	710	557,469	708	1,169,072	2,662	2,335,219	1,189	1,864,010	1,818	928,753	[illegible]	363,841	1,062	398,421	2,727	695,566	397	303,409
METROPOLITAN STATISTICAL AREAS																					
Charleston, W.V	1,047,482	2,014,718	2,236,163	90	113,158	69	323,552	270	499,080	108	515,558	220	204,013	127	91,506	153	89,510	368	192,531	48	70,815
Cumberland, Md-W.V	315,197	373,577	381,749	45	18,796	31	48,790	145	98,485	66	57,983	101	38,686	72	18,470	70	16,872	194	35,930	31	17,341
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,368,167	1,430,135	117	89,546	79	196,200	426	362,552	226	251,707	289	140,244	150	63,213	195	75,978	385	107,701	74	48,710
Parkersburg-Marietta, W.V-Oh	563,557	719,215	742,490	71	37,751	43	124,738	168	170,918	124	136,044	156	74,666	75	31,358	94	30,982	243	61,593	28	21,331
Steubenville-Weirton, Oh-W.V	480,398	606,311	627,623	48	34,012	35	86,733	221	167,557	100	108,558	139	59,862	80	23,487	92	27,649	355	54,312	34	29,982
Wheeling, W.V-Oh	601,633	991,021	1,103,955	70	45,585	46	127,237	215	295,644	101	196,775	168	126,402	89	28,707	111	42,010	369	119,012	37	30,626
COUNTIES, Cities																					
BARBOUR	27,358	47,288	51,403	6	5,094	7	2,896	30	15,705	9	9,808	24	8,432	6	1,790	7	1,557	20	4,741	3	52
BERKELEY	118,755	132,606	133,264	16	4,422	8	13,731	54	38,608	35	24,088	35	14,503	22	5,993	33	3,736	67	10,167	7	6,107
Martinsburg	97,385	108,759	109,300	12	3,291	6	10,211	25	31,472	23	20,974	22	11,010	21	5,649	27	3,511	47	6,976	7	6,107
BOONE	63,487	120,765	133,610	14	13,347	20	12,483	40	47,803	11	18,206	37	16,107	5	5,821	13	6,690	43	7,307	5	4,306
BRAXTON	31,234	55,955	61,230	9	[illegible]	15	3,758	37	18,897	13	12,849	20	9,990	7	1,472	5	1,714	24	3,672	4	1,623
BROOKE	64,026	75,794	76,966	6	1,100	5	2,046	31	19,690	17	18,535	23	11,507	13	2,161	9	4,157	70	10,453	6	3,962
CABELL	434,333	534,070	546,327	35	36,608	27	77,839	138	128,581	68	92,785	100	44,219	59	30,174	75	28,709	195	53,344	32	20,501
[1]Huntington	347,483	410,466	416,621	20	25,804	17	59,470	96	92,267	52	74,195	63	25,157	49	27,468	64	25,441	162	42,075	26	16,728
CALHOUN	12,604	16,580	17,153	5	1,556	8	1,673	21	5,661	8	2,665	12	2,656	3	226	2	1,081	11	951	1	29
CLAY	11,397	19,416	21,048	2	116	9	2,287	26	9,299	3	3,016	16	3,597	4	566	2	318	13	918	1	
DODDRIDGE	5,802	6,800	6,890	2	78	5	329	9	3,783	3	363	5	1,261	1	236	3	468	5	341	1	3
FAYETTE	141,447	221,156	236,056	18	13,902	30	15,545	91	63,462	31	54,216	61	31,215	29	6,249	27	10,537	65	13,981	14	10,519
GILMER	10,148	17,547	19,074	2	210	6	1,314	18	8,938	5	3,614	10	2,186	1	162	3	586	8	1,316	1	4
GRANT	18,216	36,096	40,241	2	1,728	7	1,612	15	12,837	8	6,653	14	6,467	2	3,111	5	852	16	4,020	1	64
GREENBRIER	113,863	199,086	[illegible]	23	11,185	19	20,736	55	59,718	30	47,253	50	28,821	18	4,949	19	3,955	65	13,418	11	7,017
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
Ronceverte		30,229	36,276		2,256		2,317		7,516		4,393		9,444		1,628		472		2,578		748
White Sulphur Springs	17,629	33,102	36,197	5	2,252	2	2,163	7	7,506	3	4,685	6	9,429	7	1,624	2	413	12	2,576	1	632
HAMPSHIRE	23,822	29,797	30,557	7	3,201	13	1,933	21	7,515	15	6,540	12	4,737	5	619	7	994	13	1,481	3	111
HANCOCK	110,087	176,485	189,382	10	11,633	9	24,741	48	53,423	22	34,960	30	14,251	14	5,004	25	9,356	89	14,409	10	11,194
[2]Weirton	108,373	157,126	167,717	8	11,251	8	24,452	30	46,593	20	31,073	21	10,542	13	4,820	20	8,686	65	10,093	7	10,194
HARDY	18,065	29,450	31,675	5	3,695	5	860	23	11,873	9	4,934	13	4,520	5	964	2	697	19	2,136		
HARRISON	245,747	[illegible]	418,127	25	24,567	16	39,239	116	106,582	62	102,192	66	38,051	27	11,307	46	20,355	127	37,652	19	14,665
Clarksburg	136,119	[illegible]	216,654	13	12,746	6	24,774	57	45,283	34	59,169	26	15,206	16	10,056	22	14,044	62	17,233	9	5,894
JACKSON	62,004	[illegible]	88,286	15	5,271	11	5,568	34	28,277	24	12,298	29	20,632	13	3,101	12	1,947	28	4,494	6	3,903
JEFFERSON	57,281	113,917	116,937	9	10,442	3	7,923	30	18,963	12	11,247	22	10,293	9	2,359	14	3,278	40	12,382	9	10,429
KANAWHA	973,212	1,895,312	2,108,081	77	109,372	62	314,865	242	465,141	97	486,005	189	170,468	116	89,505	141	87,619	342	187,610	43	67,321
Charleston	504,997	983,322	992,446	26	35,635	27	230,191	84	155,454	36	222,106	72	67,000	66	59,614	54	35,324	176	87,406	20	27,371
LEWIS	43,833	55,994	57,631	8	2,835	6	7,780	33	18,922	13	7,614	19	5,031	8	3,386	15	3,330	33	4,608	5	2,393
LINCOLN	27,771	35,135	36,096	4	577	13	2,453	41	12,596	10	9,671	25	6,731			7	467	22	2,002	3	742
LOGAN	148,770	210,530	220,710	17	17,793	22	22,456	94	66,357	32	38,336	62	24,768	25	8,243	23	7,895	46	11,047	8	7,789
Logan	83,270	115,039	120,063	4	4,767	8	15,889	21	34,224	21	20,516	12	6,532	16	7,099	11	6,893	20	6,480	6	5,998
McDOWELL	111,651	156,552	163,852	10	11,686	25	11,150	111	52,827	21	31,922	46	19,068	20	7,080	25	8,076	57	8,934	7	3,645
Welch	35,423	69,766	76,636	5	4,230	4	5,554	18	22,628	10	17,235	15	5,714	12	6,103	9	2,925	20	5,839	3	2,489
MARION	234,537	336,027	353,125	23	19,296	23	80,116	100	86,398	49	58,174	57	29,308	35	17,280	42	13,727	104	22,165	15	10,312
Fairmont	177,700	251,483	263,684	14	16,599	14	46,338	58	66,833	39	47,022	32	18,515	29	16,705	32	9,053	75	19,730	12	8,244
MARSHALL	115,764	115,837	114,325	14	4,302	13	21,668	40	33,094	21	18,672	28	9,310	16	3,061	23	5,200	62	8,748	9	3,906
Moundsville	68,062	63,760	62,193	6	641	6	8,326	20	19,936	13	11,525	18	4,142	13	2,348	12	3,238	37	6,111	5	2,374
MASON	50,307	56,752	57,154	13	4,657	6	4,657	44	16,652	17	11,378	24	7,052	6	[illegible]	15	1,635	30	2,847	5	3,078
Point Pleasant	36,594	40,254	40,986	5	2,525	4	4,029	12	10,498	11	9,275	14	4,326	6	902	13	1,547	15	1,936	4	2,830
MERCER	247,195	307,275	314,827	28	19,550	24	39,979	99	70,460	52	62,579	62	32,489	45	13,707	47	16,783	90	26,544	19	9,696
[3]Bluefield	132,376	168,429	173,229	11	6,432	8	15,601	36	33,886	28	48,686	23	13,325	25	9,332	27	12,616	38	13,116	8	5,434
MINERAL	[illegible]	58,471	61,761	9	3,183	9	6,039	39	14,726	16	10,849	20	7,744	14	3,113	16	2,640	41	5,292	4	1,620
Keyser	30,500	43,764	46,418	8	3,089	5	5,332	16	10,946	9	8,633	12	4,866	10	2,492	13	2,181	17	2,531	3	1,513
MINGO	127,363	199,721	213,520	16	11,543	14	16,766	91	66,091	27	46,478	41	15,732	[illegible]	14,114	28	17,142	56	6,776	8	6,460
Williamson	66,170	104,206	111,815	4	3,457	6	12,376	13	29,414	13	19,009	11	6,587	19	10,923	12	12,518	24	3,502	6	5,663
MONONGALIA	219,385	239,917	240,234	26	18,982	13	30,807	72	60,159	40	30,734	64	22,399	51	14,495	41	13,110	101	21,342	16	9,545
Morgantown	195,835	215,137	215,586	20	15,433	10	30,327	59	56,237	32	28,706	44	16,845	48	14,361	31	10,778	84	19,075	14	7,691
MONROE	13,068	27,850	31,463	5	804	9	2,497	20	7,318	5	8,767	14	6,908	3	449	7	1,629	5	420	2	117
MORGAN	12,331	14,708	14,954	8	2,283	2		16	2,723	6	2,099	12	3,335	2	543	3	824	11	2,192	2	15
NICHOLAS	76,953	119,986	128,013	12	4,760	19	15,211	27	36,849	24	24,754	42	14,724	12	3,079	10	2,153	33	6,012	5	2,354
OHIO	267,933	264,718	260,712	20	9,458	14	35,750	75	38,534	38	50,724	41	29,391	40	13,236	47	22,616	155	33,261	13	8,156
Wheeling	239,612	238,629	233,989	15	6,563	13	32,444	67	36,002	31	45,898	35	23,954	40	13,236	44	20,742	141	28,439	13	8,156
PENDLETON	12,502	13,688	13,711	3	295	10	1,057	8	4,282	5	3,903	9	1,452	3	642	2	530	10	1,198		
PLEASANTS	15,041	14,214	13,884	3	759	2	231	8	4,784	9	4,404	8	1,784	3	427	3	140	9	777	2	7
POCAHONTAS	18,676	25,356	26,384	5	1,383	9	1,083	28	8,411	7	7,579	15	3,849	2	638	1	662	17	1,678	2	8
PRESTON	56,310	93,803	101,292	14	10,666	12	6,651	44	27,306	20	26,641	31	12,998	10	1,844	12	2,112	41	4,839	3	3,651
PUTNAM	74,270	119,406	128,082	13	3,786	7	8,687	28	33,939	11	29,553	31	33,545	11	2,001	12	1,891	26	4,921	5	3,494
RALEIGH	321,132	709,666	807,421	34	64,464	25	125,302	116	191,254	40	160,986	73	66,136	55	35,928	54	40,920	83	44,139	19	24,495
Beckley	247,466	566,478	648,391	23	51,229	15	121,319	49	135,117	25	119,596	31	43,580	47	35,348	40	36,866	52	38,497	15	21,079
RANDOLPH	86,560	131,057	139,091	7	9,992	15	18,378	36	34,906	29	28,639	45	15,133	15	3,067	11	3,615	43	8,531	5	5,513
Elkins	71,318	105,789	112,685	7	9,992	8	17,172	16	29,510	20	21,498	22	7,045	15	3,067	9	3,128	24	6,547	5	5,513
RITCHIE	19,423	28,678	30,295	8	1,672	8	1,283	23	10,040	9	10,281	11	2,810	3	564	4	1,301	11	766	4	1,104
ROANE	28,588	36,319	37,349	3	3,188	9	2,852	22	11,657	15	9,308	14	3,357	5	914	6	332	13	2,080	5	2,474
SUMMERS	27,499	42,858	45,732	6	1,655	9	3,027	29	16,232	10	6,825	14	3,985	8	1,811	8	1,804	19	4,537	2	1,616
TAYLOR	31,987	46,042	48,414	8	4,607	3	3,611	23	14,644	13	7,689	16	5,012	8	1,887	18	2,011	26	4,764	3	2,077
Grafton	30,825	43,922	46,542	8	4,607	3	3,611	12	13,563	11	7,455	15	4,950	7	1,839	10	2,011	25	4,728	3	2,077
TUCKER	13,231	18,487	19,333	5	593	6	437	11	7,504	5	3,940	7	2,725	5	571	4	332	12	2,163	2	8
TYLER	16,345	26,662	28,678	5	2,657	6	2,102	15	8,897	5	6,635	14	4,745	6	585	4	481	13	1,498	3	13
UPSHUR	58,659	122,324	137,647	19	13,802	10	13,121	34	39,463	18	30,909	17	10,197	16	4,919	13	3,736	31	11,075	4	4,348

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	74,491	87,306	88,480	10	4,965	8	7,252	61	28,609	23	14,570	29	9,545	10	1,168	23	3,411	43	5,278	5	3,489
WEBSTER	22,147	44,514	49,743	5	5,977	11	5,197	16	12,311	4	9,002	13	6,298	5	1,133	4	848	15	2,035	4	1,585
WETZEL	65,559	75,810	76,655	14	5,269	10	8,262	26	24,850	20	13,070	26	6,391	13	1,777	20	2,958	36	6,070	8	3,007
WIRT	4,531	6,454	6,773	3	126	3	659	5	1,179	2	942	9	2,858	4	133	1	64	5	324		
WOOD	374,563	470,906	483,567	32	20,297	25	97,894	100	101,693	72	93,805	71	41,711	49	22,452	60	20,323	144	38,752	18	12,271
Parkersburg	274,469	329,177	335,042	23	13,594	14	47,993	66	83,544	63	82,548	49	29,743	24	8,601	38	11,019	108	26,073	14	9,788
WYOMING	75,263	122,581	131,804	12	6,502	23	13,279	48	44,796	19	30,351	40	16,319	15	2,803	11	5,116	24	3,158	5	2,611

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,930,207	20,752,729	21,811,210	2,307	1,258,924	1,125	2,583,672	4,310	4,658,347	2,549	3,973,501	4,043	2,091,874	2,396	759,707	2,846	927,383	12,889	2,676,794	938	587,029
METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh-Neenah, WI	934,358	1,525,143	1,648,960	130	93,504	59	201,157	209	337,161	177	328,802	211	150,687	140	39,779	182	74,359	715	193,862	53	42,948
Duluth, Mn-WI	916,105	1,025,329	1,034,115	149	70,114	63	122,078	272	221,226	151	147,611	224	107,519	153	48,034	175	42,258	561	116,334	55	28,415
Eau Claire, WI	421,549	591,886	624,359	59	69,507	36	76,956	117	110,991	96	119,168	126	66,494	50	17,168	83	22,476	327	75,806	21	16,525
Green Bay, WI	651,053	931,505	979,862	65	56,715	37	156,986	145	192,754	79	188,939	122	83,841	91	28,873	122	51,983	420	113,217	29	17,542
Janesville-Beloit, WI	483,599	593,862	608,242	56	32,099	35	94,583	119	133,857	76	105,559	117	67,229	88	20,386	83	24,653	283	67,347	32	17,355
Kenosha, WI	340,956	560,737	604,554	44	20,244	18	75,646	108	149,464	68	80,049	98	70,932	33	13,568	70	23,535	324	87,817	18	15,038
La Crosse, WI	353,052	563,377	604,255	37	40,293	19	83,282	87	107,263	52	104,606	70	45,912	60	22,504	63	31,944	251	88,939	14	17,403
Madison, WI	1,221,180	1,626,744	1,690,550	119	99,456	66	190,708	275	300,140	125	313,125	257	166,043	190	67,359	184	89,486	610	217,540	63	50,387
Milwaukee, WI	4,790,854	6,579,329	6,928,871	434	242,270	214	1,069,502	1,001	1,486,931	507	1,266,063	925	554,346	673	292,496	784	332,674	3,174	755,830	272	193,191
Minneapolis-St. Paul, Mn-WI	7,507,636	13,246,331	14,470,532	796	863,099	248	2,294,674	1,327	2,653,542	828	2,699,614	1,322	1,323,985	1,165	592,757	1,357	605,592	2,705	1,513,116	342	391,134
Racine, WI	531,580	646,228	660,026	59	34,768	34	68,354	148	167,201	87	115,468	128	66,381	67	16,375	106	32,497	366	74,664	33	19,261
Sheboygan, WI	286,544	380,352	394,631	42	26,777	22	64,428	81	92,322	51	68,677	72	33,107	40	8,832	47	12,664	246	43,658	18	12,358
Wausau, WI	330,144	376,234	379,976	62	35,852	27	45,452	92	82,543	68	69,309	75	31,833	54	16,798	65	17,861	290	42,361	23	8,172
COUNTIES, Cities																					
ADAMS	20,113	32,133	34,474	8	3,094	4	559	15	5,328	5	10,347	11	3,532	2	350	8	1,028	35	5,717	2	514
ASHLAND	57,510	69,961	71,469	14	3,065	5	5,617	32	16,718	10	11,981	27	8,602	15	3,658	11	1,768	99	7,783	5	1,961
Ashland	49,515	58,555	60,364	7	1,305	4	5,509	18	14,675	9	11,761	14	4,914	14	3,542	11	1,765	51	5,593	3	1,611
BARRON	118,933	170,166	178,961	27	17,725	14	11,105	43	35,956	42	37,475	45	23,206	23	7,356	32	5,126	122	21,549	12	5,039
BAYFIELD	23,001	28,356	29,032	9	3,344	5	871	14	6,633	4	1,153	20	3,253	5	442	2		68	3,807	3	997
BROWN	651,053	931,505	979,862	65	56,715	37	156,986	145	192,754	79	188,939	122	83,841	91	28,873	122	51,983	420	113,217	29	17,542
Green Bay	444,968	608,588	634,637	41	32,762	23	118,007	94	121,289	48	102,975	75	52,165	75	24,424	82	34,602	249	67,662	23	15,381
BUFFALO	27,090	41,147	43,734	10	2,974	6	3,173	18	6,058	12	8,665	11	3,653	1	244	8	4,137	50	7,728	3	1,323
BURNETT	26,229	41,155	44,010	12	5,904	5	1,280	18	13,064	5	3,744	15	6,881	4	216	5	162	48	8,955	2	1,057
CALUMET	62,975	82,336	85,216	19	6,256	6	1,925	31	24,581	15	19,519	24	5,846	14	2,568	17	2,505	91	15,838	6	1,935
CHIPPEWA	140,847	243,165	264,956	35	30,440	19	9,212	48	50,971	50	75,038	50	33,122	13	6,111	27	6,652	159	26,525	9	5,926
Chippewa Falls	76,892	145,777	161,373	14	18,919	7	3,582	17	33,805	25	43,701	20	20,895	7	5,630	18	5,047	52	13,133	5	3,718
CLARK	69,551	84,141	85,892	35	10,972	18	2,481	41	18,665	29	17,329	38	13,773	16	1,307	28	2,354	123	10,028	7	2,025
COLUMBIA	136,022	173,754	179,064	35	15,477	10	3,576	52	40,977	34	36,933	58	22,766	35	6,077	30	4,583	178	24,253	12	4,983
Portage	53,533	64,736	66,977	13	6,563	3	1,686	9	11,040	13	18,195	16	7,392	18	4,424	9	2,898	38	5,475	5	3,056
CRAWFORD	48,747	64,293	66,616	14	4,875	11	5,885	24	14,598	14	17,073	24	6,032	10	2,504	14	3,105	65	7,873	3	1,278
DANE	1,221,180	1,626,744	1,690,550	119	99,456	66	190,708	275	300,140	125	313,125	257	166,043	190	67,359	184	89,486	610	217,540	63	50,387
Madison	795,156	1,031,466	1,065,461	50	47,101	42	174,628	155	154,869	55	189,246	131	76,695	153	58,261	163	63,921	356	142,939	38	33,498
DODGE	164,825	263,380	283,375	44	26,819	15	29,360	64	71,156	40	51,274	54	26,728	37	11,109	46	9,921	214	30,261	11	4,497
Beaver Dam	77,672	145,504	160,634	13	10,521	6	27,923	14	35,491	16	32,019	14	12,193	20	8,491	14	6,639	46	13,636	3	4,411
DOOR	80,140	115,347	121,407	25	10,607	8	8,877	47	29,003	18	21,745	33	11,741	21	2,735	13	1,180	118	21,913	4	1,949
DOUGLAS	133,452	182,874	190,788	24	15,951	11	11,284	50	38,862	19	27,597	47	25,627	16	6,665	25	3,597	177	30,036	10	5,516
Superior	114,023	155,527	162,106	15	11,150	8	10,715	29	32,629	17	27,025	31	20,870	15	6,584	19	3,328	94	21,774	10	5,516
DUNN	80,104	138,810	151,946	12	8,184	13	15,780	28	33,907	19	28,197	28	17,181	16	4,019	16	3,652	83	20,958	6	5,438
EAU CLAIRE	280,702	348,721	359,403	24	39,067	17	67,744	69	60,020	46	44,130	76	33,372	37	11,057	56	15,824	168	49,281	12	10,599
Eau Claire	271,054	320,489	325,588	20	34,576	12	64,553	58	55,551	36	39,972	61	29,229	36	10,795	48	14,784	125	43,545	11	5,381
FLORENCE	6,022	8,322	8,700	2	736			1	805	6	1,827	4	465					26	3,202	1	261
FOND DU LAC	270,418	393,972	415,561	41	22,683	27	55,189	88	86,539	59	72,344	68	30,866	47	15,474	68	18,223	232	55,967	20	16,606
Fond du Lac	145,561	216,347	229,029	18	13,469	13	36,558	33	45,648	25	41,093	28	15,243	21	8,928	32	7,101	77	25,554	12	10,861
FOREST	14,156	16,167	16,333	11	1,254	2	382	16	4,535	5	1,468	18	3,669	4	152	1	281	53	2,541	2	703
GRANT	137,600	181,348	187,912	40	14,827	21	9,736	56	45,709	36	36,829	74	24,904	29	4,548	34	6,290	172	24,793	15	4,965
GREEN	152,627	212,579	222,944	23	13,435	10	8,643	41	28,453	26	35,784	27	12,124	24	5,892	24	7,407	83	16,523	8	3,874
Monroe	112,755	169,946	180,359	8	11,353	7	8,264	20	19,443	13	25,309	14	8,187	18	5,499	8	4,797	35	10,936	4	3,338
GREEN LAKE	69,029	82,013	83,418	18	5,043	10	11,292	29	19,906	19	22,615	24	4,643	14	3,483	10	2,066	65	8,920	5	1,393
IOWA	44,101	67,078	71,339	13	5,905	5	1,056	31	18,372	17	16,260	32	7,926	13	1,589	15	3,915	57	10,051	3	1,337
IRON	15,987	16,094	15,907	7	1,672	3	252	10	4,177	3	257	16	2,761	2	282	1	207	69	3,889	2	380
Hurley	7,232	15,292	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	49,173	56,333	56,946	18	7,458	4	2,217	24	12,332	13	9,311	32	13,033	9	1,194	7	905	56	6,233	3	1,673
JEFFERSON	168,860	262,403	280,079	31	10,800	16	25,699	47	70,632	31	47,234	60	33,102	32	12,430	42	11,170	188	43,252	12	7,483
Fort Atkinson	43,664	65,534	69,909	10	4,900	3	2,354	11	22,822	7	9,262	11	9,259	10	3,362	10	1,334	35	9,418	2	1,382
Watertown	72,290	110,736	118,985	8	2,698	8	[illegible]	13	30,654	7	20,894	17	7,394	14	7,710	14	4,045	68	11,713	5	3,822
JUNEAU	62,338	88,779	93,297	20	9,187	8	3,791	28	16,287	18	12,922	41	23,313	10	1,176	9	1,742	88	12,837	7	2,198
KENOSHA	340,956	560,737	604,554	44	20,244	18	75,646	108	149,464	68	80,049	98	70,932	33	13,568	70	23,535	324	87,817	18	15,038
Kenosha	263,411	436,695	471,471	27	12,145	14	70,324	80	116,290	46	72,347	68	49,408	29	12,331	55	20,588	203	62,078	15	12,027
KEWAUNEE	42,212	60,062	63,088	11	9,077	9	3,621	21	15,622	16	8,984	14	6,235	8	1,005	15	3,467	80	7,288	2	1,534
LA CROSSE	353,052	563,377	604,255	37	40,293	19	83,282	87	107,263	52	104,606	70	45,912	60	22,504	63	31,944	251	88,939	14	17,403
La Crosse	299,514	485,825	522,510	23	30,607	17	82,384	65	85,762	37	88,717	47	36,060	52	21,179	54	30,861	202	77,367	10	13,374
LAFAYETTE	25,402	30,132	30,646	14	1,924	5	575	15	8,900	14	7,722	22	3,604	9	824	6	458	54	4,051	3	623

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	68,756	90,883	94,237	17	7,257	9	3,804	35	25,926	18	19,687	28	10,965	17	4,162	16	1,242	97	10,735	3	1,494
Antigo	54,674	71,983	75,446	11	4,719	6	3,518	22	24,301	14	14,267	20	8,732	16	4,108	13	1,190	42	5,889	3	1,494
LINCOLN	74,091	74,197	73,277	19	4,347	11	3,010	35	19,385	20	13,690	32	9,797	18	1,985	22	2,564	123	9,795	8	1,626
Merrill	44,971	43,990	43,794	9	1,987	8	2,603	15	11,908	7	9,339	19	5,754	10	1,135	16	1,808	48	4,900	5	1,324
MANITOWOC	217,163	282,254	291,947	36	11,731	22	43,724	80	66,757	46	59,333	65	25,958	40	7,025	43	10,452	272	35,980	14	10,004
Manitowoc	138,982	214,584	198,393	17	7,201	14	42,189	33	37,986	22	39,048	32	15,530	25	4,757	22	5,982	128	22,543	7	7,420
Two Rivers	39,118	50,262	51,852	5	1,423	4	1,042	16	16,760	16	9,777	16	6,998	8	1,759	7	2,313	48	6,323	4	2,331
MARATHON	330,144	376,234	379,976	62	35,852	27	45,452	92	62,543	68	69,309	75	31,833	54	16,798	65	17,861	290	42,361	23	8,172
Wausau	177,929	212,572	216,321	18	8,934	16	40,728	40	37,337	22	39,373	28	13,205	44	14,572	35	11,461	108	19,405	15	6,603
MARINETTE	108,710	167,792	178,887	30	12,732	13	12,607	48	45,008	31	34,289	43	15,849	16	6,744	25	5,469	172	26,840	6	3,442
Marinette	56,549	85,957	91,381	8	4,835	6	5,739	14	25,322	11	16,574	12	5,410	11	6,056	13	3,924	56	10,976	5	3,269
MARQUETTE	19,658	25,480	26,324	9	1,763	4	443	21	8,174	7	3,018	14	4,249	2	101	4	277	53	6,736	2	259
MENOMINEE	1,721	3,379	3,763			1	813	2	1,685			1	647					6	618		
MILWAUKEE	3,453,803	4,436,735	4,619,546	254	119,637	139	766,547	744	932,166	324	780,076	638	359,340	518	227,777	528	236,371	2,417	542,638	208	124,367
Milwaukee	1,960,630	2,034,079	2,020,730	145	58,718	80	230,052	543	461,385	185	283,168	399	171,302	314	87,480	331	120,224	1,763	313,685	129	64,905
MONROE	93,926	130,565	136,578	28	13,591	11	4,439	41	27,434	22	20,306	49	33,471	20	4,851	19	4,634	91	16,997	7	3,494
OCONTO	54,773	60,199	60,433	21	12,001	11	1,308	50	15,316	14	10,408	41	6,035	8	421	11	844	156	9,795	5	1,368
ONEIDA	140,498	169,261	172,604	30	15,766	13	9,568	37	33,846	31	31,830	46	18,994	29	7,239	36	7,368	170	20,554	12	6,068
Rhinelander	77,792	93,364	95,131	13	5,711	7	9,307	16	21,455	13	18,682	24	9,260	16	5,066	18	4,454	68	8,214	6	3,069
OUTAGAMIE	478,260	920,080	1,020,913	62	63,971	31	149,959	99	206,075	80	226,385	95	83,758	60	21,389	84	48,527	306	102,732	21	22,715
Appleton	239,601	523,201	507,727	25	22,297	16	92,304	46	109,755	36	61,389	48	38,820	45	19,059	56	33,187	128	40,094	11	15,508
OZAUKEE	175,756	219,406	225,526	28	14,996	7	2,025	43	54,362	31	53,111	46	24,568	30	5,142	49	7,505	148	28,158	8	5,059
PEPIN	20,485	31,330	33,348	5	2,853	2	643	6	4,431	7	8,764	11	5,842	4	691	6	1,068	21	4,257	3	742
PIERCE	74,147	92,374	94,761	24	6,778	5	1,627	39	21,077	25	21,067	29	11,516	19	2,400	16	3,381	88	15,124	7	3,577
POLK	89,425	138,549	147,804	33	14,496	12	4,414	46	33,529	33	22,738	44	25,923	18	2,263	26	3,761	89	19,117	9	5,046
PORTAGE	169,212	325,369	361,071	26	17,649	16	34,434	42	70,631	24	51,716	42	23,795	27	20,693	34	16,875	153	51,696	9	11,321
Stevens Point	141,266	277,274	308,766	14	6,476	10	29,736	23	61,744	16	44,805	30	18,821	27	20,693	28	16,707	91	40,007	9	11,321
PRICE	39,748	63,559	68,198	15	5,322	8	3,502	27	21,107	12	11,777	21	8,019	9	1,654	17	1,882	81	7,662	5	2,345
RACINE	531,580	646,228	660,026	59	34,768	34	68,354	148	167,201	87	115,468	128	66,381	67	16,375	106	32,497	366	74,664	33	19,261
Racine	325,916	386,192	392,509	26	14,679	20	60,332	97	104,703	37	45,504	73	38,685	46	12,312	67	18,303	193	43,225	23	13,185
RICHLAND	37,878	45,203	46,024	14	4,370	5	2,415	17	8,613	11	10,384	18	4,186	13	3,639	13	2,337	37	4,434	3	1,195
ROCK	483,599	593,862	608,242	56	32,099	35	94,583	119	133,857	76	105,559	117	67,229	88	20,386	83	24,653	283	67,347	32	17,355
Beloit	160,549	204,795	210,927	14	9,081	12	33,485	37	50,169	21	43,487	32	21,506	26	5,363	22	7,246	87	21,873	10	7,498
Janesville	251,229	322,267	332,150	23	12,905	13	60,593	47	68,339	32	52,178	53	36,355	46	13,197	48	15,809	115	36,669	14	8,389
RUSK	37,312	48,331	49,925	12	6,126	8	2,044	19	12,130	15	6,668	26	8,718	11	1,943	7	1,169	61	4,292	3	889
ST. CROIX	104,761	155,254	164,311	23	13,379	9	5,870	32	34,408	22	37,962	42	27,940	15	3,245	24	3,257	94	19,153	8	5,981
SAUK	151,170	213,298	223,758	40	20,387	12	8,718	49	53,781	33	36,480	51	28,419	28	6,648	29	7,841	160	35,794	13	4,841
Baraboo	51,027	68,230	71,671	12	8,100	6	7,222	10	18,787	12	10,490	9	3,401	14	3,424	6	4,551	33	6,563	4	3,691
SAWYER	42,298	64,595	68,748	13	6,017	6	948	26	18,526	11	13,310	13	7,175	9	1,361	4	663	84	9,411	3	2,100
SHAWANO	89,971	114,414	117,824	32	13,813	13	10,396	41	28,249	24	19,864	37	10,779	14	2,431	23	4,816	183	17,303	7	2,390
Shawano	60,139	73,589	76,280	14	9,837	9	9,738	18	19,597	11	13,448	13	3,898	12	2,241	13	2,519	55	6,773	5	2,019
SHEBOYGAN	286,544	380,352	394,631	42	26,777	22	64,428	81	92,322	51	68,677	72	33,107	40	8,832	47	12,664	246	43,658	18	12,358
Sheboygan	196,671	253,787	261,897	13	8,612	12	54,783	41	64,206	31	42,742	43	18,516	31	7,437	26	8,870	133	24,324	14	10,173
TAYLOR	43,104	64,576	68,461	16	5,934	5	9,021	22	14,758	9	13,367	15	7,101	7	1,471	11	3,064	77	8,404	4	902
TREMPEALEAU	63,210	73,348	74,323	24	6,653	14	1,795	42	18,379	20	16,663	33	9,126	15	1,075	12	1,144	98	10,144	8	1,291
VERNON	46,323	71,688	76,467	26	6,608	11	1,874	35	19,330	15	11,133	31	10,766	16	4,824	18	3,372	60	10,463	6	2,781
VILAS	57,200	79,223	82,828	31	7,228	7	1,539	40	29,460	18	8,792	35	7,032	17	2,031	9	790	116	13,731	3	1,218
WALWORTH	209,091	260,669	267,421	46	21,660	23	8,626	66	64,146	52	45,412	68	30,354	40	8,915	51	7,099	242	50,294	17	6,753
WASHBURN	48,470	47,570	46,830	13	3,993	8	3,036	27	13,333	16	8,512	24	5,543	5	355	8	611	80	5,957	3	2,115
WASHINGTON	203,444	271,742	282,256	38	25,623	17	21,027	54	70,284	41	41,316	53	32,053	28	8,441	60	14,974	183	31,974	11	8,382
WAUKESHA	957,851	1,651,446	1,801,543	114	82,014	51	279,903	160	430,119	111	391,560	188	138,385	97	51,136	147	73,824	426	153,060	45	45,383
Waukesha	170,183	261,330	278,259	16	13,317	11	33,564	28	73,951	21	53,504	37	23,548	17	5,129	35	10,943	90	28,621	11	9,921
WAUPACA	118,607	164,048	171,435	37	9,562	23	10,967	59	40,738	43	33,013	45	19,093	30	4,723	41	8,008	178	23,596	12	3,962
WAUSHARA	40,768	57,989	60,915	16	5,836	10	2,176	23	11,394	15	9,752	25	9,612	5	412	6	330	68	9,791	3	997
WINNEBAGO	393,123	522,727	542,831	49	23,277	22	49,273	79	106,505	82	82,898	92	61,083	66	15,822	81	23,327	318	75,292	26	18,298
Menasha	37,663	46,530	47,677	6	3,103	2	1,069	7	10,020	9	14,653	9	5,423	3	317	4	840	42	7,197	3	764
Neenah	72,705	85,987	87,381	10	3,565	3	4,001	17	27,258	11	14,147	19	8,622	20	3,572	16	3,235	53	9,704	8	4,582
Oshkosh	224,931	300,514	312,045	19	9,171	13	42,185	38	57,509	36	41,143	44	29,536	42	11,569	42	11,543	141	38,001	12	11,095
WOOD	279,220	381,134	397,484	46	16,595	21	40,556	68	72,975	55	86,731	70	28,545	56	17,536	56	12,189	170	51,672	16	9,041
Marshfield	118,885	158,424	164,450	16	4,660	9	19,882	18	8,073	22	35,494	16	10,661	24	8,883	19	4,962	54	28,324	4	3,799
Wisconsin Rapids	131,236	177,025	184,182	15	8,484	8	20,300	23	40,549	27	46,963	36	13,563	28	8,503	27	6,629	65	14,746	10	4,881

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,654,015	3,023,487	3,338,004	307	259,743	151	249,160	331	652,087	357	620,826	647	494,020	334	147,337	331	127,407	866	354,236	109	101,867
METROPOLITAN STATISTICAL AREAS																					
Casper, Wy	319,228	425,041	438,458	42	37,630	9	46,410	44	81,796	47	104,860	77	37,305	47	18,761	66	25,550	92	39,195	12	13,273
COUNTIES, Cities																					
ALBANY	98,055	125,133	127,624	20	9,253	5	3,213	14	25,796	20	20,472	41	20,617	24	7,707	25	6,706	47	16,400	4	5,018
Laramie	96,605	120,778	123,177	19	9,197	4	3,138	11	25,164	19	20,399	37	18,970	24	7,304	25	6,314	42	15,714	4	4,641
BIG HORN	21,518	29,440	30,516	12	2,392	5	838	12	9,441	4	4,433	18	3,785	8	1,606	7	1,302	34	4,612	5	846
CAMPBELL	81,421	164,201	182,829	9	21,868	5	9,381	15	34,668	14	37,293	15	20,658	13	7,656	10	2,906	34	19,075	3	4,450
Gillette	73,365	149,733	165,010	7	18,918	3	7,097	11	31,431	12	34,063	14	19,279	13	7,656	10	2,906	28	15,005	3	4,450
CARBON	81,299	157,469	174,004	15	12,641	8	6,874	17	28,675	18	34,739	51	40,159	15	7,496	13	3,404	46	19,463	5	8,285
Rawlins	59,113	113,751	124,681	6	8,994	4	6,406	6	20,814	11	26,234	28	25,924	11	6,580	9	2,957	22	13,221	3	6,877
CONVERSE	40,482	65,364	69,843	10	10,204	4	2,433	9	15,291	11	13,403	19	12,036	10	2,021	10	1,481	21	8,487	3	856

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1984 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1983 estimate	E&P 1984 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CROOK	9,726	18,189	19,957	5	1,534	2	574	10	3,476	3	439	8	7,021	3	808			14	3,552	2	174
FREMONT	119,499	191,197	204,022	22	20,421	14	12,846	25	42,458	21	37,044	50	22,017	28	10,465	25	7,259	73	19,677	9	7,515
Riverton	67,322	103,160	110,329	13	11,752	7	6,439	9	22,643	16	27,478	13	6,679	15	5,749	15	5,287	25	7,826	3	4,143
GOSHEN	36,675	51,131	53,196	16	5,956	5	4,139	18	13,880	15	9,345	14	3,115	11	2,972	7	587	26	3,897	3	2,124
HOT SPRINGS	16,226	27,113	29,154	5	2,819	3	704	5	7,347	7	5,121	9	3,500	5	1,281	2	392	17	3,906	2	1,611
JOHNSON	21,289	43,384	48,386	6	3,655	4	2,104	8	9,225	8	8,028	16	10,538	4	1,712	6	663	14	5,931	2	2,297
LARAMIE	262,532	439,654	472,987	37	30,051	9	46,303	33	72,467	58	85,078	79	71,248	42	25,341	54	21,471	92	47,769	10	13,261
Cheyenne	237,978	394,565	423,660	26	20,276	7	39,581	26	60,297	52	83,096	68	63,338	41	24,857	52	20,830	81	44,300	9	12,201
LINCOLN	40,398	94,350	107,927	5	3,608	9	3,574	10	23,383	11	26,568	24	24,802	9	4,695	4	585	35	10,000	4	4,319
NATRONA	319,228	425,041	438,658	42	37,630	9	46,410	44	81,796	47	104,5[illegible]	77	37,305	47	18,761	66	25,550	92	39,195	12	13,273
Casper	293,590	396,164	409,761	32	31,263	9	45,337	33	76,84[illegible]	43	104,7[illegible]	62	29,801	47	18,761	61	25,412	75	35,236	11	12,117
NIOBRARA	11,917	18,571	19,704	3	618	2	497	5	2,635	6	2,652	8	7,319	4	1,201	2	146	8	2,256	1	827
PARK	79,392	154,204	170,533	22	15,708	19	24,073	11	26,603	22	33,903	30	19,735	23	7,644	20	5,034	48	17,232	8	4,358
PLATTE	29,083	41,510	43,366	12	2,683	5	2,205	8	11,234	9	8,3[illegible]	16	10,605	9	1,132	6	459	20	3,857	3	685
SHERIDAN	87,3[illegible]	236,865	278,519	15	18,035	7	29,273	16	57,910	14	53,072	34	26,764	14	11,625	16	13,258	55	32,029	9	8,966
Sheridan	81,876	220,686	259,232	13	17,367	6	28,515	11	52,881	14	53,072	22	23,410	14	11,625	16	13,258	42	25,756	8	8,692
SUBLETTE	14,136	26,563	29,171	4	939	6	453	6	5,830	4	1,433	13	12,993	4	857	2	724	19	4,132	2	470
SWEETWATER	132,330	369,028	436,119	16	35,529	10	27,963	20	102,974	25	74,856	49	60,430	23	18,343	25	23,076	69	47,122	7	7,784
Rock Springs	100,107	278,864	329,518	10	18,477	7	21,724	14	76,704	19	61,854	26	40,333	15	16,509	23	21,506	42	33,530	6	6,839
TETON	54,978	91,434	98,231	10	8,891	9	2,478	16	19,055	9	7,516	26	11,100	14	4,655	11	1,084	39	15,819	4	2,817
UINTA	41,484	169,392	213,231	7	8,3[illegible]	5	[illegible]	13	37,013	8	31,482	27	57,745	7	3,999	7	9,135	21	21,372	5	9,502
WASHAKIE	30,575	47,549	51,315	6	[illegible]	4	4,108	7	11,289	11	15,711	10	3,600	10	3,007	9	1,323	20	4,229	3	1,136
Worland	29,776	44,825	47,836	[illegible]	[illegible]	4	[illegible]	4	10,940	10	15,396	7	1,970	10	3,007	9	1,323	16	3,268	3	1,136
WESTON	24,393	36,705	38,712	8	4,135	[illegible]	809	11	9,641	12	5,069	13	6,928	7	2,353	4	862	22	4,224	3	1,293

CANADA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			1984 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1983 estimate	E&P 1984 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32 681 075	116 563 551	127 147 286	17 335 107	6 958 985	3 083 869	31 097 751	1 074 660	18 292 740	22 961 067	9 472 421	4 580 518
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	3,836,302	4,274,759	859,613	295,818	182,288	868,730	5,175	269,891	891,724	184,834	127,170
Chicoutimi-Jonquiere	189,542	593,568	651,284	74,780	63,270	28,439	205,309	4,290	53,028	105,798	54,062	17,634
Edmonton	921,464	4,477,984	4,986,058	1,124,522	302,879	178,669	947,214	12,643	267,289	1,044,029	187,730	177,055
Halifax	400,042	1,227,152	1,345,310	168,556	92,409	25,139	306,354	7,187	219,083	243,377	63,842	78,755
Hamilton	797,791	2,238,833	2,444,696	346,800	107,655	45,978	628,952	16,569	360,522	442,883	184,510	95,437
Kitchener	408,784	589,899	615,772	182,084	39,650	12,289	54,159	2,746	96,611	142,027	46,621	1,867
London	499,891	1,555,648	1,706,470	232,009	81,547	28,474	393,320	8,253	314,425	297,388	128,072	65,337
Montreal	4,127,742	13,582,206	14,932,844	1,568,947	1,140,281	457,939	4,562,077	194,381	2,003,114	2,194,705	1,146,128	529,365
Oshawa	174,738	77,344	63,430	2,759	3,051	431	15,578	913	9,046	9,460	12,844	3,389
Ottawa-Hull	1,008,308	2,859,974	3,124,498	411,049	144,483	51,324	771,121	24,463	638,986	480,501	205,427	110,646
Quebec	822,551	3,456,508	3,832,788	398,608	332,020	123,221	1,087,235	44,690	475,895	645,945	271,208	105,425
Regina	311,601	1,077,806	1,187,264	148,699	46,837	316,584	190,737	7,244	113,578	179,177	41,482	36,370
St Catharines-Niagara	499,715	440,588	432,141	122,135	44,126	5,250	99,352	4,372	21,218	78,675	25,267	1,829
St John	160,867	465,639	509,178	74,279	25,523	9,883	139,459	1,395	66,464	99,940	31,996	16,051
St John's	226,104	823,906	909,306	120,290	59,045	30,392	213,516	3,524	60,044	217,686	76,822	52,432
Saskatoon	227,243	831,823	918,192	155,840	68,047	27,645	164,826	4,237	149,097	157,539	40,568	41,539
Sudbury	287,814	719,968	781,704	85,031	41,577	13,938	209,911	4,270	131,802	146,437	55,501	25,284
Thunder Bay	199,335	589,260	644,963	92,732	22,109	6,931	159,187	2,295	140,274	95,428	40,962	26,032
Toronto	4,557,563	15,902,017	17,522,653	1,894,546	886,541	294,972	3,981,007	103,639	3,807,114	3,106,456	1,180,902	720,995
Trois-Rivieres	141,796	328,172	354,797	35,729	37,334	9,037	108,957	12,569	38,284	66,861	4,866	13,560
Vancouver	1,937,706	692,469	514,578	203,123	9,031	2,685	27,412	454	18,498	140,710	74,475	20,132
Victoria	341,157	447,386	462,562	104,001	22,352	15,027	83,425	1,842	69,094	52,661	23,202	14,310
Windsor	425,065	1,220,522	1,334,159	178,70[illegible]	70,347	30,079	308,181	7,207	243,334	242,744	92,890	53,439
Winnipeg	851,980	2,678,529	2,939,464	606,163	140,181	89,124	799,987	8,712	305,891	437,875	174,470	99,644
PROVINCES, Cities												
ALBERTA	2,675,088	13,116,371	13,983,511	2,759,631	883,756	455,292	2,724,875	56,715	988,963	3,130,325	635,912	518,676
Calgary	767,104	3,836,302	4,274,759	859,613	295,818	182,288	868,730	5,175	269,891	891,724	184,834	127,170
Edmonton	871,784	4,238,882	4,719,896	1,115,888	294,817	168,830	871,655	11,100	258,674	944,064	166,064	169,759
Fort McMurray	50,083	339,700	381,074	18,204	4,073	923	17,643	382	314,803	10,728	2,061	3,403
Grande Prairie	35,678	175,812	195,831	47,057	9,992	4,526	28,500	1,429	14,818	44,032	10,909	10,407
Lethbridge	106,513	375,976	414,471	70,423	37,776	20,778	83,283	1,616	24,767	93,350	12,534	15,089
Medicine Hat	53,519	212,104	234,739	34,257	21,324	11,950	50,613	1,527	10,154	54,745	9,838	10,032
Red Deer	79,426	347,968	386,331	64,651	21,217	11,122	48,807	1,912	19,227	135,940	7,831	12,468
BRITISH COLUMBIA	3,743,512	14,713,318	15,667,834	2,583,670	625,285	368,030	3,253,189	109,438	2,666,743	2,240,328	1,062,018	537,217
Cranbrook	32,703	205,677	230,387	21,963	14,263	6,505	47,456	2,684	25,428	36,931	19,580	16,845
Dawson Creek	29,265	175,947	196,902	25,931	7,209	1,9[illegible]	42,587	5,490	31,524	50,506	13,897	7,767
Fort St. John	24,934	149,951	167,811	30,402	5,614	2,146	25,185	4,706	35,097	35,156	9,652	8,647
Kamloops	83,445	90,098	91,048	8,682	5,432	2,260	13,086	341	30,809	13,306	3,875	2,112
Kelowna	54,812	72,704	75,260	7,465	5,446	2,792	14,687	509	11,086	10,898	4,756	5,346
Kimberley	12,806	60,858	67,723	9,213	3,527	2,845	20,719	1,172	5,179	7,658	4,062	4,048
Nanaimo	53,930	39,770	37,747	6,819	2,073	1,217	7,283	281	6,279	5,775	1,755	821
Nelson	27,970	145,930	162,781	20,900	10,339	5,308	37,477	1,955	15,455	20,264	11,286	12,063
New Westminister	128,569	603,554	671,409	182,872	26,446	13,279	48,647	1,499	107,213	137,983	51,092	31,033
Penticton	44,801	30,665	28,645	2,293	1,696	693	5,340	382	5,469	4,437	2,253	1,842
Port Alberni	41,235	227,249	253,822	72,655	11,294	9,936	42,312	4,995	23,644	36,110	10,654	9,186
Prince George	108,877	335,434	396,371	121,455	21,102	19,456	89,883	2,129	80,319	128,616	29,575	10,073
Prince Rupert	30,273	27,141	26,694	3,275	1,945	660	5,776	74	5,441	2,507	914	1,849
Terrace	15,287	91,924	102,872	26,616	4,106	1,123	21,203	1,982	18,406	14,979	4,123	4,257
Trail	28,136	131,876	146,696	29,064	8,400	3,768	27,961	904	12,281	29,764	8,684	7,840
Vancouver	945,456	480,177	413,709	70,153	20,665	14,989	61,148	1,272	95,390	55,541	15,732	18,404

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1984 ESTIMATE OF SALES (THOUSANDS)								
	E&P 1971 estimate	E&P 1983 estimate	E&P 1984 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Vernon	45,192	51,146	51,996	8,292	2,350	1,420	8,816	428	6,597	11,047	2,637	3,154
Victoria	230,645	307,274	318,221	87,697	19,123	12,479	35,916	870	50,490	39,500	9,746	9,818
MANITOBA	1,346,444	4,332,772	4,701,923	932,457	225,601	138,019	1,229,253	28,032	487,660	796,760	310,913	164,110
Brandon	62,765	176,873	193,174	41,992	14,341	8,002	36,421	828	15,830	44,902	8,158	5,928
Dauphin	20,607	63,248	69,340	15,007	5,315	1,676	12,808	169	6,938	14,947	5,109	1,946
Flin Flon	11,883	32,311	35,229	13,733	3,542		7,967		4,189			
Portage La Prairie	25,116	73,150	80,012	8,148	5,837	2,985	22,224	469	9,673	15,810	5,810	2,390
Roblin	1,133	3,835	4,221	511	348	41	1,047	202	194	1,340	382	63
Swan River	13,307	40,869	44,806	13,937	2,755	911	6,545	322	3,830	8,002	4,289	1,109
Thompson	31,959	86,299	94,062	14,382	2,952	1,048	27,455	207	14,375	13,793	5,967	3,665
Winnipeg	553,450	1,703,442	1,867,727	513,009	116,989	67,794	381,383	6,630	196,514	274,095	83,207	60,280
NEW BRUNSWICK	851,489	2,785,081	3,038,593	452,027	137,050	81,647	751,074	16,111	360,268	597,446	267,294	124,339
Fredericton	88,344	306,301	337,438	67,978	22,589	7,376	59,746	1,230	33,740	80,490	20,197	15,909
Moncton	110,900	404,025	445,900	83,287	29,300	13,848	100,079	448	53,130	76,663	22,957	22,273
Saint John	153,715	444,873	486,467	73,364	25,029	9,438	129,813	1,128	64,375	99,940	27,351	14,955
NEWFOUNDLAND	599,435	2,093,043	2,352,904	435,103	143,156	69,166	609,724	11,843	195,290	388,897	246,825	114,604
Corner Brook	47,136	150,265	164,998	22,667	9,768	6,464	40,692		14,229	32,475	26,522	6,809
St. John's	180,111	653,608	721,250	114,154	67,998	28,669	169,251	3,175	49,668	142,250	42,678	46,033
NOVA SCOTIA	1,122,563	3,700,281	4,158,326	580,432	216,387	81,080	1,063,502	47,409	555,508	717,497	274,705	217,717
Amherst	21,278	73,948	81,472	11,427	4,494	1,281	22,833	1,339	6,301	15,882	7,098	4,468
Halifax	246,804	762,643	836,334	125,734	68,443	16,254	168,908	4,108	150,963	140,131	33,187	46,172
New Glasgow	37,133	123,702	136,069	18,093	12,043	3,102	32,836	4,002	10,057	28,288	10,939	6,898
Sydney	78,441	216,731	236,487	36,587	19,822	6,475	67,438	920	19,566	50,310	8,443	7,410
Truro	38,930	129,691	142,657	22,033	7,756	4,481	26,716	2,012	12,628	30,949	12,543	9,717
ONTARIO	12,605,695	43,100,337	48,090,681	5,511,613	2,227,139	800,130	11,274,181	359,188	8,980,147	9,023,106	3,793,839	1,817,704
Barrie	86,035	351,753	389,713	38,378	13,277	6,089	78,795	4,794	55,947	115,646	26,924	12,605
Belleville	82,589	261,144	286,652	24,063	15,785	6,682	61,270	2,182	46,400	73,740	14,567	11,947
Brampton	108,207	484,406	538,149	41,260	25,627	8,692	152,712	3,465	52,446	127,916	61,661	23,373
Brantford	101,063	336,099	369,675	33,259	25,162	9,265	103,769	2,112	54,400	77,941	22,666	12,632
Brockville	45,876	145,609	159,856	16,869	6,867	2,030	33,792	1,486	31,077	26,175	16,060	9,261
Cambridge												
Chatham	84,557	344,680	381,840	58,690	23,422	9,418	84,658	1,979	65,981	66,388	22,635	15,737
Cobourg	28,696	92,056	101,107	12,550	6,089	2,232	28,227	1,188	19,398	12,161	5,105	4,503
Cornwall	85,051	215,647	234,303	29,477	11,925	4,473	59,622	962	38,962	42,615	15,256	7,009
Fort Frances	22,600	65,871	72,052	4,109	4,010	1,151	16,650	700	16,111	13,062	5,610	3,868
Guelph	109,148	344,242	377,827	40,656	20,808	6,370	104,210	1,549	48,917	78,962	25,869	15,639
Hamilton	538,778	1,503,950	1,641,832	273,294	76,149	37,616	386,993	9,953	243,016	284,090	112,740	92,172
Ingersoll	17,080	56,572	62,214	1,710	1,090	827	9,710	379	19,331	16,631	5,797	2,448
Kenora	42,273	129,089	141,491	3,658	3,549	617	16,069	661	88,805	8,983	6,837	4,471
Kingston	117,595	335,730	366,892	39,538	26,842	8,461	89,036	1,650	68,406	54,811	25,959	15,459
Kirkland Lake												
Kitchener	226,542	646,657	706,673	194,805	40,775	13,156	106,795	2,925	89,703	149,266	42,578	16,211
Lindsay	33,695	108,349	119,014	8,550	5,659	2,307	29,946	1,588	13,665	26,101	11,747	7,060
London	408,680	1,267,338	1,390,003	200,882	72,127	23,187	324,306	6,054	256,230	233,830	88,824	54,080
Niagara Falls	124,831	342,257	373,318	23,382	12,753	5,128	72,932	1,357	141,152	47,689	22,130	16,994
North Bay	94,969	313,045	344,199	46,659	14,062	6,366	78,721	2,624	66,174	64,753	27,479	6,105
Orillia	49,837	158,620	174,160	19,685	7,042	2,915	42,557	2,386	28,126	28,402	14,239	10,463
Oshawa	155,171	452,698	495,202	97,629	23,880	9,628	116,838	5,558	67,701	83,394	26,166	21,199
Ottawa	636,858	1,818,721	1,987,558	275,872	118,953	35,676	399,335	7,382	437,666	346,527	97,438	74,947
Owen Sound	41,949	139,172	153,061	13,154	10,553	3,290	41,733	2,370	16,506	30,454	12,970	8,004
Pembroke	41,324	115,589	126,198	17,995	9,372	2,127	31,786	1,307	13,384	22,969	8,825	6,696
Peterborough	129,559	364,698	398,289	52,645	21,363	9,223	98,203	2,065	52,892	87,138	18,958	13,345
Port Colborne	29,724	88,710	97,136	9,059	4,636	1,315	30,504	700	16,561	16,171	6,789	4,139
Port Hope	15,290	51,495	56,467	2,399	2,653	410	14,162	794	7,866	8,226	11,677	3,081
St. Catharines	213,400	940,239	1,044,073	169,729	73,460	17,262	257,399	6,003	139,046	194,745	70,799	34,302
St. Thomas	53,409	178,475	196,341	15,619	10,049	2,970	45,925	1,451	22,788	47,826	21,993	10,068
Sarnia	89,857	299,738	329,721	37,498	19,003	8,582	78,870	1,994	49,609	78,397	20,958	11,140
Saulte Ste. Marie	131,344	648,150	721,979	108,184	35,549	11,958	190,762	5,812	113,322	121,616	48,652	16,298
SimcOe	34,744	115,845	127,431	10,742	10,779	2,822	31,465	1,612	11,213	26,862	9,517	8,141
Sioux Lookout	8,205	27,065	29,759	5,102	473	273	6,237	294	9,661	2,328	1,773	1,316
Stratford	51,328	168,619	185,375	23,078	8,285	2,427	44,026	1,134	29,467	35,602	13,876	9,981
Sudbury	222,365	546,944	593,312	80,304	36,648	11,037	143,772	2,699	92,374	120,322	34,451	19,445
Thunder Bay	189,897	526,780	574,906	92,238	22,109	6,916	156,161	2,295	78,336	95,243	37,804	25,652
Timmins	53,155	202,602	223,951	22,576	15,829	4,196	68,890	1,787	45,296	26,702	9,934	10,823
Toronto	1,534,094	5,446,923	6,005,899	864,995	399,807	115,607	1,167,618	34,228	1,649,948	706,189	204,371	274,452
Waterloo	61,547	246,763	273,222	40,345	10,142	4,235	72,578	1,275	34,903	53,006	16,157	14,735
Welland	74,311	236,457	259,621	19,639	14,437	6,249	66,637	853	37,768	61,645	21,017	11,394
Whitby	58,815	199,479	219,574	33,809	4,197	1,386	49,279	2,026	24,597	60,369	23,580	7,385
Windsor	365,351	1,040,329	1,136,754	173,356	67,394	27,211	267,796	4,873	208,556	180,048	74,561	44,224
Woodstock	59,709	191,796	210,666	20,948	8,759	3,400	44,417	1,017	47,626	50,638	12,630	4,675
PRINCE EDWARD ISLAND	146,763	485,878	524,851	119,147	21,778	2,786	106,890	1,639	64,482	95,320	45,821	18,346
Charlottetown	53,162	170,328	187,066	49,154	13,234	1,378	35,197	241	25,735	27,499	7,533	7,009
Summerside	23,916	68,147	74,468	21,213	4,808	514	15,811	664	3,052	15,461	6,104	1,863
QUEBEC	8,324,718	27,197,497	29,166,390	2,936,264	2,211,242	949,321	8,926,842	369,902	3,342,979	4,874,571	2,549,633	856,760
Chicoutimi	77,551	240,849	264,177	24,236	38,405	8,709	66,660	1,314	18,188	66,469	15,466	6,998
Granby	56,978	137,787	149,331	17,970	15,139	5,579	45,049	1,127	14,572	30,514	6,634	3,684
Montreal	2,085,284	6,864,378	7,547,106	873,516	693,714	272,961	2,093,660	99,160	1,249,311	850,119	452,137	305,972
Quebec	429,267	1,794,625	1,989,676	224,288	203,233	60,182	549,752	10,538	244,396	349,120	89,915	59,975
Rouyn	39,614	115,933	126,836	13,620	16,761	4,040	31,034	435	9,852	32,567	11,576	1,745
Sherbrooke	141,507	343,547	372,410	27,410	46,053	13,513	100,867	2,692	34,172	72,124	30,843	11,489
Trois Rivieres	91,434	213,511	230,951	27,194	30,052	6,812	64,108	4,360	25,691	37,307	12,552	7,535
SASKATCHEWAN	1,187,559	4,686,603	5,077,030	886,822	263,245	137,511	1,083,438	66,979	611,974	1,053,757	278,420	206,575
Lloydminster	10,463	44,653	49,537	9,035	2,060	1,002	11,357	1,720	4,020	13,165	3,201	1,090
Moose Jaw	55,213	203,690	224,901	43,868	11,355	8,813	47,822	3,351	24,166	46,046	7,935	6,810
Prince Albert	52,596	179,454	197,576	26,963	12,356	8,130	43,571	707	18,640	50,151	8,370	6,834
Regina	239,519	804,270	884,949	148,699	46,837	31,658	190,737	7,244	102,185	179,177	40,634	35,062
Saskatoon	222,243	790,556	871,744	155,840	68,047	27,645	164,826	4,237	102,649	157,539	40,568	41,539
YUKON NW TERRITORIES	77,809	352,370	385,249	137,141	4,346	8 87	74,783	7,404	38,726	43,061	7,041	4,470

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

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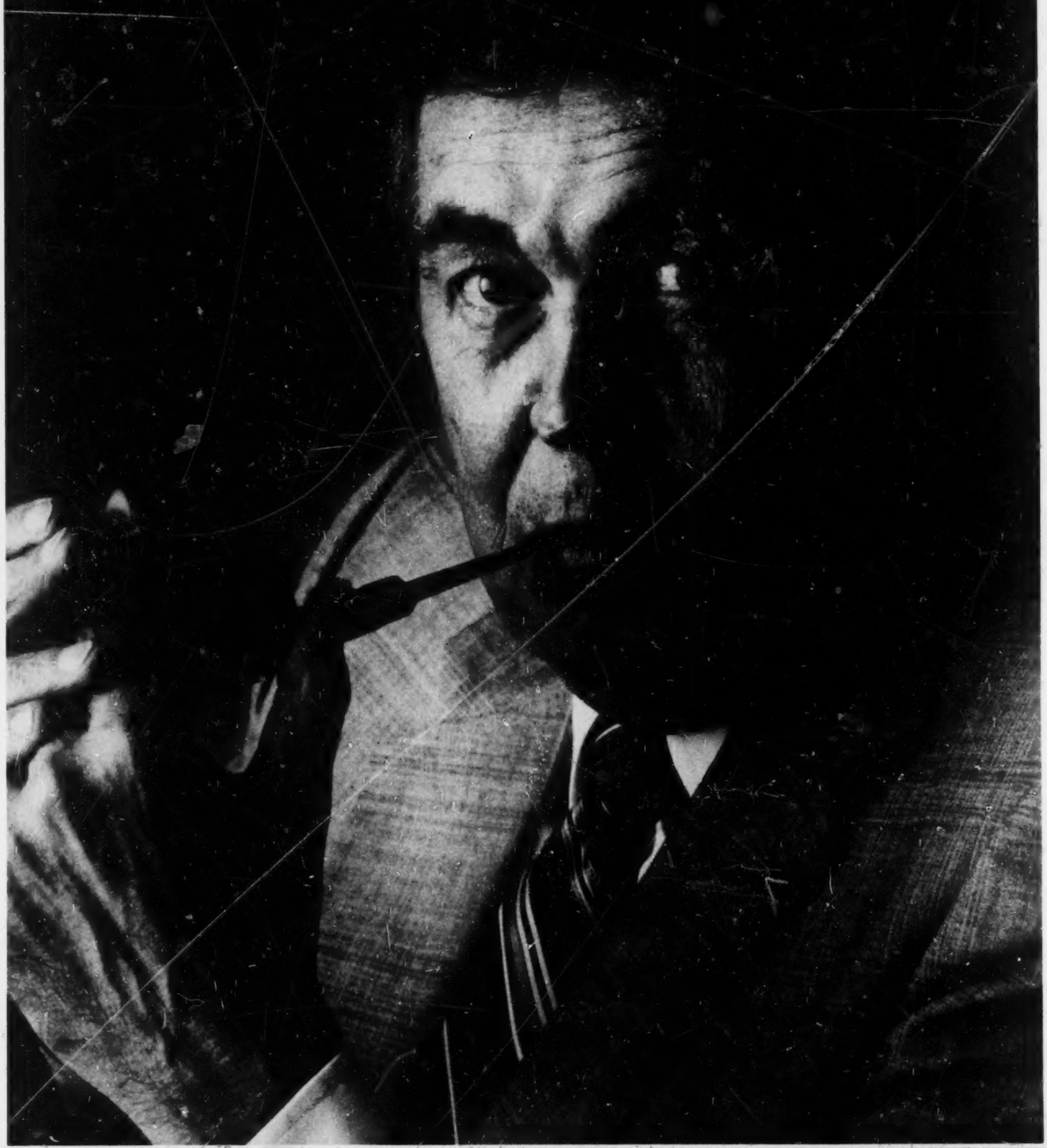

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Harry M. Stanley, Jr.
Senior Vice President
The Dallas Morning News

There's no question about it, the right people read The Dallas Morning News: People advertisers are most interested in reaching. For example, the most recent Scarborough and Simmons Reports confirm our lead in not one, but *all* of the key demographic areas of daily readership. We reach more people in the important 25 to 44 age group, more families with household incomes of $50,000+ and $35,000+, more professionals and more people with a college degree.

In fact, Scarborough shows *one* insertion in The Dallas Morning News will reach more adults with household income of $50,000 or more, than three insertions in the other Dallas newspaper.

Plus, both studies gave us the total readership lead daily in the ADI, SMSA and six-county Metro Area.

This leadership and growth is a reflection of our continued editorial commitment to excellence. Readers and advertisers alike know The Dallas Morning News works for them. Every day of the week. That's why nobody beats us in the morning.

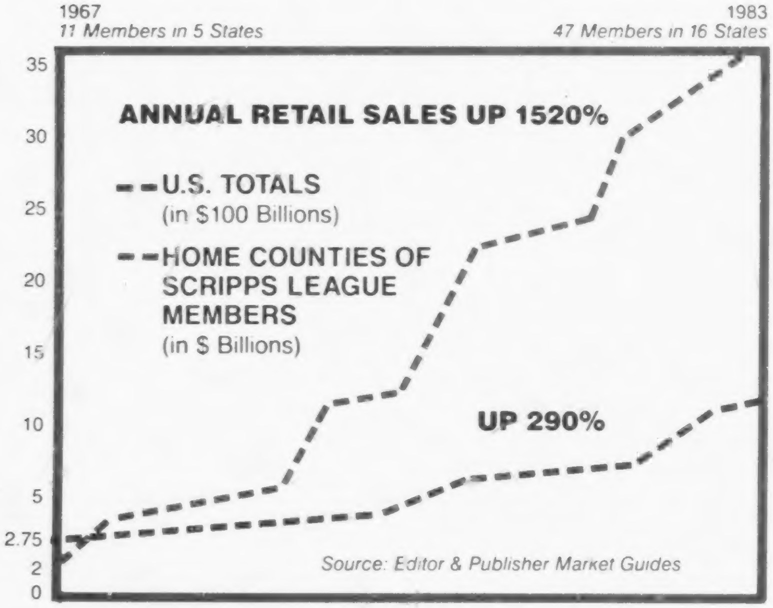
NOBODY BEATS
The Dallas Morning News
IN THE MORNING

Source: Scarborough Report 1983. Simmons Report 1982. Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National. The Leonard Co., Florida, Mexico, Caribbean. Lenba Hawaii, Hawaii.
A Member of Metropolitan Sunday Newspapers, Inc.

SALES GROW where markets grow

Our advertisers serve our readers well.

You, too can be a part of these growing markets.



Source: Editor & Publisher Market Guides

"Proclaim liberty through all the land unto all the inhabitants thereof."
[Lev. 25:10]

Scripps League Newspapers

Eagle Hill - SR1, Box 16B, Charlottesville, Virginia 22901

San Mateo, California, 400 El Camino Real
Washington, D.C., 1341 G. Street N.W.
Santa Barbara, California, 1236 Coast Village Circle

Represented Nationally by Newspaper Advertising Service Co.

ARIZONA
Flagstaff *Arizona Daily Sun*

CALIFORNIA
Banning *Record Gazette*
The Shopper
Hanford *Hanford Sentinel*
Kings County News
Napa *Napa Register*
Novato *Novato Advance*
North Marin Shopping News
Petaluma *Argus Courier*
Argus Courier Shopping Guide
Rohnert Park/Colati *Clarion*
Santa Maria *Santa Maria Times*
Spotlight
Santa Paula *Daily Chronicle*
Taft *Midway Driller*
Westside Shopping News
Wasco *Wasco News*

CONNECTICUT
Manchester *Evening Herald*

FLORIDA
Crestview *Okaloosa News Journal*
Valparaiso *Bayou Times*

HAWAII
Honolulu *Waikiki Beach Press*
Honolulu *Japanese Beach Press*
Honolulu *Kauai Beach Press*
Honolulu *Maui Beach Press*
Honolulu *Big Island Beach Press*
Kauai *The Garden Island*

ILLINOIS
DeKalb *Daily Chronicle*
Chronicle Shopper

KENTUCKY
Georgetown *Georgetown News & Times*
Hazard *Herald Voice*
Paris *Paris Enterprise*

MASSACHUSETTS
Haverhill *Haverhill Gazette*

MISSOURI
Flat River *Flat River Daily Journal*

MONTANA
Hamilton *Ravalli Republic*

OREGON
Coos Bay *Coos Bay World*
South Coast Week
Oregon City *Entrprise Courier*
Courier Shopper
The Dalles *the Dalles Chronicle*
Columbia Week

PENNSYLVANIA
Lewistown *The Sentinel*
Mifflin *Mifflin County Observer*

UTAH
Provo *The Daily Herald*
Utal Valley Enterpriser

VERMONT
Newport *Newport Daily Express*

WASHINGTON
Pullman *Pullman Herald*

WISCONSIN
Rhinelander *Rhinelander Daily News*